

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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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)

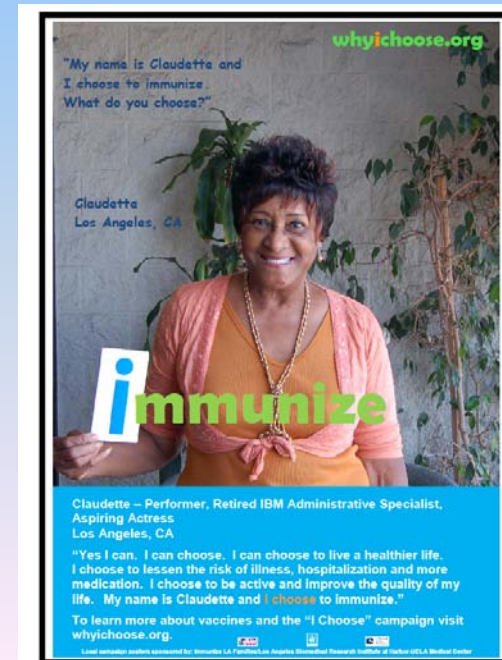
66% of White adults (>65)

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

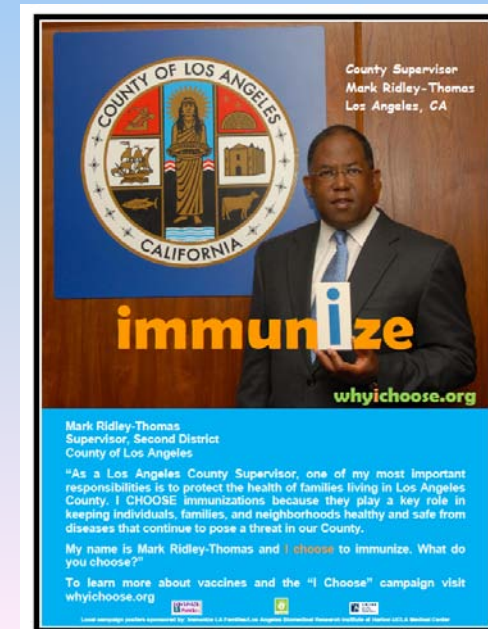


- Funded by the CDC under the Racial and Ethnic Approaches to Community Health across the US (REACH-US) Initiative 2007-2012
- Working to eliminate racial/ethnic disparities in adult immunization among African American and Latino residents of South LA

