

## Childhood Immunization Media Campaign Humboldt & Del Norte Counties

**Aim Statement:** Partnership HealthPlan of California (PHC) will improve immunization rates for children age 0-2 in Humboldt and Del Norte Counties by increasing immunization rates from **52.52% to 64.45%** (in Humboldt) and from **58.11% to 64.45%** (in Del Norte) by August 31, 2019.

Source: HEDIS Measurement Year 2018

### Intervention Overview:

Based on low immunization rates in Humboldt and Del Norte Counties, PHC mobilized health care providers and community partners to create and push out a local media campaign supported by patient outreach from the health plan and primary care clinics from March 1, 2019 through May 31, 2019.

Health care stakeholders identified the following most prevalent barriers to achieving immunization rate increases:

- parent/caretakers requests for delayed or alternative vaccination schedules;
- parents fear of long term side effects;
- lack of overall immunization knowledge and education in parents;
- need for education for providers and office staff in order to comfortably counter vaccine hesitancy and deliver vaccine education to patients.

In light of these barriers, the childhood immunization media campaign consisted of three main components:

1. Healthcare and Community-Based Training
2. Social Marketing Campaign
3. Member Outreach Toolkit

### Actions Taken:

PHC and its community partners ...

- Conducted a deep dive into local immunization data to identify any patterns or potential areas of focus;
- Held several focus groups of local providers and community stakeholders to explore root causes of low rates and promising practices to increase them;
- Researched best practice strategies for engaging people who are hesitant about immunizations;
- Engaged local immunization coalition and other health system stakeholders and convened a campaign work group;
- Created a charter, data plan, and activity tracker; met with the work group regularly—at least monthly—to design media components and campaign materials;
- Held multiple focus groups for feedback about the campaign materials and distributed materials across the Counties;
- Conducted 1 immunization resource training for the Network of Family Resource Centers; and 2 trainings on addressing immunization hesitancy for providers, care teams, and First 5 Coalition;
- Held multiple radio provider interviews regarding the safety of immunizations, accompanied by regularly scheduled public service announcements;
- Posted twice, weekly on Facebook and Twitter, ran daily online ads, and published Member Outreach Toolkit with campaign materials and best practice resources;
- Collected quantitative and qualitative data to measure the impact of the campaign and outreach.

Data/Measures:	Results to Date:
<p><b>Campaign Reach:</b></p> <ul style="list-style-type: none"> <li># of posters and magnets distributed</li> <li># of Facebook (reach/click-through rate - CTR)</li> <li># of online ad hits (clicks/CTR)</li> <li># of training participants</li> </ul> <p><b>Outcome Measures:</b></p> <ul style="list-style-type: none"> <li>Immunization Rate (Humboldt): 42.64%</li> <li>Immunization Rate (Del Norte): 29.32%</li> </ul> <p><b>Process Measures: (Qualitative)</b></p> <ul style="list-style-type: none"> <li>Increased immunization outreach</li> <li>Improved understanding of how to answer parents questions about immunizations</li> </ul>	<p><b>Campaign Reach:</b></p> <ul style="list-style-type: none"> <li>498 posters (11x14) &amp; 150 (Native American)</li> <li>1,500 immunization schedule magnets</li> <li>109 Best Practice Guides</li> <li>Facebook: 21,554 people (reach)   0.13% CTR</li> <li>Web Ads: 4,684 clicks   1.06% CTR</li> <li>Training participants                             <ul style="list-style-type: none"> <li>35 community-based organization staff from 21 organizations</li> <li>67 health care staff from 11 clinic sites</li> </ul> </li> </ul> <p><b>Outcome Measures:</b></p> <ul style="list-style-type: none"> <li>Immunization Rate (Humboldt): 42.16%(6/30/19)</li> <li>Immunization Rate (Del Norte): 29.05%(6/30/19)</li> </ul> <p><b>Process Measures: (Qualitative)</b></p> <ul style="list-style-type: none"> <li>Increased immunization outreach</li> <li>Improved understanding of how to answer parents questions about immunizations</li> </ul>

Successes:	Lessons Learned/Advice to Others:
<ul style="list-style-type: none"> <li>“The materials produced through this campaign give us a common message that will last well beyond the campaign.” - Stakeholder workgroup</li> <li>“This campaign provided us with high quality materials and resources to support parent education and outreach.” - Redwood Pediatrics</li> <li>“We enhanced our ability to track immunization gaps and outreach efforts: <i>this project forced [us] to create a system I’d been wanting to develop and now [we] have it.</i>” - Open Door Community Health Centers</li> </ul>	<ul style="list-style-type: none"> <li>Engage all participants (within and across PHC departments and within and across community) early and often to create buy-in and engagement;</li> <li>Ensure all targeted patient populations are represented in initial printing push of the campaign;</li> <li>Initiate data collection conversation from the start of a campaign to support partner engagement and participation in evaluation activities;</li> <li>Start distribution of materials at least 30 days before start of the campaign to give organizations as opportunity to educate staff about the campaign and to spread the materials;</li> <li>Provider offices see a significant decline in immunizations after 12 months; a clear outreach and recall plan targeted at 12 months+ can prove extremely helpful;</li> </ul>

**Campaign Materials:**

 <p style="font-size: small;">Getting immunizations on time protects me at just the right time so I can grow up healthy and strong.</p> <p style="font-size: small;">Call your doctor today.</p> <p style="font-size: x-small; color: white; background-color: #0070c0; padding: 2px;">This message is brought to you by Partnership HealthPlan of California and a coalition of health care providers in Humboldt and Del Norte counties. #ImmunizeBy2</p>	 <p style="font-size: small;">This message is brought to you by Partnership HealthPlan of California and a coalition of health care providers in Humboldt and Del Norte counties.</p> <p style="font-size: large; font-weight: bold;">Toolkit available on PHC’s website:</p> <p style="color: #0070c0; text-decoration: underline;">Click here</p>	 <p style="font-size: small;">Getting immunizations on time protects me at just the right time so I can grow up healthy and strong.</p> <p style="font-size: small;">Call your doctor today.</p> <p style="font-size: x-small; color: white; background-color: #0070c0; padding: 2px;">This message is brought to you by Partnership HealthPlan of California and a coalition of health care providers in Humboldt and Del Norte counties. #ImmunizeBy2</p>
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