



Immunize LA Families  
REACH US Program  
“I Choose” Social Media Campaign

Presented by Diane Gaspard, RD, MA  
LA BioMed/South Los Angeles Health Projects

California Immunization Summit  
April 15, 2013

# Financial Conflict of Interest

- None

# Background: South Los Angeles Health Projects

- **South Los Angeles Health Projects (SLAHP)** is a community-based unit of the Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center
- SLAHP Programs:
  - WIC Program
  - Loving Support
  - South LA Best Babies Collaborative
  - Little by Little
  - Childhood and Prenatal Immunization
  - Immunize LA Families (2007 – 2012)

# Immunize LA Families

## REACH Project – I Choose Campaign

### Background Information

- Immunize LA Families REACH Project:
  - Funded by CDC under the Racial and Ethnic Approaches to Community Health across the US (REACH-US) initiative (Sept. 2007 – Sept. 2012)
  - Included I Choose Campaign as part of the community action plan
  - IZLAF Coalition implemented interventions including “I Choose” Campaign

# Immunize LA Families

## REACH Project – I Choose Campaign

### Background Information, continued

- Goal of the IZLAF Coalition:
  - To eliminate racial and ethnic health disparities among African American and Latino residents of South L.A. in the area of adult immunizations (2007 – 2012)
- IZLAF Coalition efforts continue
- Focus of Presentation
  - Coalition efforts involving I Choose Campaign during REACH US Project period (2007 – 2012)

# Immunize LA Families

- Immunize LA Families (IZLAF) is a coalition comprised of a variety of members including:
  - Community Members
  - State and Local Coalitions
  - Community Clinics
  - Community Centers
  - Churches
  - WIC Centers
  - Public Official Offices
  - L.A. County Department of Public Health
  - Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

whyichoose.org

"My name is Linda and I choose to immunize. What do you choose?"

Congresswoman  
Linda Sánchez  
Lakewood, CA

iimmunize

Congresswoman Linda Sánchez  
Lakewood, CA

"As a parent, I'm always concerned about the health of my child, and I want to take every step to protect him. Immunizations protect children by helping prepare their bodies to fight diseases. We should be doing all that we can to protect our community and keep our families healthy, which is why the "I Choose" campaign is so important. My name is Linda Sánchez and I choose to immunize."

To learn more about vaccines and the "I Choose" campaign visit [www.whyichoose.org](http://www.whyichoose.org).

IMMUNIZE Families Research LA BioMed

Local campaign posters sponsored by: Immunize LA Families and Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

# Racial/Ethnic Disparities

- Disparities in adult vaccination coverage persist across California and the US
- Recent data from L.A. County identifies adults (>65) who received an annual flu vaccination
  - 37% of African Americans
  - 64% of Latino adults
  - 66% of White adults

# Disparities in South L.A.

South L.A. has lower rates of flu immunization in contrast with other parts of L.A. county

- 37 % adults 50+ years in South L.A. immunized against flu
- 46% – 55% in other areas of Los Angeles County



# “I Choose” Social Media Campaign

- What is a narrowcast media campaign?
  - A form of media outreach that targets a particular set of recipients who can benefit from specific messaging
  - It has been used in cable television and various other venues
  - A more cost-effective means of reaching specific target groups
- The “I Choose” narrowcast media campaign was created by the California Immunization Coalition

# “I Choose” Social Media Campaign

- IZLAF adapted the media campaign in 2009
- Posters included an individual or group photo and a personal testimonial about why participants chose to get vaccinated.



T.H.E. Clinic  
Departamento de  
Operaciones  
Los Angeles, CA

VacunasyMiSalud.org

Kimmella, Evelyn, Earl, Lilia, Ithan – T.H.E. Clinic Departamento de Operaciones Los Angeles, CA

"Hace muchos años, muchas personas murieron a causa de enfermedades como la poliomielitis. Ahora, las vacunas que reciben ayudan a protegerse de este tipo de enfermedades. Somos parte del Departamento de Operaciones de T.H.E. Clinic y nosotros vamos a vacunarnos. ¿Qué decides tú?"

Para más información, visite [www.VacunasyMiSalud.org](http://www.VacunasyMiSalud.org).

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

**i mmunize**

Nicole  
Los Angeles, CA

"My name is Nicole and I choose to immunize. What do you choose?"

[whyichoose.org](http://whyichoose.org)

Nicole – Mother, Loves Exercise, Health Educator, College Instructor Los Angeles, CA

"Immunizations are important because they keep our community safe from disease. My name is Nicole and I choose to immunize."

