

Building Media Support for National Infant Immunization Week



AED Technical Assistance Call
March 11, 2008

AGENDA

- Introduction of Speakers
- Overview of NIIW
- CDC resources
- Increasing media coverage
- Working with ethnic media
- Q&A

National Infant Immunization Week

working together with
**Vaccination
Week in the
Americas**

April 19-26, 2008



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
SAFER • HEALTHIER • PEOPLE™



NIIW

- **Annual observance that began in 1994 to highlight the importance of timely immunization for children ≤ 2 years old.**
- **Celebrates immunization achievements and the accomplishments made possible through successful collaboration.**
- **Revitalizes our efforts to protect children against vaccine-preventable diseases and give them a healthy start to life.**
- **Educates parents/caregivers and health care providers about the importance of vaccinating children fully and on-time.**

Objectives

- **Work with state and local health departments, immunization coalitions, and others to increase awareness of the importance of infant immunization.**
- **Coordinate events to increase national, state, and local media interest in infant immunization.**
- **Create opportunities to strengthen or build local coalitions and partners.**

CDC NIIW Resources

The screenshot shows the CDC website for National Infant Immunization Week (NIIW). The header includes the CDC logo, the text "Department of Health and Human Services Centers for Disease Control and Prevention", and a search bar. The main content area is titled "Vaccines & Immunizations" and "Calendars and Events: National Infant Immunization Week (NIIW)". It features a "Welcome to..." message and a "2008 NIIW Activities and Events" section with links to "Add your 2008 activity/event" and "Find out what others did in 2007". Below this is a "2008 NIIW Materials and Resources" section with three columns: "Planning Tools", "Infant Immunization Campaign Materials", and "Public Relations Tools". The "Planning Tools" column includes links for Overview, Lay the Foundation, Select Activities, Plan Activities, Build Partnerships, and Planning for Evaluation. The "Infant Immunization Campaign Materials" column includes Posters, Print Ads, Radio PSAs (COMING SOON), Radio Live Reads (SOON), Radionovela Series, Stickers, Bookmarks, and Banners/Icons. The "Public Relations Tools" column includes Working with the Media, Key Messages, Media Advisory (SOON), Sample Opinion Editorial, Sample Media Kit Materials (COMING SOON), and Articles for placement in local/community newspapers and... On the left side, there are two vertical menus: "Vaccine-Related Topics" and "Additional Resources". The right side contains utility links like "Email this page", "Printer-friendly version", "Help", "Glossary / Acronyms", "Site Map", "Quick Links", and "Related Pages".

www.cdc.gov/vaccines/events/niiw

Working with the Media Toolkit

- Developing Key Messages
- Developing Press Materials
- Preparing for Outreach
- Pitching the Media
- Samples, templates, and tip sheets

Media Relations Materials

- Sample Key Messages
- Proclamation Template
- Press Release
- Sample op-ed
- Matte articles for parents and providers

Campaign Products

www.cdc.gov/vaccines/events/niw

Radio

- Radio PSA
- Radio live reads
- Radionovela

Web

- Buttons
- Banners

Print

- Ads
- Posters
- Fotonovela

Event Materials

- Event Banners
- Podium Signs
- Certificate of Appreciation

Media Highlights

- **Airing of PSAs on television and radio stations**
- **Printing of ads, articles and op-eds in newspapers**
- **Placement of billboard ads**
- **Inclusion of logo/tagline in business advertising**
- **Interviews on radio and television programs**
- **Media roundtables**
- **Live radio or TV broadcast of events**
- **Press events with state and local leaders**
- **Awards events to honor IZ champions**
- **Involvement of celebrities as spokespersons**

Local Activities

- Find out what others have done to build media support at:
www.cdc.gov/vaccines/events/niiw/2007/07activities.htm
- Let CDC and other coalitions know what you are planning for NIIW 2008:
www.cdc.gov/vaccines/events/niiw/2008/activity-form.htm

Questions?