“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

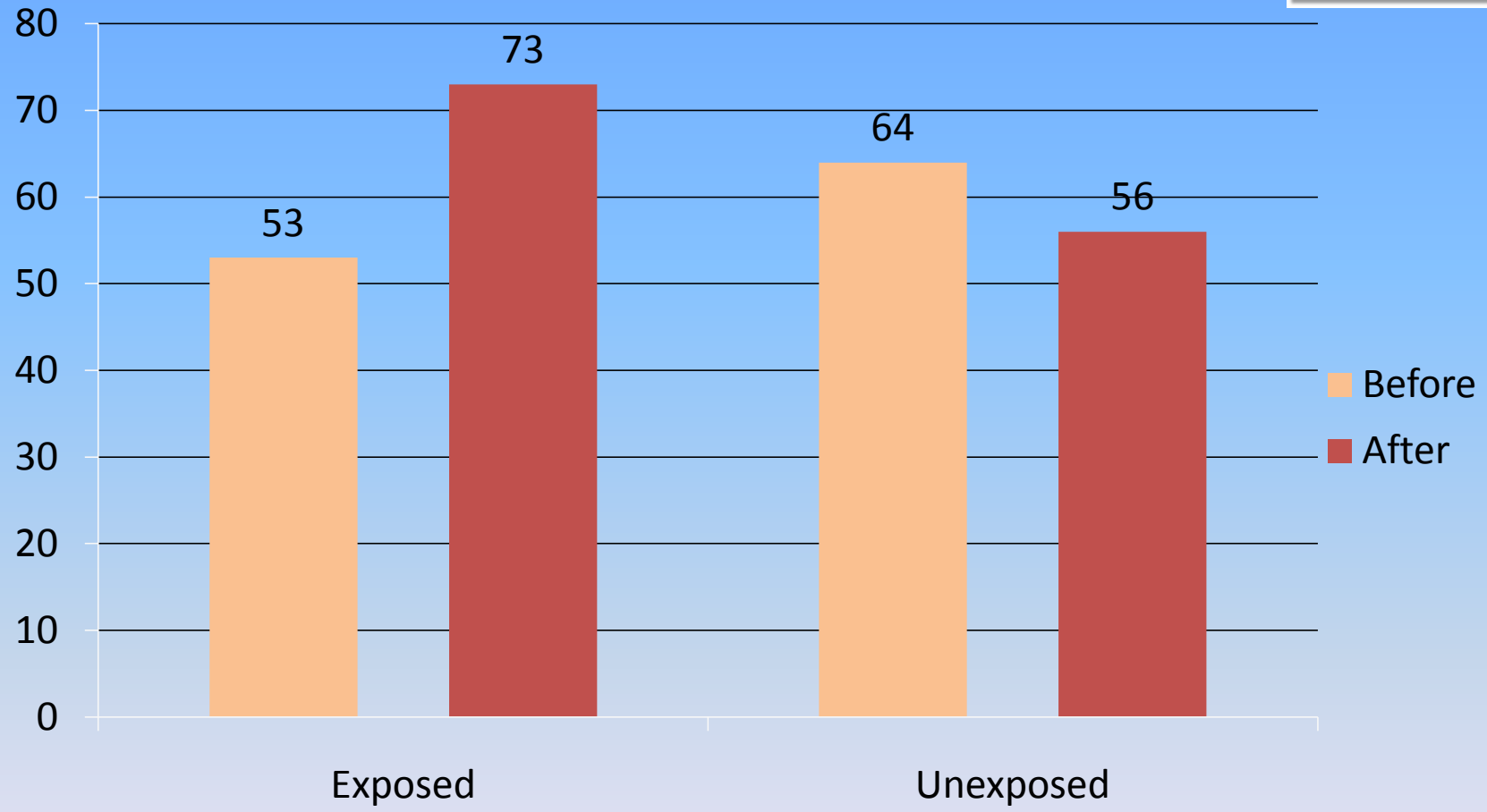
- Questions included on the surveys included:
 - Self-reported receipt of immunization
 - Demographics
 - Social acceptability of immunizations
 - Reasons for not receiving the vaccine

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%)