To learn more about vaccines and the "I Choose" campaign visit [whyichoose.org](http://whyichoose.org)

Local campaign posters sponsored by: Immunize LA Families and Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center

Immunize - Save Lives  
Visit: [www.WhyIChoose.org](http://www.WhyIChoose.org)

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

Maria  
Compton, CA

VacunasyMiSalud.org

Maria – Madre, Miembro de la Iglesia de Nuestra Señora de la Victoria, Le encanta jugar al baloncesto con sus hijos Compton, CA

"Las vacunas son importantes para los niños y también para los adultos. Todos necesitamos refuerzos para mantenernos sanos. Me llamo Maria y yo decido vacunarme. ¿Qué decides tú?"

Para más información, visite [www.VacunasyMiSalud.org](http://www.VacunasyMiSalud.org)

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

# “I Choose”

## Social Media Campaign

“I Choose” social media campaign participants included:

- Congresswoman Linda Sanchez
- Former Congresswoman Diane Watson
- California State Assemblymember Isadore Hall III
- California State Assemblymember Holly Mitchell
- Church Members
- Coalition Members
- Members of Local Community Centers
- Community Clinic Staff
- WIC Center Employees
- WIC Participants

# “I Choose”

## Social Media Campaign

- The “I Choose” campaign has been used to promote immunization awareness
- 2009-2010 flu season to the present
- Posters were created in English and Spanish
- Posters have been displayed in
  - Church Lobbies
  - Community Clinic Hallways
  - Community Center Lobbies, Hallways, and Meeting Rooms
  - WIC Center Waiting Rooms
  - Coalition meetings
  - Community Events and Outreach Activities
  - Bus benches in the City of Compton

# “I Choose” Social Media Campaign

- Support has been provided to:
  - Hawaii Department of Public Health
  - Santa Barbara Public Health Department
- Santa Barbara Public Health Department has developed and placed posters in:
  - County libraries, hospitals, clinics, senior and youth centers
  - Local markets, discount centers, and Laundromats

# Evaluation

- Content analysis
- Surveys
- Two phases of evaluation: 2009-2010 flu season and 2010-2011 flu season



# Evaluation

- IZLAF partner locations were assigned to either an **exposed** or **unexposed** group
  - **Exposed** groups participated in the campaign
  - **Unexposed** groups did not participate in the campaign
    - 5 exposed locations
    - 7 unexposed locations
  - Partner location participants in the evaluation process included churches, community centers, and WIC centers



# Evaluation

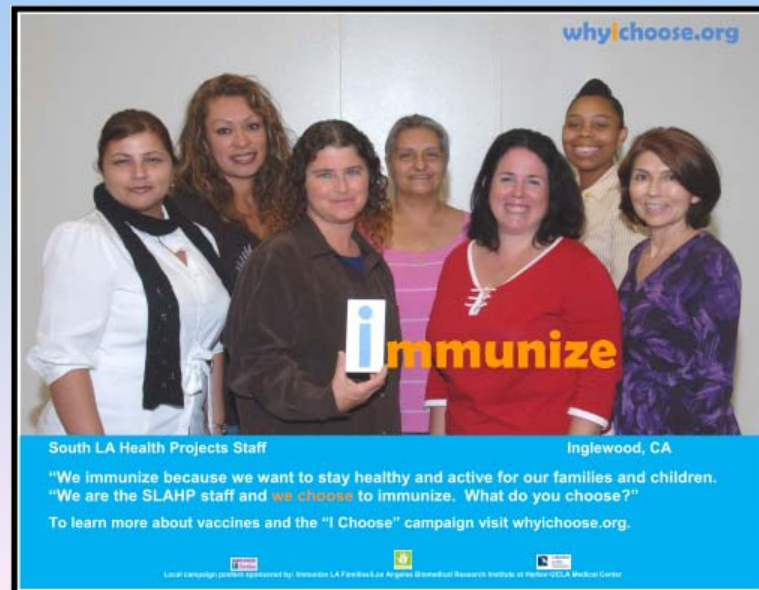
- Pre- and post- surveys were conducted at both exposed and unexposed partner locations
  - Pre surveys were administered prior to the appearance of the posters at a location
  - Post surveys were administered 4 months after the hanging of posters
- Comparisons were made between groups and over time

# Evaluation

- Survey questions included:
  - Self-reported receipt of immunization
  - Demographics
  - Social acceptability of immunizations
  - Reasons for not receiving the vaccine

