



## Tasks Completed for Health Department's H1N1 Vaccine Campaign

- **Press Releases:** Press releases were issued every 2-3 days on average.
  - PDFs of the releases were placed on several websites: laportecounty.org; lpc-eoc.com; emichigancity.com; laprenshahispana.com; elpuente.com; and alco.org.
  - Releases were sent to:
    - LaPorte Herald Argus
    - Michigan City News Dispatch
    - Westville Indicator
    - The Beacher
    - Northwest IN Times
    - VIVA
    - Pos-Tribune
    - South Bend Tribune
    - WEFM radio
    - WIMS radio
    - WCOE radio
    - WSBL Spanish-language radio
    - WSBT television/South Bend
    - LaPorte County local access tv
  - Calculating the reach of each of these websites and media, we believe that the press releases reached a minimum of 73K LaPorte County residents, 25K St. Joseph County residents, 10K people in Starke County, and 12K people in Porter County. These numbers represent the percentage of coverage we can expect to reach through regional media in these neighboring counties.
- **Public Service Announcements:** The PSAs were provided to local and regional media, 41 schools, 2 hospitals, 187 businesses, government offices in 2 major communities, 59 non-profit organizations, 123 retailers and approximately 633 individuals not associated with the above.
  - We used several databases, created by JK Enterprises, which included more than 1400 separate email addresses.
  - By using email to disseminate our messages, we were able to contain our costs while reaching a broad spectrum of readers.
- Our emails included the request that each recipient forward the PSAs to their own databases of staff, employees, friends, family and other contacts. We estimate that each of the PSAs we distributed reached a minimum of 14,000 individuals.
- We sent out 27 individual PSAs, totaling 378,000 total possible impressions.
- **Billboards:** Using a direct quote from Dr. Judy Monroe, we designed four billboard signs. We have six billboards in place: 2 in Michigan City, 2 in LaPorte, and 2 in the county. All are on busy highways where they receive the highest potential viewings. The company we used estimates that each sign will have a total of 3,526,490 impressions during each 8-week period they are in place. We used different photos to appeal to all demographics in our county.
- **Posters:** Using some of the CDC designs as well as some created by JK Enterprises, we mailed posters to 400 business; copies were also distributed to 41 schools, two hospitals and more than 20 NFPs in LaPorte County. Copies were also sent to churches county-wide, some via email and some mailed through the USPS.
- JK Enterprises created and printed brochures
  - "Reaching Out to Pregnant Moms" was delivered to physicians through hospitals.
  - "Reaching Out to Moms" was delivered to mothers through the hospitals and doctors' offices.
  - "H1N1 information for Grandparents" was intended for those older parents who live with or care for young grandchildren. These, too, were distributed through hospitals, clinics and doctor's offices, but also through senior centers and churches.

- **Advertisements at Local Movie Theatre:** LPC-HD contracted with National CineMedia to have a 15-second ad on movie screens in LaPorte County. The first ad, which focused on washing hands and covering coughs, was shown on 14 screens for 12 weeks, prior to every movie shown at the theatre complex.
  - Each movie is shown a minimum of 4x daily equaling 28 viewings weekly. During the 12 weeks of our first contract, each movie was shown 336 times; with 14 screens, there were a total of 4704 movies shown.
  - If only TEN people saw each movie, our ad was seen by 47K people. If 50 people saw each movie (less than half the expected viewing audience), the personal protection ad was seen 235,200 times.
  - The ad cost only \$2,300, a great value.
  - We also had the ad playing on the big screen in the lobby for only \$5 per week, a total expense of \$60. The ad was potentially seen by anyone entering the theatre complex—and especially those purchasing sodas and popcorn.
  - The second ad—similar message but new graphics—begins 2/12 and runs for 12 weeks.
- **Advertisements:** We placed display ads only in the LaPorte Herald Argus, the Michigan City News-Dispatch and on elpuente.com, a website for Spanish-language residents.
  - We contracted for a specific number of ads in each publication, and subsequently we purchased additional ad space for mass clinic ads, walk-in clinic ads and special occasions such as the high school basketball pull-out section, the monthly health section and the Super Bowl section.
  - We placed a total of 27 individual ads with a total “insertion” of 142 ads in The News-Dispatch and 117 ads in the Herald Argus. The News-Dispatch delivers/sells 14K newspapers every day, providing about 2 million possible viewings of each ad in that paper. The Herald Argus delivers/sells approximately 10,000 newspapers six days a week, providing about 1.2 million possible viewings of each ad in that publication.
- **Articles from Health Officer:** We submitted op-ed pieces to the local newspapers that were approved by Dr. Charles Janovsky, health officer. While the papers had been good about printing *most* of our press releases, they didn’t print all of them word-for-word. Op-ed pieces, though, typically get printed. So when we had information that absolutely HAD to get into the paper, we’d send it out in either op-ed form or as a “letter to the editor. This strategy proved to be good.
- **Health Articles from Administrator:** JK Enterprises negotiated twice-monthly articles in The News-Dispatch, a column in their monthly Health insert, and one column in their regular health/fitness section.
  - Our point of negotiation was that we’d spent thousands of dollars on advertising with them, helping them fill valuable space in their newspaper during an economic lull.
  - We turned that good timing into additional opportunities for the Health Department and for the community which regularly receives pertinent information about their health and safety from the county’s public health officials.
- **PowerPoint at Mass Clinics:** We created a PP presentation to be used near the registration for each of the mass clinics held in LaPorte County. The idea was to explain H1N1, talk about person protection and provide a bit of levity in the form of “did you know” slides. The presentation was both educational and entertaining.
- **On-Air Presentations:** We arranged for Paul Trost and Joanne Hardacker to speak on WEFM radio about H1N1 influenza, safety precautions and the vaccine. Each session was approximately 15 minutes long. Jan Kostielney, contracted PIO, spoke on WEFM, WCOE, and WIMS for 8-15 minutes each about mass clinics on the days the clinics were held.
  - Each of these radio stations has similar coverage to the local newspapers. Hence, each of our presentations and PSAs has had the potential to reach listeners more than 1.5 million times.
- **Website for Public Viewing:** The Health Department has a separate section on the county’s website ONLY for H1N1/flu. On this site, we have information in these sections:
  - Press releases (current and archived)
  - Mass and walk-in clinics
  - Weekly Influenza Reports
  - H1N1 and infants/toddlers
  - H1N1 and seniors
  - H1N1 and pregnant women
  - H1N1 and businesses
  - H1N1 and pets
  - H1N1 planning and preparation
  - Health and safety
  - H1N1 influenza Pandemic Response Team
  - Volunteer registration info and form
- **Website for Emergency Operations Center only:** We determined that a website accessible ONLY by EOC personnel was needed for easy communications.
  - The website, accessible only by EOC team members, includes archived press releases, EOC meeting notes, information for clinicians, EOC memos, resources, and information from CDC and ISDH.
  - JK Enterprises created reports with photos from the mass clinics, clinics held at schools and at the Health Department and placed these on the EOC website. These graphics show the EOC members exactly what happens at these clinics. Many of the photos taken cannot be used in public venues because we do not request permission forms be signed. The photos are used only with EOC mem-

