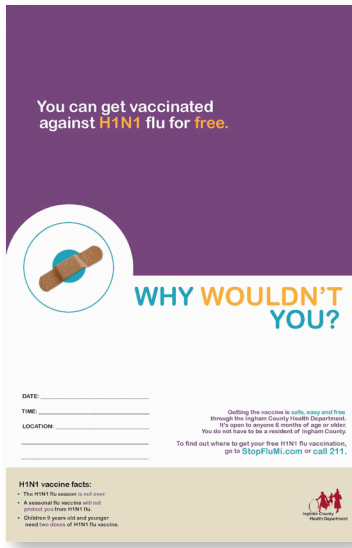
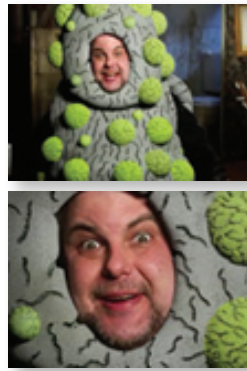


Poster



YouTube Video



CHALLENGE

In January 2010, the H1N1 vaccination rate in mid Michigan stood at 15 percent. Additionally, there was considerable resistance within minority, low-income, and high-risk populations. Many children had received the first of the two-part vaccination but not the second, leaving them at risk. At the same time, H1N1 was experiencing a resurgence in several regions nationally, making the effort extremely time sensitive.

SOLUTION

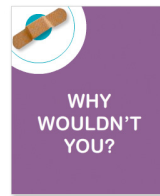
A strategic communications plan was developed that brought together clinics committed to provide the vaccine, human service agencies willing to help get the word out on the streets, and a media plan that would reach our often difficult to reach target populations.

RESULTS

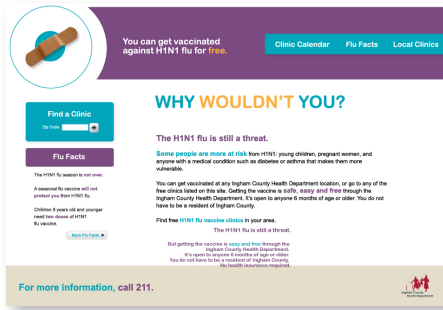
Campaign outreach effectiveness was measured via inquiries (web hits to StopFluMI.com and phone calls). Both web and phone volume more than doubled during the campaign. The final result, however, was tracked via immunizations. The overall immunization rate in the target area increased from 15 percent to more than 22 percent, exceeding both health department and CDC expectations

COMMUNICATIONS

Web Ads



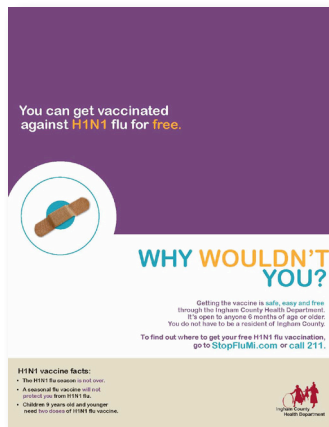
Microsite



Door Hanger



Flyer



Outdoor