# Evaluation

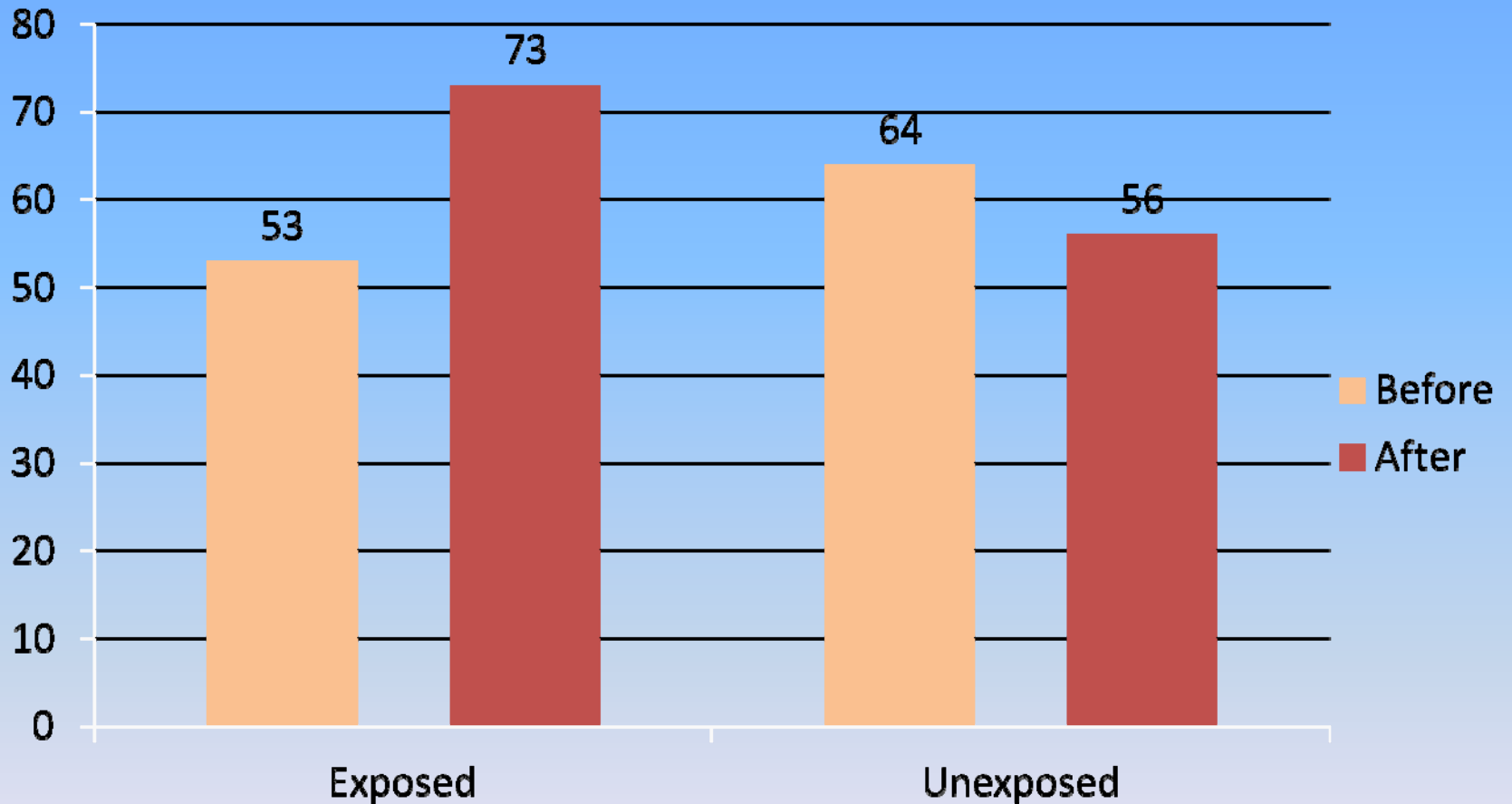
- Post-survey included addition of 3 questions
  - Had respondent seen a new immunization poster?
  - What did the person remember about the poster?
  - What from the poster made an impression?