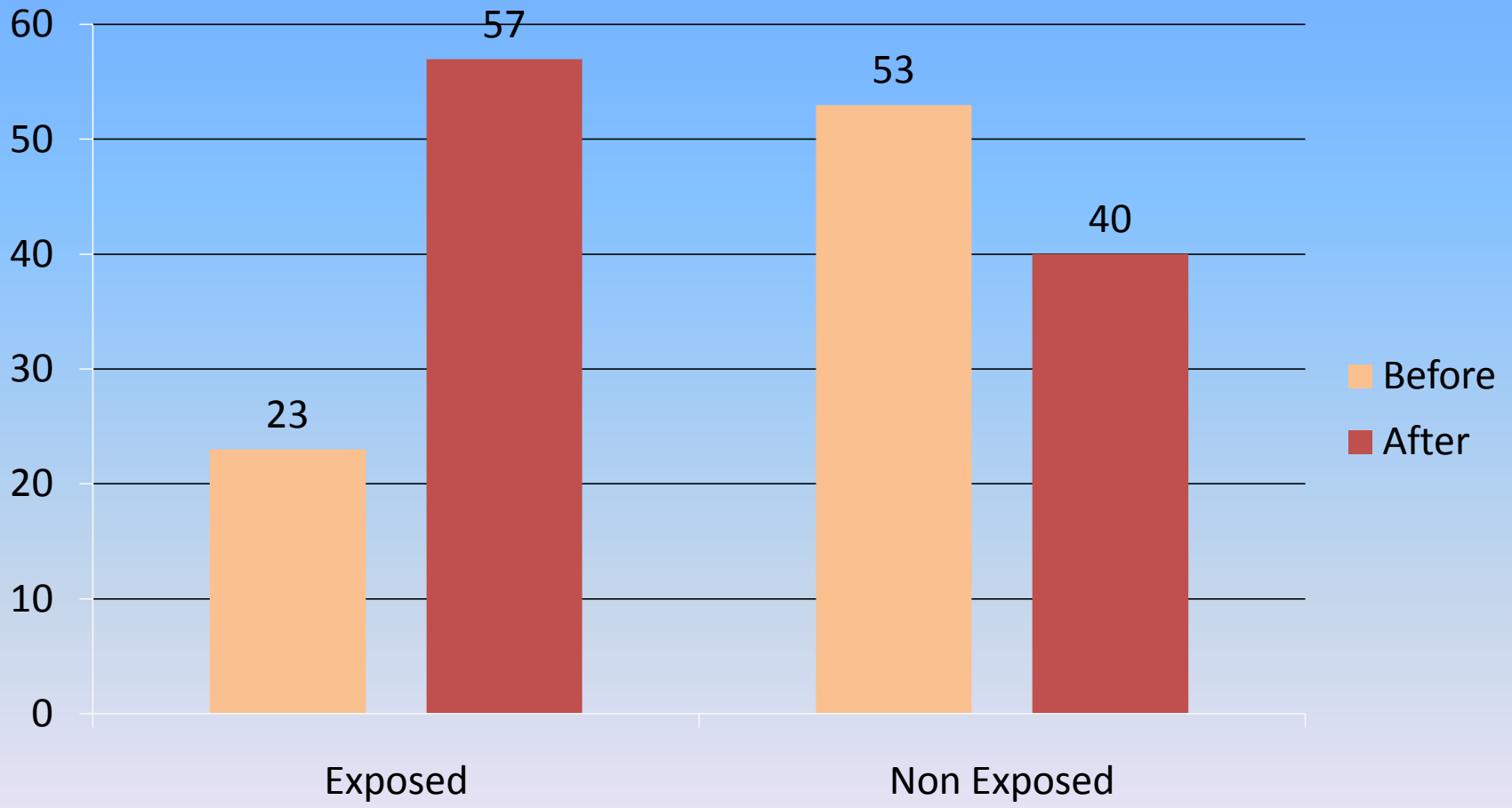
Key demographics of the I Choose group samples

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...”

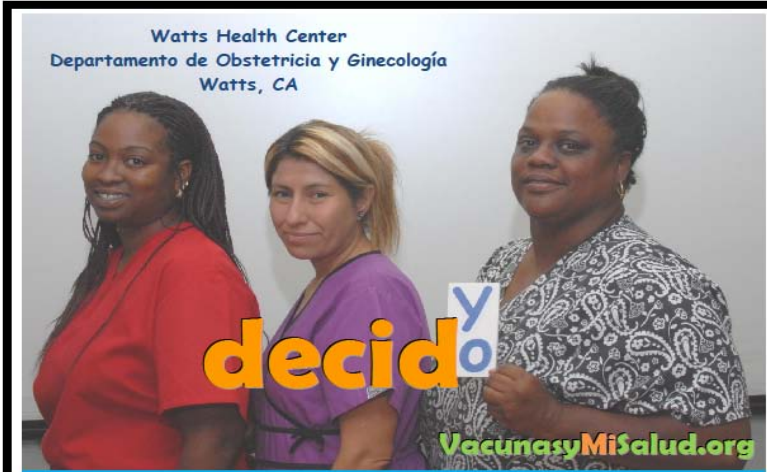
Conclusion

- 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