

PRETEEN VACCINE WEEK 2015

Planning Call

Wednesday, September 24

11:00 AM

Call-In Information

- Phone: 866- 914-9397
- Passcode: 6988902

August call summary

- Decisions made:



HPV Vaccine is Cancer Prevention:
Get your boys and girls vaccinated today!

Preteen Vaccine Week | February 8-14, 2015

- Increase series completion rate of HPV vaccination in females by 10% over year prior in California as reported by NIS-Teen 2015/2014 data.

August call summary

- Action items:
 - ✓ Translation of IMM-1124 in process
 - ✓ Poster dimensions now on materials order form (coming in October!)
 - ✓ Web banners now available
 - “HPV Vaccine is Cancer Prevention”
 - “Protect Their Health for the Years Ahead”
 - ✓ Resources on campaign evaluation



CAMPAIGN EVALUATION & DIGITAL METRICS BASICS

National Center for Immunization and Respiratory
Diseases, Centers for Disease Control

Allison Kennedy Fisher

- CDC's National Center for Immunization and Respiratory Diseases
 - Health communications specialist
- Immunization Safety Office
- Immunization Services Division
- Health Communication Science Office

- adolescent vaccines
- health and risk communication
- health care decision-making behavior
- vaccine acceptance and hesitancy

Maureen Marshall

- CDC's National Center for Immunization and Respiratory Diseases
 - Health communications specialist
- CDC's Social Media Council
 - NCIRD's representative
- Contributor
 - CDC's Guide to Writing for Social Media
 - Social Media Toolkit

- Implementing clear communication of health messages for the public and for health professionals through digital channels.

Campaign Evaluation: SMART Objectives, Evaluation Questions, and Data Collection

Allison Fisher, MPH

Health Communication Specialist

National Center for Immunization and Respiratory Diseases

September 24, 2014

CDC Framework for Evaluation in Public Health



Source: Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48(RR-11). Available at: www.cdc.gov/eval/framework

Evaluation Standards

- ❑ **Utility:** Who needs the evaluation results? Will the evaluation provide relevant information in a timely manner for them?
- ❑ **Feasibility:** Are the planned evaluation activities realistic given the time, resources, and expertise at hand?
- ❑ **Propriety:** Does the evaluation protect the rights of individuals and protect the welfare of those involved? Does it engage those most directly affected by the program and changes in the program, such as participants or the surrounding community?
- ❑ **Accuracy:** Will the evaluation produce findings that are valid and reliable, given the needs of those who will use the results?

Source: Introduction to program evaluation for public health programs: A self-study guide. Centers for Disease Control and Prevention, 2011. Available at: <http://www.cdc.gov/eval/guide/CDCEvalManual.pdf>

Evaluation Steps

- ❑ Engage stakeholders
- ❑ Describe the program
- ❑ Focus the evaluation design
- ❑ Gather credible evidence
- ❑ Justify conclusions
- ❑ Ensure use and share lessons learned

Source: Centers for Disease Control and Prevention. Framework for program evaluation in public health. MMWR 1999;48(RR-11). Available at: www.cdc.gov/eval/framework

Describe the Program: SMART Objectives

- ❑ **Specific:** Who? What? Where?
- ❑ **Measurable:** How much?
- ❑ **Achievable:** Is this realistic with our budget, personnel, and timeframe?
- ❑ **Relevant:** Does this fit within overall program goals?
- ❑ **Time-bound:** When?

Source: Guide to immunization program evaluation for grantees, 2007. Available at:
<http://www.cdc.gov/vaccines/programs/ipe/downloads/ipe-guide-11-2007.pdf>

Describe the Program: SMART Objectives

❑ Instead of:

- Objective 1: Conduct provider trainings
- Objective 2: Increase provider vaccine knowledge

❑ Try:

- Objective 1: Conduct a vaccine safety webinar with at least 75% of County Hospital pediatric residents during NIIW 2015.
- Objective 2: Increase vaccine safety knowledge of County Hospital pediatric residents 10% over baseline after attending a vaccine safety webinar during NIIW 2015.

Source: Guide to immunization program evaluation for grantees, 2007. Available at:
<http://www.cdc.gov/vaccines/programs/ipe/downloads/ipe-guide-11-2007.pdf>

Focus the Evaluation Design: Evaluation Questions

- **Process evaluations look at how well the program was implemented compared to what was planned**
 - Example research question: How many pediatric residents attended the NIIW vaccine safety webinar?
- **Outcome evaluations look at whether or not the program had an effect on the target population**
 - Example research question: How much did pediatric residents who attended the NIIW vaccine safety webinar improve their knowledge about vaccine safety?