# Results

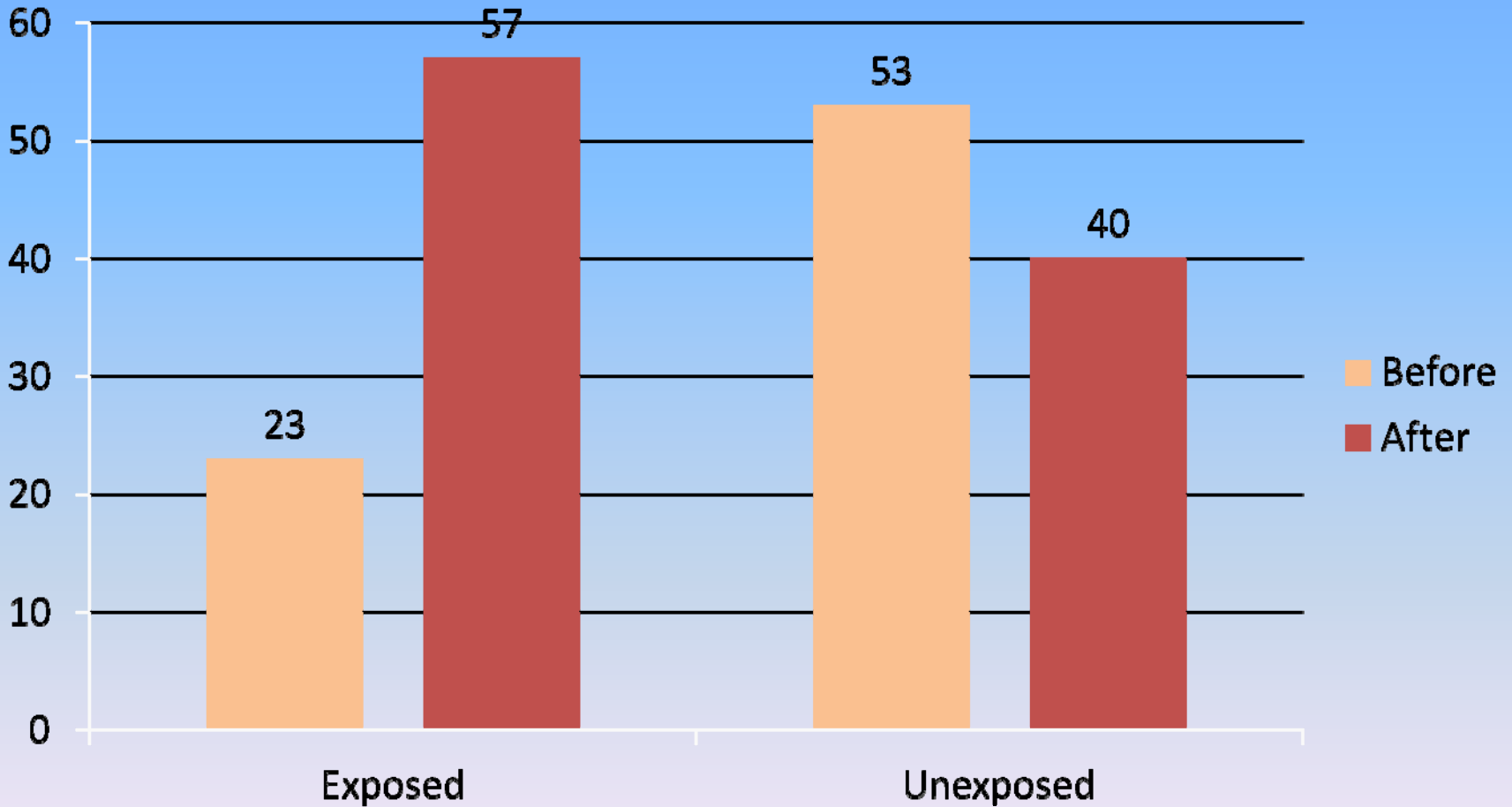
<b>Demographic</b>	<b>Exposed</b>	<b>Unexposed</b>
50-64	41 (26.1%)	24 (14.0%)
65 and older	57 (36.3%)	78 (45.3%)
African American	67 (41.6%)	81 (52.9%)
Latino	84 (51.2%)	62 (40.5%)
High School	75 (46.6%)	67 (41.4%)

# Results



Percentage of respondents who chose to get the flu vaccination before and after “I Choose” (2009-2010 flu season)

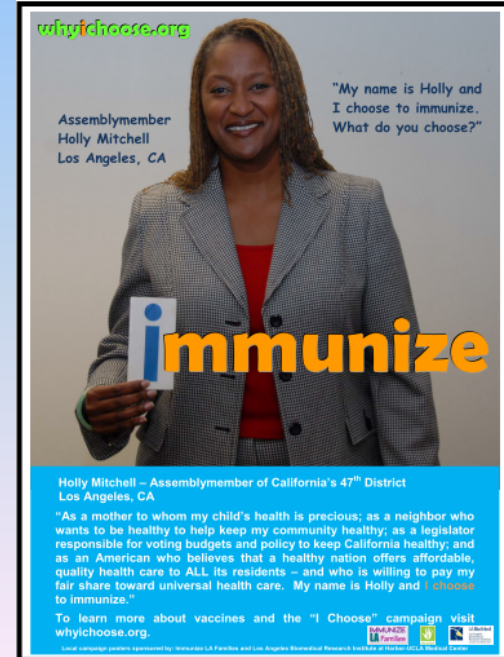
# Results



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

# Results

- An increase in delivery of vaccines (n = 450) was seen among partner locations between the 2008-2009 and the 2009-2010 flu season
- 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 by South L.A. partner locations
- 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

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## Acknowledgements:

- Immunize LA Families was supported by the Centers for Disease Control and Prevention (CDC) under the REACH-US Initiative (2007 – 2012)
- Immunize LA Families receives institutional support from the Los Angeles Biomedical Research Institute at Harbor-UCLA Medical Center
- A special acknowledgement goes to all the IZLAF Coalition members and community members that made this campaign possible.