Michelle Basket

–(404) 639-8561

–mbasket@cdc.gov

Thank You

www.cdc.gov/vaccines

800-CDC-INFO (800-232-4636)



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Increasing Media Coverage of Immunization During NIIW

Tara Kovach
Academy for Education Development

The Challenge

Attract the interest of an oversaturated media in the absence of an outbreak or vaccine shortage



The Solution: Break Away from the Clutter



Make Your Message Stand Out by:

- Developing and maintaining relationships with reporters
- Creating a local angle and making it as “newsworthy” as possible
- Holding events that you’d want to read about in the next day’s paper
- Involving community leaders

Developing Relationships with Reporters

- Find out who covers your issues
- Introduce your organization as a resource
- Find out the best way to provide information to the reporter and when to follow up
- Provide background information when a related news story breaks and be mindful of deadlines to maintain the relationship

Creating a Local Angle

- Incorporate local statistics when possible
- Include stories of real people in your community
- Highlight activities that involve community members when possible such as a PSA or poster competition

Getting Information Out to Media

- Holding a press conference
- Inviting media to your community event
- Conducting outreach after the event
- Setting up in-studio interviews with broadcast outlets
- Conducting in-person interviews or editorial board meetings with print outlets

Inviting the Press to Your Community Event

- Use media advisories to invite reporters
- Send your information to the AP Daybook in your city (Go to www.ap.org then Contact AP to search for the bureau closest to you)
- Ask the media to include information beforehand in calendar listings of newspapers or by mentioning it on air

Press Conference Checklist

- Invite Key Reporters to Attend By Sending Out a Media Advisory
- Prepare the Room
- Provide Media Materials
- Be Prepared
- Be Thorough
- Monitor Attendance

Involving Community Leaders

Ways to Increase Coverage by Including
Community Influencers

- Partner with local TV personalities such as the evening meteorologist or the sports commentator to take part in your event
- Invite local dignitaries or elected officials to participate and announce a city or county proclamation
- Involve leaders from schools, community organizations or faith-based institutions

Developing Media Materials

- Refer to sample materials in the CDC's NIIW Media Relations Toolkit
- Timing depends on the type of media outlet

Thank you!

Questions?

Contact Tara Kovach
izta@aed.org

Working with Ethnic Media

Alexandra Moe
New American Media

New America Media Overview

The screenshot shows the New America Media website homepage. The browser address bar displays <http://news.newamericamedia.org/news/>. The site's logo, "NEW AMERICA MEDIA", is prominently displayed with the tagline "Expanding the News Lens Through Ethnic Media". A navigation menu includes links for News, Blogs, Polls, Association, Directory, Advertising Services, Awards, Calendar, and About Us. The main content area features a large article titled "How Clinton Won Texas: Hispanic Media Weigh In" with a photo of Hillary Clinton. Below this are smaller articles: "Is Hillary Clinton Today's Queen Elizabeth I?", "Mexican Tastes Do Not Include Obama", and "All Eyes on Texas and Ohio". The right sidebar contains several promotional boxes: "The Chauncey Bailey Project", "equal voice for America's Families", "Atlanta Register Now IRE's Watchdog Journalism Training", and "KHALIL'S CARTOON CORNER". A search bar and a sidebar menu with categories like "NEWS BY ETHNICITIES" and "SPECIAL BEATS" are also visible. The Windows taskbar at the bottom shows various application icons.

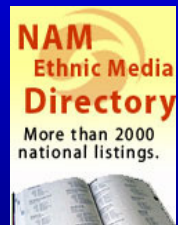
10 Tips for Working with Ethnic Media

1. Find and connect to ethnic media in your area.

New America Media's national directory can help:

www.newamericamedia.org

2. Maintain ongoing communication.
3. Target your event, story, or news release to specific ethnic media audiences.



10 Tips for Working with Ethnic Media

- 4. Make ethnic media your partner
- 5. Give ethnic media access to newsmakers



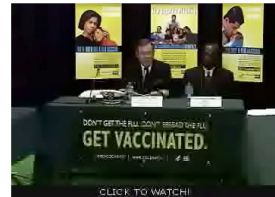
Ethnic Media Convening in Atlanta

Newsmaker Briefing on Influenza from the Centers for Disease Control and Prevention

What Everyone Should Know About The Flu

New America Media, News Report • [VIDEO](#) Words by John Kimbert, Video by Priscilla Greear and John Kimbert, Univ. of Miami School of Communications, Posted: Nov 20, 2007

Editor's Note: New America Media hosted two briefings last week with the CDC (Centers for Disease Control and Prevention) on the importance of flu vaccines with ethnic media representatives in Miami and Chicago. The following is an account from the Miami event by John Kimbert, who is getting his masters degree in journalism from the University of Miami School of Communication.



