



## BACKGROUND/ RESEARCH

The Franny Strong Foundation and Michigan Department of Health and Human Services launched the I Vaccinate campaign in March 2017—a revolutionary statewide public health campaign created based on feedback from Michigan parents, to provide parents with the credible, science-based information they need to protect their kids. The campaign features a parent-focused website with Michigan-specific resources and links to reputable scientific sources, social media communities, support from partner healthcare organizations, strategic earned media, and television, radio, outdoor, and digital advertising. The campaign also features an influencer campaign with real parents who have agreed to share their vaccination stories. Martin Waymire manages social media strategy for the campaign, including paid advertising on Facebook, Instagram and Twitter, as well as the influencer marketing.

**Primary Research.** Prior to the launch of the campaign in March 2017, focus groups and statewide polling were conducted to inform initial campaign messaging. Each September, the campaign commissions statewide post-awareness surveys to measure campaign awareness and message effectiveness. Survey data from September 2018 showed that while awareness of the importance of vaccination increased, African American mothers were less likely to believe that vaccines are safe and that first-time mothers were less likely to believe their child would contract a vaccine-preventable illness. As a result, we increased efforts to communicate with these audiences in the third year of the campaign, particularly on social media.

**Secondary Research.** In the first two years of the campaign, our team monitored more than 17,000 comments, responding to questions and watching for trends. We reviewed top performing content and paid campaigns from the previous year, as well as website analytics for the most visited FAQ content. We also closely followed campaigns and hashtags from other states and the U.S. Centers for Disease Control and Prevention (CDC).

## PLANNING

**Timeframe:** Year 3 of the campaign (October 2018 – September 2019)

**Campaign Goal:** To achieve 90% or higher vaccine coverage for Michigan youth in accordance with the CDC-recommended immunization schedule by 2022.

**Objectives:** 1) Increase visits to IVaccinate.org by 20% from the previous year of the campaign; 2) Increase followers on all social media channels by 20%; 3) Increase content from diverse perspectives and content focused on pregnant women and first-time moms (to 50% of all blogger content).

**Target Audiences:** Pregnant women and women with children under age 6, living in Michigan, with increased focus on low-income mothers, first-time mothers and African American mothers.

**Budget:** \$1.48 million total; \$106,000 to Martin Waymire for earned media, social media, influencer marketing and coalition management; \$36,000 for social media advertising; \$15,000 for influencer marketing. The remaining budget went toward research, and advertising production and placement by Brogan & Partners.

## EXECUTION & EVALUATION

Sharing real family stories has been the centerpiece of our social media strategy. Our outreach efforts resulted in blogs and social media posts by mothers of different ethnicities (African American, Asian American, Middle Eastern and Hispanic), as well as a mother with autism whose son also has autism, and a gay man who is a father to an adopted son. We encouraged influencers to share their perspectives as both new and experienced parents. Several of the influencers were also pregnant, so their stories naturally touched on the importance of vaccinations to protect pregnant women and their unborn babies. In total, we partnered with 13 bloggers (both from Michigan and other states) with hundreds of thousands of followers on social media, [resulting in 12 blog posts and 11 additional social media posts](#). We increased the percentage of diverse bloggers and influencers we worked with to 62% (eight of the 13 bloggers). We also increased the percentage of influencer content focused on pregnant women and/or first-time moms to 61% (14 of 23 blog posts and social media posts).

We regularly reviewed website analytics and feedback on social media to make content adjustments and additions and promoted this content on social channels, including [a new FAQ section focused on the flu and flu shot](#). We also added an alert ribbon to the top of the homepage when a measles outbreak hit Michigan in March 2019, with a link to a [measles landing page](#) with up-to-date information about the outbreak. Visits to the website increased by 138% (goal was 20%), from 62,216 visits in 2017-18 to 148,195 visits in 2018-19.

I Vaccinate social channel content received more than 5.5 million impressions, 280,000 engagements (likes, shares, comments or clicks), and 66,000 visits to IVaccinate.org. Followers grew by 96% across all channels from the previous year, with more than 38,000 combined fans/followers on [Facebook](#), [Twitter](#) and [Instagram](#).