Michigan I Vaccinate Campaign

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Division of Immunization
Pediatric Immunization Rates

- MCIR rates have increased 1% from last year to **75%** for the 4313314 series
- If we add Hepatitis A to the series our statewide coverage for 43133142 is **55%**
- MI is 29**th** in the nation, up from 43rd
WE IMMUNIZE YOUR LITTLE MICHIGANDER
Ask us if your child needs a shot today.

1-800-26-BIRTH
Michigan Department Of Public Health
“IMMUNIZE YOUR LITTLE MICHIGANDER.”
To make sure your child is protected against serious diseases like polio, whooping cough and diphtheria: ask your doctor to check that your baby’s shots are up-to-date. Call your physician or your local health department. 1-800-26-BIRTH.

-Anita Baker

5 Visits by Age 2 Make it Easy to do.
Michigan Department of Public Health
IMMUNIZE YOUR LITTLE MICHIGANDER

It's Easy to Do. 5 Visits by Age 2.

1-800-26-BIRTH

Michigan Department of Public Health
Campaign Overview

Objective: To increase childhood immunization rates in Michigan and drive mothers to I Vaccinate.org to get the facts about vaccinations.

Target:
- **Primary:** Pregnant women and women with children under the age of six.
- **Secondary:** Physicians, nurses, hospitals, community health centers, public health agencies, and other health care providers and entities.

**Media Timing:** March 2017 – September 2017

**Geography:** Statewide, with emphasis on communities with high-waiver rates (Oakland, Washtenaw, Livingston, Lenawee, St. Clair, Huron, Sanilac, Shiawassee, Lapeer, and Grand Traverse counties)
Objective: To increase childhood immunization rates in Michigan and drive mothers to IVaccinate.org to get the facts about vaccines

Target:

- Primary: Pregnant women and women with children under the age of 6 years
- Secondary: Physicians, nurses, hospitals, community health centers, public health agencies, other health care providers and entities
- Media Timing: October 2017 thru September 2018
- Geography: Statewide, with emphasis on Wayne, Northern-lower peninsula, Upper peninsula, thumb area and SW MI. Focus will be given to areas with lower immunization rates highlighted on the vaccination maps.
4313314a Vaccination Series Coverage, June 2017
children 19 through 35 months by zip code

% Covg; white = less than 10 kids
- 43.7 - 70.6%
- 70.7 - 76.2%
- 76.3 - 81.7%
- 81.8 - 100%

*4313314a: the recommended doses in the primary childhood vaccine series - 4 DTaP, 3 Polio, 1 MMR, 3 Hib, 3 HepB, 1 Varicella, 4 PCV
Prepared by the Michigan Department of Health and Human Services Immunization Division using data from the Michigan Care Improvement Registry (MCIR).
Outdoor Advertisement

Features: High-impact visuals to build awareness for IVaccinate.org in lower immunization areas

Coverage Area: Wayne, Traverse City, Lapeer, Eaton, Monroe, St. Clair, Southwest Michigan

Timing: November - January
Estimated Impressions: 20M
Research For the Campaign

Independent research and Nielsen @plan research using the profile – *Women with children 0-5 in household who live in Michigan.*

Below are the findings from the research that helped determine the media mix:

- 73% of the target audience have watched broadcast network television in the last 7 days
- 61% of the target audience have watched cable television in the last 7 days
- 52% have watched 3-4 hours of television any day during the week
- 63% of the target audience have listened to AM/FM radio in the last 7 days
- 23% of people research further information after seeing an outdoor board
- 88% of the target audience use their smartphone to go online
- 74% of the target audience are activity on social media
- 78% of consumers believe that organizations providing custom content are interested in building good relationships with them
- 91% of the target audience access the internet 5+ times per week
Media Channels

- Cable
- Television
- Radio
- Pandora
- Outdoor Billboards
- Doctor Office Network (Posters and Brochures)
- Mobile
- Digital Content
- Social
- Print (Parent Magazines)
- Blogs
TV Spots

Available at: https://www.youtube.com/channel/UCUYs

Pass Up Pass On

Latch Lock
Toolkit for I Vaccinate Supporters

- Talking Points for the I Vaccinate campaign
- News Release for the I Vaccinate launch
- Sample newsletter article you can use in your communications with your members, patients, etc.
- I Vaccinate campaign videos (via YouTube)
- Sample social media posts about the I Vaccinate campaign
- Social media graphics for Facebook and Instagram
- Social media graphics for Twitter
Protecting my child is my top priority.

I protect. I defend. I vaccinate.

As parents, we weigh the benefits and risks of any decision we make for our kids, including choosing to vaccinate. The good news is that vaccinating your child is one of the safest and most effective things you can do to protect them.
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You have questions. We have answers.

As parents, determining how best to protect our children can be overwhelming and confusing because of the volume of information available on the internet about vaccines. Even bad information can look and sound credible and science-based.

What and who should parents believe?

The answers below to some of the most frequent questions parents ask about vaccines are based only on credible medical research and science from the most trusted and respected physicians, research, and public health organizations across the globe. The answers also draw attention to some of the "bad science" about vaccines that has confused and alarmed so many parents, even after those studies were exposed as fraudulent and untrue.

The good news is that while many parents have questions about vaccines, most do choose to protect their child through vaccination and discuss questions with their child’s health care provider.

Read the Most Commonly Asked Questions.

Search Questions & Answers: mercury

Get the facts about vaccines

+ Are all ingredients in vaccines safe?
+ Is there a link between autism and vaccines?

Vaccines today

+ What vaccine-preventable diseases still exist today and how do they spread?
Parent & General Public Video Testimonials

- Speakers’ bureau of parents willing to talk about why they immunize
  - Parents who have been negatively affected by VPDs
  - Parents of immunocompromised children
- Empower parents who vaccinate to talk about their stories
- Utilize “I vaccinate because....” statements

Watch the video at: https://www.youtube.com/watch?v=ocAt3oihb2E&t=39s
Thank You, this is why I vaccinate!