This is a streaming MP4 video - you'll need Quicktime 6 or later to view it.

MIAMI — Flu season hasn't broken out in the U.S. yet this year, but flu shots are the number one way to protect your family, co-workers and community, said Dr. Ray Strikas, a medical

10 Tips for Working with Ethnic Media

6. Ethnic Media are “high touch”

7. Bridge the language divide

**LO QUE TODOS DEBEMOS SABER
SOBRE LA GRIPE**

Una conferencia de prensa sobre la gripe presentada por los Centros para el Control y la Prevención de Enfermedades (CDC por sus siglas en inglés)

Aprenda sobre la información importante para sus comunidades de los expertos del Departamento de Salud y Servicios Humanos de los EE.UU., el Departamento de la Salud Pública de Chicago, y otros expertos de salud de la zona.

Ahora es el momento de vacunarse contra la gripe. Cada año en los EE.UU., un promedio de 36.000 personas mueren y más de 200.000 son hospitalizadas por complicaciones graves relacionadas con la gripe. Los afroamericanos mayores de 65 años se quedan atrás de los blancos en vacunarse contra la gripe cada año por 21 puntos porcentuales. Los hispanos mayores de 65 años se quedan atrás de los blancos en vacunarse contra la gripe cada año por 19 puntos porcentuales. El CDC está trabajando para eliminar la desigualdad y animar a todos a vacunarse.

jueves, 15 noviembre, 2007 **10:00 a 12:00**

CONFERENCIANTES	UBICACIÓN
Ray Strikas , Epidemiólogo médico, Oficina del Programa Nacional de Vacunas, Departamento de Salud y Servicios Humanos de los EE.UU.	Columbia College Chicago Taller para los Medios de la Comunidad 619 S. Wabash, Sala 205 Chicago, IL (La puerta del norte de la galería de dos pisos al lado de la cochera)
Julie Morita , Directora médica, Programa de Inmunización, Departamento de la Salud Pública de Chicago	
Presentador , Asociación Médica Americana (Invitado)	TRANSPORTE Una cuadra al este de la parada de Harrison en la Línea Rojo del metro, o la parada de la Biblioteca del "L".
Presentador , Academia Americana de la Pediatría (Invitado)	SE RUEGA CONTESTACIÓN Alex Woe New America Media amoe@newamericamedia.org (646) 812-4885



10 Tips for Working with Ethnic Media

8. “News You Can Use” works best

Immunization Rates Lagging for Ethnic Elderly, AARP Study Finds

Eastern Group Publications, Posted: Jul 14, 2007

LOS ANGELES – Older African Americans and Latinos are less likely to receive flu and pneumonia shots than their white counterparts, according to a new AARP study, reports Eastern Group Publications, an independent bilingual newspaper chain in Southern California. Though Medicare offers the vaccines for free, in 2004, two-thirds of whites 65 years and older received flu vaccines, compared with just 45 percent of African Americans and 55 percent of Latinos, according to the study. The gap widens for pneumonia vaccines, with 39 percent of elderly African Americans and 34 percent of elderly Latinos having been vaccinated, compared with 61 percent of whites. Collectively, the two illnesses cause 200,000 hospitalizations and 41,000 deaths each year. AARP Chief Diversity Officer Percil Stanford urges that more attention be paid to ethnic elders in order to close the gap in health care and health education.

10 Tips for Working with Ethnic Media

- 9. Connect them to your experts
- 10. Don't make ethnic media an "afterthought"



Questions?

Contact Alex Moe at New America Media

amoe@newamericamedia.org

www.newamericamedia.org

THANK YOU!

www.izta.org

izta@aed.org