bers to illustrate our efforts at vaccinating the county residents.

- The section for "Information for Clinicians & Partners" contains the following:
  - Dr. Monroe's H1N1 update and New Year's resolution for physicians
  - Notice: people at high risk for developing flu-related complications
  - Asthma and H1N1
  - 18 Lots of Tamiflu and 3 lots of Relenza authorized by FDA for use beyond their expiration dates
  - Dosage charts
  - Updated interim recommendations for Obstetricians and Health Care providers Related use of antiviral medications in the treatment and prevention of influenza
  - CNS free care tool for H1N1 influenza from CDC...and much more
- The EOC website is made available (by the hospitals who are EOC members) to the physicians in the county. The hospitals maintain private databases of physicians for communications.
- **Conducted meetings with Minority Leaders:** In an effort to reach out to potentially under-served populations in LaPorte County, we met with representatives from LULAC (League of United Latin American Citizens) to connect with Spanish-speaking residents and from the Minority Health Coalition to connect with African-American residents. We found new venues for reaching both target groups and work closely now with both organizations.
- **Postcards to New Parents:** We sent out approximately 1400 postcards to parents who gave birth to children in 2009, reminding them of the importance of being vaccinated themselves...so as to protect their infants. The cards included information on all at-risk target groups.
- **Email:** Email is, perhaps the most powerful tool available to the Health Department. With accurate and current databases of email addresses, we have been able to reach the following:
  - Elected officials
  - Business and property owners and their employees
  - Organization members (Chambers of Commerce, Leadership LaPorte County and their 25-years of alumni, Michigan City Mainstreet Association, Friends of the Library (400+ from each of two libraries), attendees of rural LaPorte County economic development summit meetings, Rotary and Lions Club members and more)
  - Media representatives in 3 counties (LaPorte, Porter and St. Joseph)
  - Schools and universities
  - Churches
- Our emails have included PDFs and JPEGs of press releases, public service announcements, ads, notices of mass and walk-in clinics, brochures and posters. We estimate that we have sent out a minimum of 97,000 individual emails regarding H1N1 and the vaccine.
- **Created multiple tracking spreadsheets:** These spreadsheets have included strategic plans for reaching each specified at-risk target group and allowed us to be sure we remained on track for meeting the requirements of the grant.
- **Created budget for H1N1 vaccine campaign :** The Phase 1-2 and Phase 3 budgets have been accepted by State of Indiana.
  - Each invoice has been entered into a spreadsheet which illustrates total dollars spent for each category of budget expenditure. This spreadsheet is updated every two weeks when new invoices come in.
- **Photographing vaccine clinics:** These photos are intended to be used for archives and possible use in advertising, posters, billboards and other uses identified by the LaPorte County Health Department.
- **Communicating With Churches:** The personal health safety information related to H1N1 holds its value for seasonal flu and many other easily-communicated diseases. We wanted to ensure that our messages got into the hands of minorities in the area as well as any persons who may not have read newspapers, seen billboards, received an email or heard our messages on radio stations.
  - We created a CD that contains advertisements, billboard signs, posters, public service announcements, audio files, video files, brochures and press releases. These CDs were sent out to 96 churches in LaPorte County with the request that they:
    - Print some of the material in their church bulletins (including those handed out at Spanish-language masses)
    - Print some of the posters and hang them on bulletin boards in the facility
    - Send some of the information out to their parishioners/members via email
    - Discuss the information at meetings
    - Utilize the information in whatever other ways they thought of
- **Communicating with Indiana State Department of Health:** We created a PP presentation with this information for the ISDH's public information officer and presented it to her when she visited the LP office. The CD also includes many examples of advertisements, brochures, billboard designs, posters and public service announcements we created, and our press releases and other presentations.
  - Kristen Garcia, the PIO, said that the ISDH was considering using the strategic plan created by the contracted PIO to the LaPorte County Health Department as a template for other local health departments to use in future pandemics.
  - Garcia said that LP County's health department was the only one to hire a professional marketing company; the ISDH believes this to be an excellent use of grant funds for public outreach.