

Implementation and Evaluation of the “I Choose” Campaign to Promote Adult Immunization in South Los Angeles

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Acknowledgements

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Community Health REACH-US Initiative

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Harbor-UCLA Medical Center

Background

Recent data from the California Health Interview Survey indicate that in LA County:

- 37% of African Americans (>65 years) received an annual flu vaccination

In Comparison:

64% of Latino adults (>65)

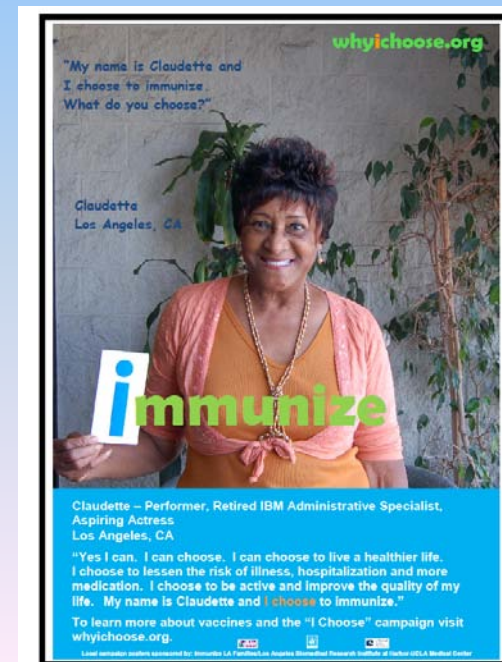
66% of White adults (>65)

Disparities in adult vaccination coverage persist across California and the US

Immunize LA Families



- A community-based Coalition
 - Community partners
 - LA County Public Health Department
 - State and local coalitions
 - Community Clinics
 - Senior Centers and Churches
 - LABioMed/South LA Health Projects



Immunize LA Families

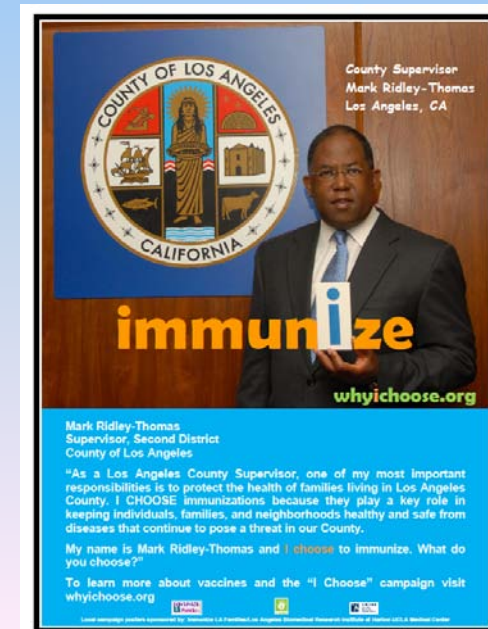


- Funded by the CDC under the Racial and Ethnic Approaches to Community Health across the US (REACH-US) Initiative 2007-2012
- Working to eliminate racial/ethnic disparities in adult immunization among African American and Latino residents of South LA

“I Choose”



- A narrowcast media campaign created by the California Immunization Coalition
- Includes use of posters that contain a picture of a community member with personal testimony about why they choose to vaccinate



“I Choose”

“I Choose” posters feature:

- Elected officials
- Church parishioners
- Coalition members
- Senior Center Attendees
- WIC Center employees
- Community Clinic staff

“I Choose”

- Campaign used for 2009-2010 and 2010-2011 flu seasons
- Posters in English and Spanish
- Posters displayed in:
 - WIC Center waiting areas
 - Community Clinic hallways
 - Senior Center and Church lobbies
 - Coalition meetings and SLAHP main office
 - Bus benches around South LA

Evaluation

- Content analysis
- Surveys
- Two phases (2009/10 and 2010/11 flu season)



Evaluation

- Immunize LA Families partner sites
 - Assigned to exposed and unexposed groups
 - 5 active (exposed) sites
 - 7 control (unexposed) sites
 - Partner sites involved in the evaluation included church, senior centers and WIC Centers

Evaluation

- Pre and post surveys were conducted at both the exposed and unexposed partner sites.
- First survey was administered prior to the placement of the posters
- Post survey was administered 4 months after the posters were displayed
- Comparisons occurred between groups and over time

Evaluation

- Questions included on the surveys included:
 - Self-reported receipt of immunization
 - Demographics
 - Social acceptability of immunizations
 - Reasons for not receiving the vaccine

Evaluation



- Pre and post surveys were the same except for three additional questions on the post survey
- Had respondent seen a new immunization poster?
 - What did the person remember about the poster?
 - What from the poster made an impression?