Source: Guide to immunization program evaluation for grantees, 2007. Available at: <http://www.cdc.gov/vaccines/programs/ipe/downloads/ipe-guide-11-2007.pdf>

Gather Credible Evidence: Data Collection

- ❑ **Data sources:**
 - Records or charts
 - Databases (such as IIS)
 - Interviews, surveys, or focus groups
 - Participant observations
- ❑ **Be sure to:**
 - Collect only the information you need
 - Use tools that are easy to understand
 - Minimize the burden on respondents (e.g., time, memory)
 - Pilot test, even informally
 - Remember to check on human subjects (IRB) requirements

Source: Guide to immunization program evaluation for grantees, 2007. Available at:
<http://www.cdc.gov/vaccines/programs/ipe/downloads/ipe-guide-11-2007.pdf>

Additional Resources

- ❑ **CDC Program Evaluation Resources:**
www.cdc.gov/eval/index.htm
- ❑ **University of Wisconsin Extension:**
www.uwex.edu/ces/pdande/evaluation/evaldocs.html
- ❑ **NIIW:**
www.cdc.gov/vaccines/events/niiw/planning.html

Thank you!
amfisher@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: <http://www.cdc.gov>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



Digital Metrics Basics

Suggestions on Measuring & Evaluating Digital Media

Maureen S. Marshall, MS

Health Communication Science Office, NCIRD, CDC

September 24, 2014

Digital Media

Web-based & mobile tools that turn communication into engagement, interaction and dialogue



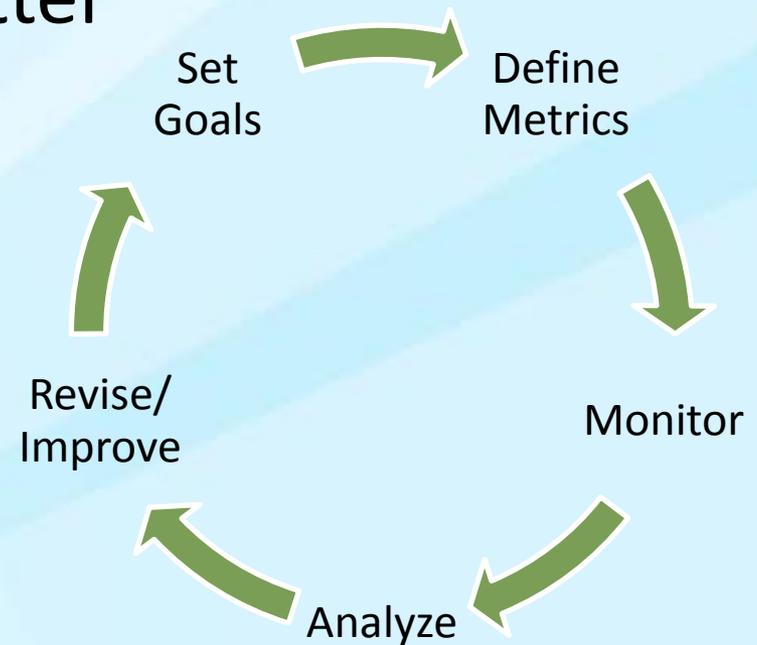
Why Measure Digital Media?

- Digital media is part of an overall communication strategy
- Measuring and evaluating performance of various channels helps you identify
 - What worked
 - What didn't work
 - What might be changed
 - What might need another chance



Commit to Measure and Observe

- Set goals for digital media
- Define what metrics matter
- Monitor
- Analyze
- Revise and repeat



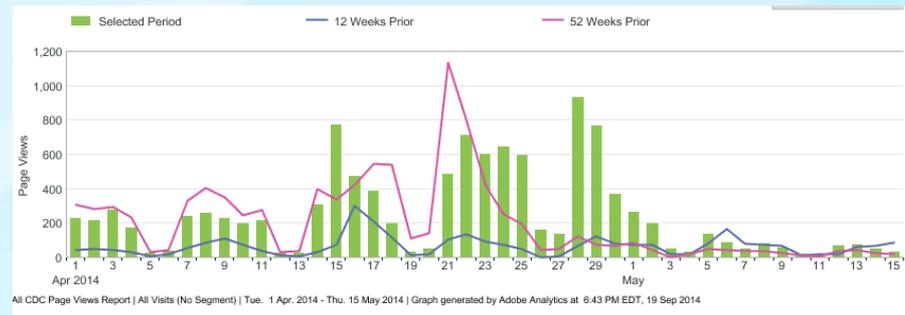
Setting Goals

- For example (and this is an *example only*)
 - Increase visibility of 2015 Immunization Champions, to be announced April 18
 - Possible actions
 - Establish baseline with 2014 activity
 - Commit to stronger web presence for 2015
 - Commit to proactive social media outreach



