




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 29th 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



-Anita Baker

"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.**



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



I protect. I defend.
I vaccinate.

IVACCINATE.ORG



Objective: To increase childhood immunization rates in Michigan and drive mothers to IVaccinate.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)



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- ◆ 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.

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

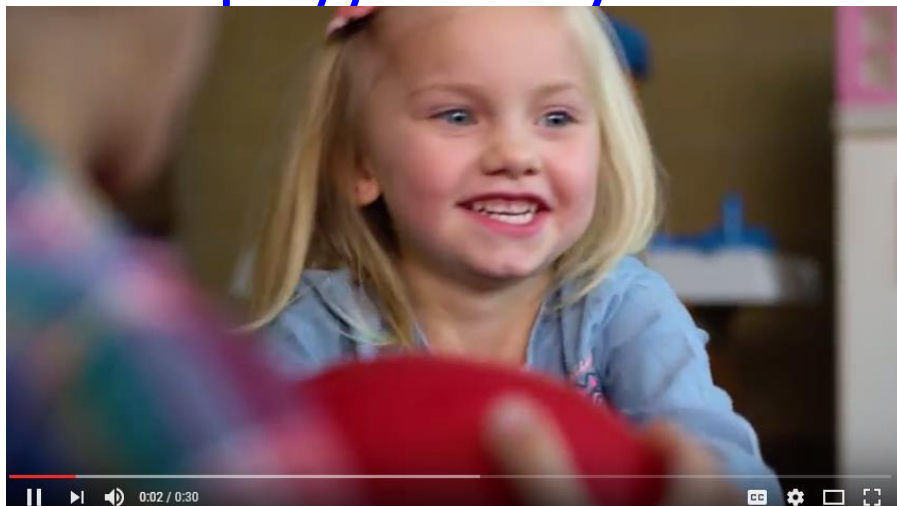
Media Channels

- ◆ 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

I VACCINATE

[HOME](#)[ABOUT VACCINES](#) ▾[ANSWERING YOUR QUESTIONS](#)[RESOURCES](#)[NEWS](#)A close-up photograph of a woman with brown hair, smiling and holding a sleeping baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a white shirt. The background is softly blurred, showing an indoor setting with light coming from a window.

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.

I VACCINATE

[HOME](#)[ABOUT VACCINES](#) ▾[ANSWERING YOUR QUESTIONS](#)[RESOURCES](#)[NEWS](#)A photograph of a woman and a young child with dark skin and curly hair, both smiling and looking upwards. The woman is on the left, and the child is on the right, wearing a yellow shirt. The background is a bright, out-of-focus indoor setting.

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MDHHS

Michigan Department of
Health & Human Services

I VACCINATE

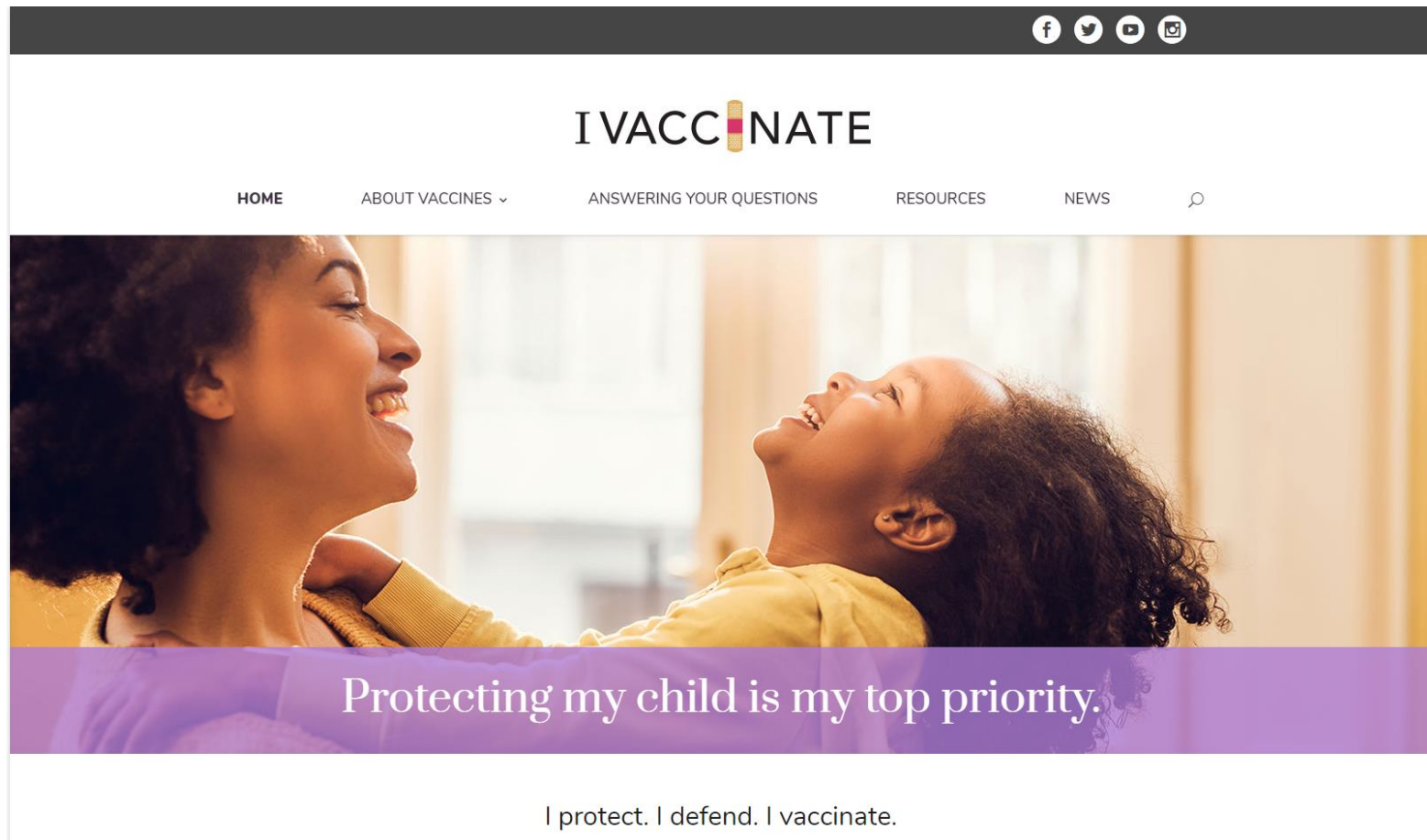
[HOME](#)[ABOUT VACCINES](#) ▾[ANSWERING YOUR QUESTIONS](#)[RESOURCES](#)[NEWS](#)A close-up photograph of a woman with long dark hair holding a young child with dark hair. The woman is looking towards the camera with a gentle smile, and the child is looking slightly to the side. The background is softly blurred.

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Website: www.ivaccinate.org



Answering Your Questions

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 the 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:

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!