Empleadas de la oficina de Florence WIC

Los Angeles, CA

"Uno de nuestros esfuerzos es de promover inmunizaciones oportunas para todos nuestros participantes. Cuando somos inmunizados, no sólo estamos protegiendo a nosotros mismos, pero también a nuestras familias y nuestras comunidades. Somos las empleadas de la oficina de Florence WIC y nosotras decidimos vacunarnos. ¿Que decides tu?"

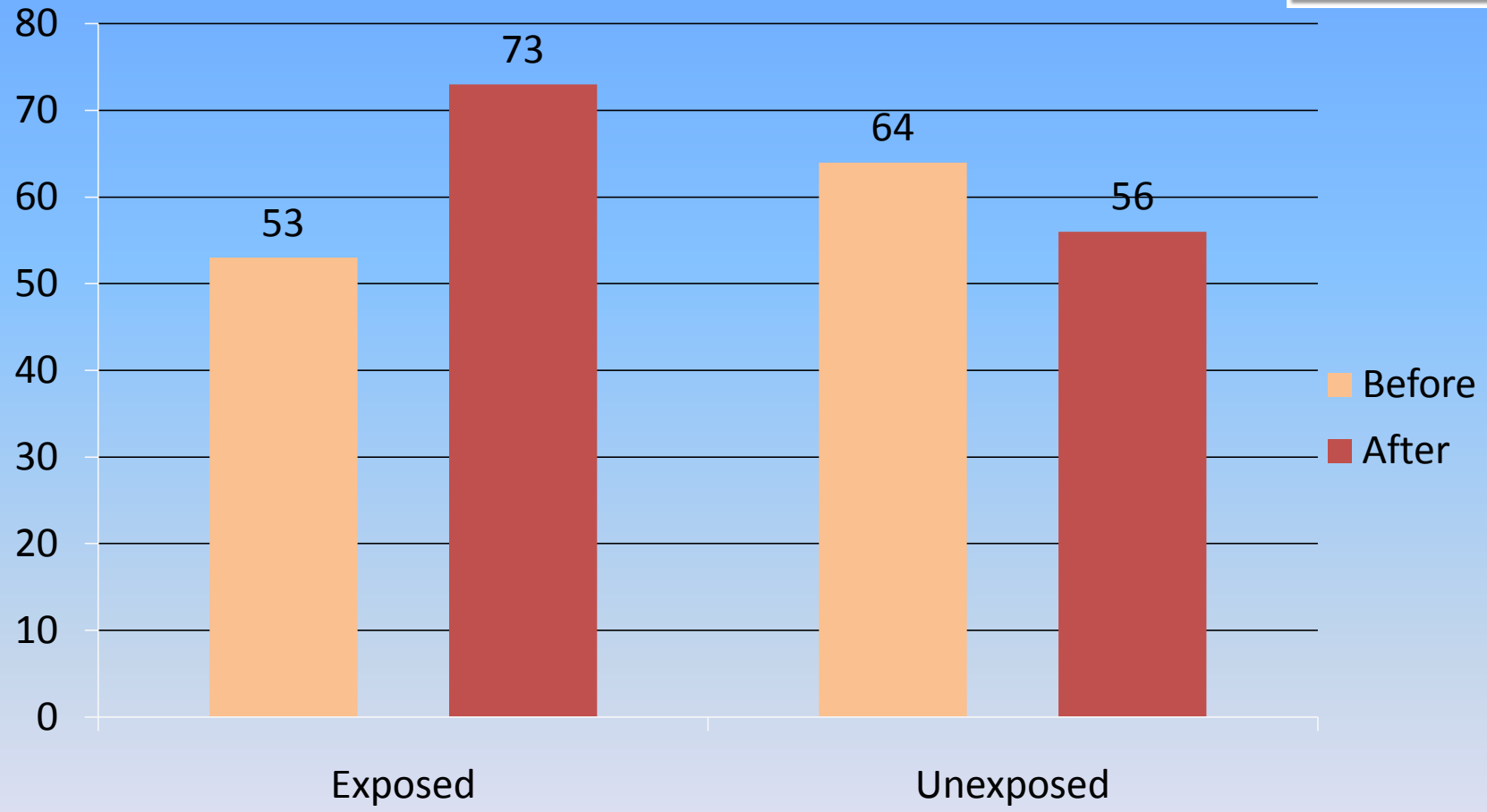
Para más información, visite www.VacunasMiSalud.org.