Identify Metrics that Matter

- What to measure for communication via web/mobile devices
 - Quantitative data
 - Views
 - Unique visits
 - Referring domains
 - Browser/device
 - Consumer questions
 - Tools for measuring
 - Google Analytics
 - Adobe SiteCatalyst
 - Bit.ly and go.usa.gov



Page views of CDC NIIW home page
Green = Apr 1-May 15, 2014 (10,931)
Pink = 2014 time period (9,003)

Vaccines Monthly Metrics Report

2014 (August)

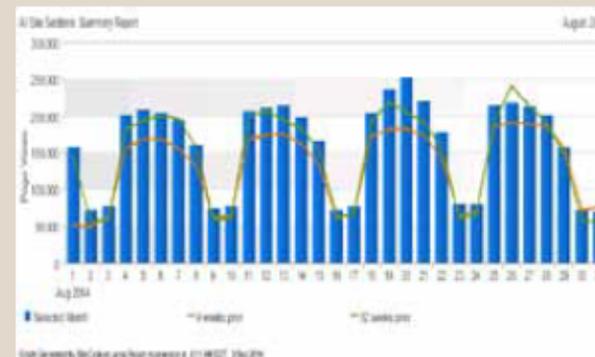
Site Traffic

Metric	Current Month	Previous Month	Change
Site Page Views	4,965,055	4,210,917	17.9%
CDC Page Views	83,348,615	75,467,364	10.4%
% of CDC Page Views	5.96%	5.58%	0.4%
Site Ranking	2	2	0
Peak Viewer Date	Aug 20 (251,325)	Jul 29 (191,856)	

Top Pages

Browser Title	Page Views
Vaccine Information Statement: Home Page - Vaccines - CDC	300,893
CDC - Vaccines - Immunization Schedules main page	231,827
CDC - Vaccines - Child and Adolescent Immunization Schedules Shell	216,186

Aug Page Views



Top Search Terms

Key Phrase	Page Views
immunization schedule	7,659
cdc immunizations	4,734
cdc vis	4,114
tdap vaccine	3,738
vis	2,775



Identify Metrics that Matter

- What to measure for communication via social media channels
 - Quantitative data
 - Followers/fans/subscribers
 - Impressions/reach
 - Engagement, such as shares, likes, favorites, RTs
 - Dialogue, through comments, questions, MTs
 - Conversion, through click-through rate
 - Qualitative data
 - Sentiment (tone and tenor)
 - Conversation drivers
 - Influence score



Identify Metrics that Matter

- Tools to measure social media
 - Purchase
 - Radian 6
 - Sysomos MAP
 - SproutSocial
 - Free
 - Google Alerts and Analytics
 - Topsy
 - TweetDeck, or Twitter Analytics
 - Facebook Insights
 - YouTube Analytics
 - Icerocket
 - Klout
 - MS Excel

 MERS Twitter record-052914 [Read-Only]

	A	B	C	D	E	F	G	H	I	J	K	L
1	profile	time	faves	retweets	replies	tweet text						
2	DrFriedenCDC	5/2/2014	11	50		MERS comes to the US... We can stop it & need to scale up efforts to find						
3	DrFriedenCDC	5/2/2014	12	67		Today CDC confirms 1st imported case of Middle East Respiratory Syndro						
4	CDCgov	5/2/2014	36	151		Hearing news about #MERS in the US? Learn more at http://1.usa.gov/Sil						
5	CDCemergency	5/5/2014				RT above						
6	DrFriedenCDC	5/2/2014	10	38		CDC and state health depts are working very quickly to investigate 1st US						
7	DrFriedenCDC	5/2/2014	16	53		Traveler to US is being treated for #MERS & is isolated from public under						
8	CDCgov	5/2/2014	34	134		Traveler to US hospitalized with confirmed infection called Middle East I						
9	CDCgov	5/5/2014	4	12	X	.@LarrytheTree_ Risk to broad general public frm imported case of #MEF						
10	CDCgov	5/2/2014	23	96		CDC & state health depts have prepared for 1st #MERS importation since						
11	DrFriedenCDC	5/2/2014	13	42		For the latest information about #MERS, please visit http://1.usa.gov/1k						
12	CDC_NCEZID	5/5/2014				RT above						
13	DrKhabbazCDC	5/2/2014				RT Frieden above						
14	DrFriedenCDC	5/2/2014	16	53		Traveler to US is being treated for #MERS & is isolated from public under						
15	CDC_NCEZID	5/5/2014				RT above						
16	CDCgov	5/3/2014	27	126		CDC confirmed 1st #MERS importation in US-hospitalized traveler. Patien						
17	CDCgov	5/3/2014	4	20	X	.@Evierey Currently there is no specific treatment recommended for #M						
18	CDCgov	5/4/2014	8	17	X	.@wafflepancake11 CDC has worked w/ @WHO & partners since 2012 to						
19	CDCgov	5/3/2014	-	8	X	.@KhaildSu Currently there is no available vaccine or specific treatment						
20	CDCgov	5/3/2014	44	190		#MERS is a relatively new respiratory illness, spread b/w people in close						
21	CDCgov	5/4/2014	1	5	X	.@LeMeACatLover The risk to the broad general public from this importe						



Metrics for NIIW Example

- Web metrics
 - Views of Winners page
 - Last year to this year
 - Check geosegmentation, esp for states with larger population
 - Referrals from other web pages, including blogs
- Social media metrics
 - Hashtag use
 - Engagement (shares, likes, RTs, click-throughs to web)
 - Dialogue (comments, questions, MTs)
 - Sentiment
 - Traction/pick-up

Monitor Activity

- What's being said and where it's being said
 - Check frequently
 - Make it a habit
 - Search
 - Respond