Results

Demographic	Exposed	Non-exposed
50-64	41 (26.1%)	24 (14.0%)
65 and older	57 (36.3%)	78 (45.3%)
African American	67 (41.6%)	81 (52.9%)
Latino	84 (51.2%)	62 (40.5%)
High School	75 (46.6%)	67 (41.4%)

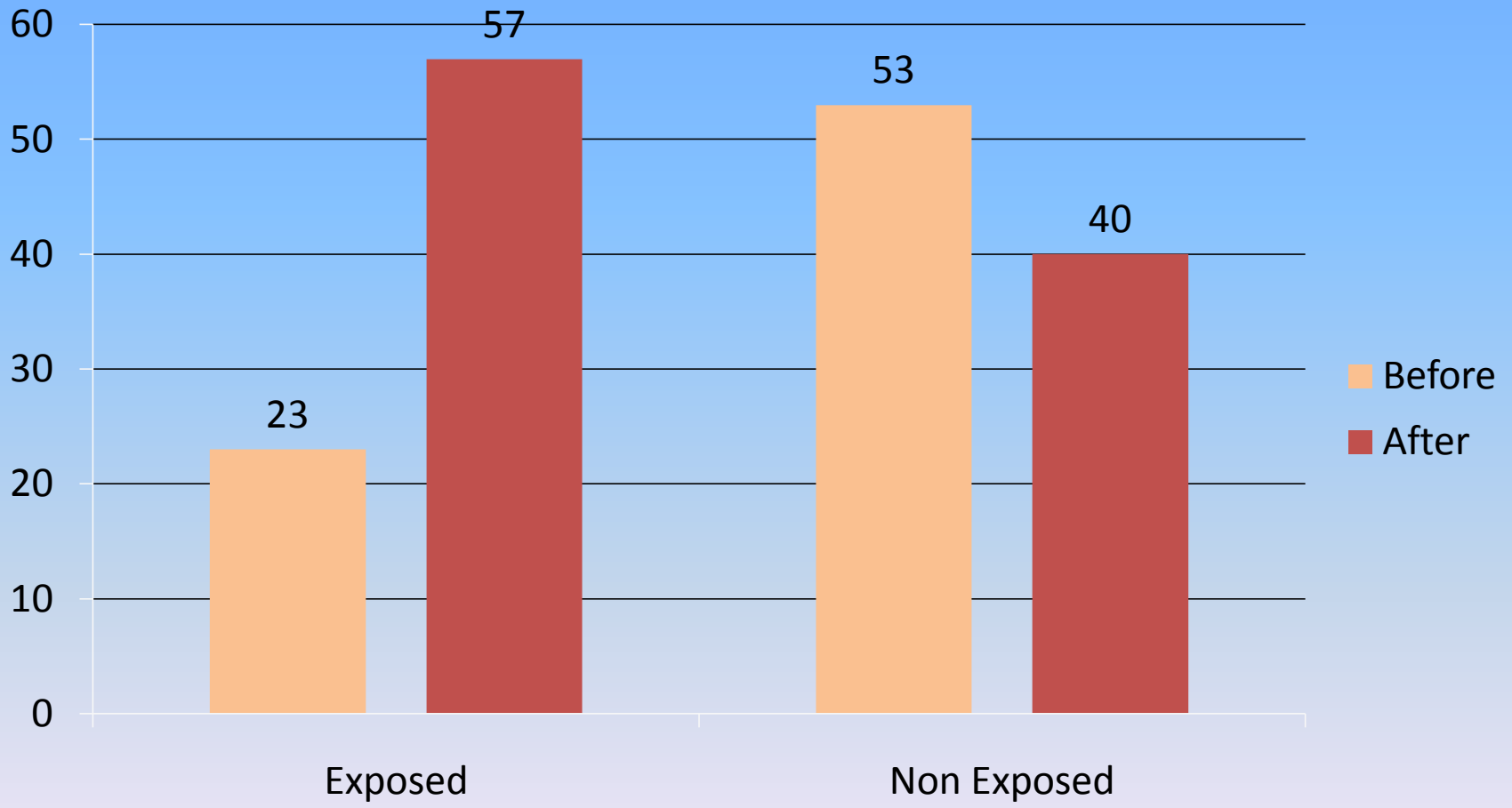
Key demographics of the I Choose group samples