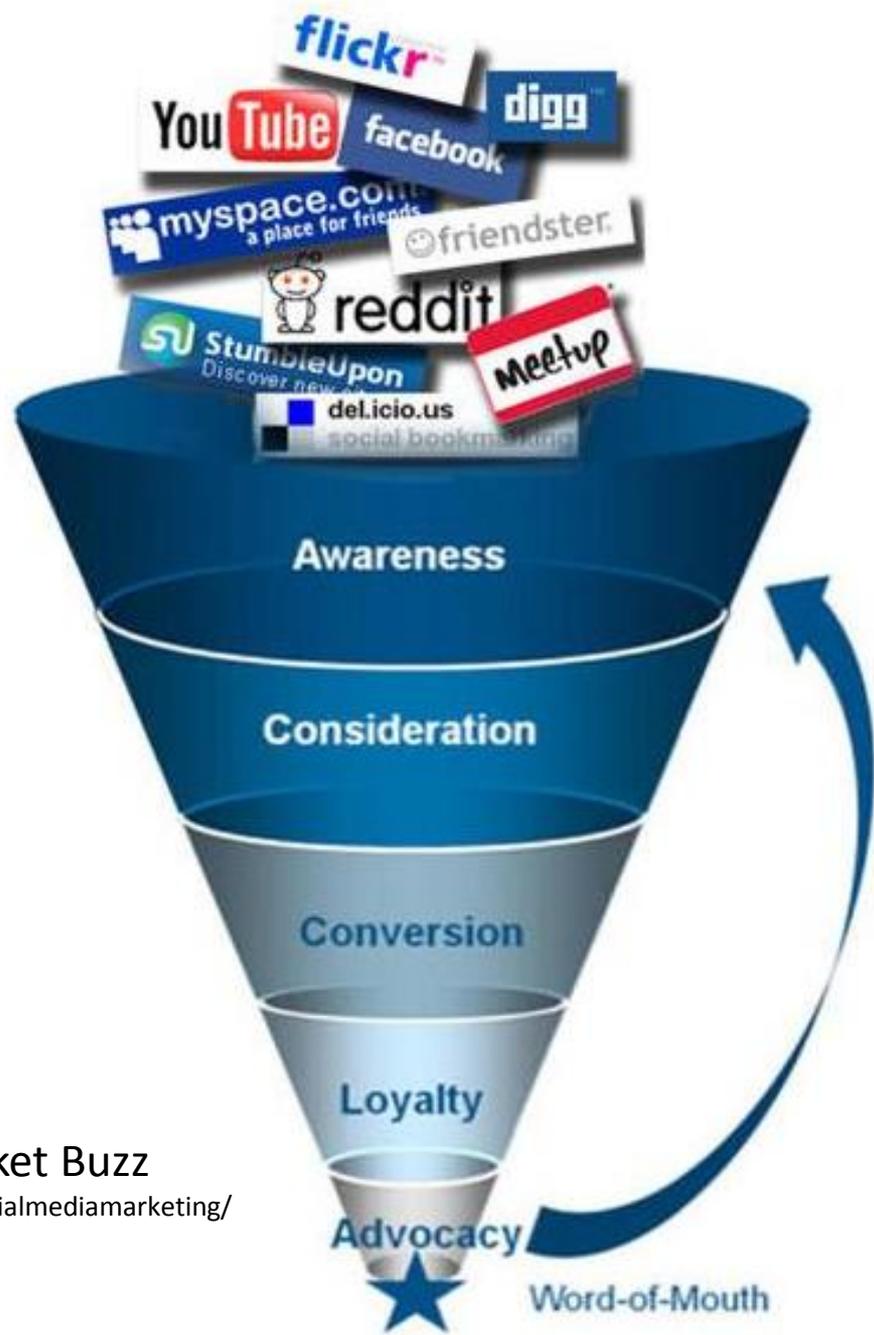


Analyze

- Review data with your unique perspective
- Look for correlates, discard anomalies
- Consider within your broader communication strategy
- Find meaningful insight to help you make decisions

Revise and Improve

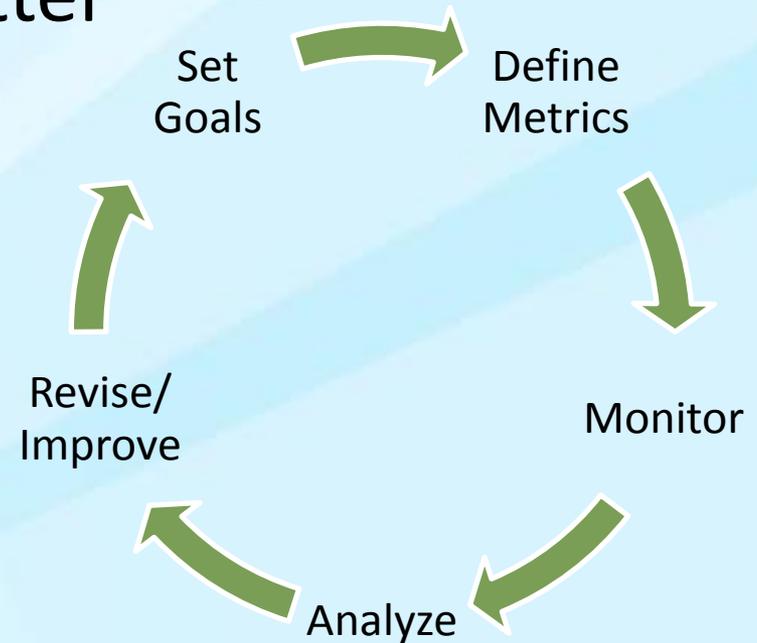
- Reconsider
 - Channels for your target audience
 - Language used in messaging
 - Timing and frequency of messaging
 - Supporting efforts outside social media/web
- Revise
- Continuously improve



Courtesy Social Market Buzz
<http://socialmarketbuzz.com/socialmediamarketing/>

Commit to Measure and Move

- Set goals for digital media
- Define what metrics matter
- Monitor
- Analyze
- Revise and repeat



Some Resources

- CDC Health Communicator Social Media Toolkit
www.cdc.gov/socialmedia/tools/guidelines/pdf/socialmediatoolkit_bm.pdf
- HHS Social Media
www.hhs.gov/web/socialmedia/
- GSA Social Media
www.digitalgov.gov/category/socialmedia/
 - Google Analytics for Government
<http://www.digitalgov.gov/2014/05/15/new-google-analytics-for-government-training-manual/>
 - Federal Social Media Performance Analysis Toolkit
<http://www.digitalgov.gov/2013/04/19/social-media-metrics-for-federal-agencies/>



Thank you.

Questions, contact bkf0@cdc.gov



Questions?

Upcoming calls

- Want to know more?
 - HPV and HPV vaccine
 - Studies related to HPV disease reduction post-vaccination
 - Social Media and Social Networking
 - Currently using? Want to start using?
 - Questions or concerns?

THANK YOU!

Wednesday, October 22
11:00 AM – 12:00 PM