Results



Percentage of people who chose to get the flu vaccination before and after "I Choose" (2009/10 flu season)

Results



Percentage of respondents that said that 'all or most' of their friends and family found immunization acceptable (2009/10)

Results

- Among African-American respondents at both the active (exposed) and unexposed sites, there was an increase in self-reported immunization rates from 54 to 62%.
- Among Latino respondents at both the active and unexposed sites, there was an increase in self-reported immunization rates from 71 to 76%.

Results

- Between 2008/09 flu season and 2009/10 flu season, there was an increase of 450 vaccinations delivered at partner sites.
- Active messaging from the posters included:
 - Familiar faces
 - Smiles
 - Promotion of good health



Content Analysis

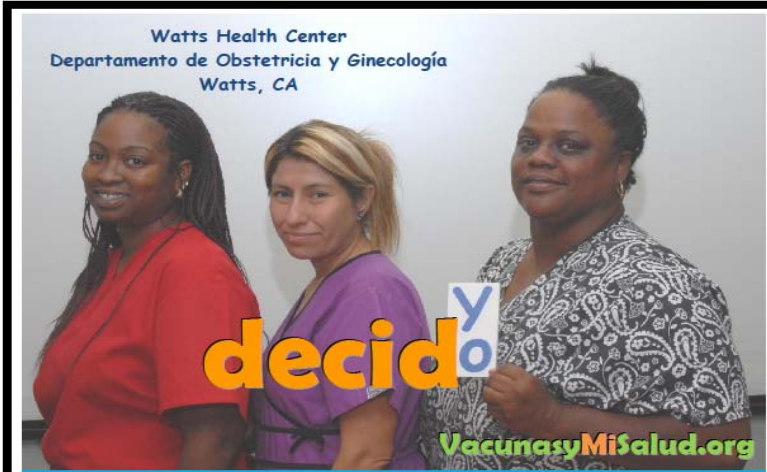
- Major themes
 - Protection
 - “We choose to take care of ourselves, our families and our co-workers”
 - Referred to in six separate testimonies
 - Prevention
 - Referred to in four separate testimonies
 - Healthier, Longer Lives
 - “Immunizations are important for a long and healthy life...”

Conclusion

- I Choose campaign was enthusiastically accepted in South Los Angeles by partner sites
- The use of the narrowcast campaign increased self-reported receipt of immunization and social acceptance of immunization
- The campaign was well accepted among elected officials
- The campaign strengthened partnerships

Contact Information

For additional information about “I Choose” in South LA:
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Watts Health Center
Departamento de Obstetricia y Ginecología
Watts, CA

decido y

VacunasyMiSalud.org

Takisha, Irene, and Shelley—Watts Health Center Departamento de Obstetricia y Ginecología Watts, CA

“Las vacunas ayudan a mantenerse saludable y protegerse de las enfermedades infecciosas que pueden ser mortales. Somos parte de Watts Health Center Departamento de Obstetricia y Ginecología y **nosotros decidimos** vacunar. ¿Qué decides tu?”

Para más información, visite www.VacunasyMiSalud.org.

Campana de carteles locales patrocinado por: Immunize LA Families y Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

Future Plans

- Continue with “I Choose” in 2011-2012
- Expand to additional sites
- Expand outreach/media/communications activities