



# Sick Today? Shots May Be OK!: Developing Posters to Address Common Vaccine Misperceptions

Julia Heinzerling, MPH; Tamekia Mosley, MPA; Lizz Romo, RD & Terry Silberman, DrPH, MPH ~ Immunize LA Kids Coalition ~



## BACKGROUND, METHODS, & SETTING

A common misperception that shots are contraindicated for children with mild illnesses leads to missed opportunities to vaccinate during scheduled doctor's office visits. At the recommendation of a local physician, the Immunize LA Kids Coalition, a CDC REACH 2010 program working to reduce pediatric immunization disparities, developed several posters addressing this misperception.

To ensure that its posters are clear, culturally appropriate, & appealing to parents & physicians, Immunize LA Kids:

- engaged Coalition members & physician offices in the poster development
- launched a contest to select photos of local children
- pre tested the posters with parents in the community.

Posters were designed to reach Hispanic/Latino and African American parents of children under age three visiting physician offices and clinics in South Central Los Angeles, an underserved area with low immunization rates.

## ENGAGING COALITION MEMBERS

Our Communications Workgroup & Steering Committee:

- elected to develop the poster in the voice of the MD office
- refined the poster text developed by staff
- developed our design themes: a poster featuring our "Immunizer" superhero, a character developed for a past IZ LA Kids radio campaign, as well as two versions featuring photos of sick & healthy looking children
- selected the photos for inclusion on the posters
- refined the poster design
- recruited partners to pre test the posters

Special thanks to the Immunize LA Kids Coalition Steering Committee & Communications Workgroup for their leaderships; the South LA Health Projects WIC Program for hosting photo shoots; and Healthy African American Families, the Rescatando Salud program, the African American Immunization Collaborative, and T.H.E. Clinic for conducting the poster pre-tests.

## ENGAGING PHYSICIAN OFFICES

Executive staff from two clinics shared their feedback and physician offices in our community were asked to complete a survey addressing whether:

- the message is important for parents in their office
- a poster is a good way to remind parents that shots are safe & effective for most children with mild illnesses
- the proposed text clearly communicates our message & is appropriate for the reading level of their patients
- they recommend any changes to the text
- they would post the poster.

A modest incentive was offered to complete the survey. While only 3 individuals completed surveys, results suggested that the concept, message, & text are appropriate for offices in our area.

## POSTER DESIGN & PHOTO CONTEST

Three posters (English & Spanish versions) were developed by a graphic artist:

- a poster with the IMMUNIZER- a hip, ethnic superhero physician who fights Vaccine preventable diseases
- two posters with photos of local children



### Calling All Toddlers 12-35 Months Old!!



We held a **CONTEST** to select photos of local children.

- Photos of 29 children of staff & Coalition members were taken by a professional photographer.
- Participants received a small gift & a framed photo.
- Four photos were selected by the Steering Committee.

## ENGAGING OUR COMMUNITY

We pre tested the posters to ensure that they are appealing & meaningful to community members. Coalition partners used an IRB approved script to assess whether:

- the wording is easy to understand
  - the text is easy to see
  - each poster catches parents' attention, communicates our message, & would encourage parents to discuss IZs with the physician or staff during an acute care visit
  - any changes would improve the posters' effectiveness.
- The survey took about 10 minutes to complete & participants received a small incentive gift to participate.

## PRE-TESTING: KEY FINDINGS

# Respondents	English= 52	Spanish= 39	Total= 91
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- **89%** respondents bring 1 or 2 children < three y.o. to the MD.
- **81%** were mothers, **8%** grandmothers, & **6%** fathers.
- **51%** of respondents were Hispanic/Latino and **42%** were Black. 7% were other races/ethnicities.
- **59%** of respondents said they would NOT usually get their child's shots if the MD told them their child had a mild fever, cold, ear infection, or other illness. Only **22%** would definitely get the shots. There was no significant difference between English & Spanish speaking respondents.
- **84%** of all respondents (87% Spanish vs. 81% English) said the message was definitely easy to understand.
- **76%** of all respondents (90% Spanish vs. 64% English) would definitely call the CDC Info Line listed.
- About **25%** of all respondents for all posters said the message the poster conveys is that children can get shots when they are sick. Most others said the posters stress the importance of immunizations.
- **12%** of all respondents said the poster text should be larger.

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## PRE-TESTING: KEY FINDINGS



### POSTER 1

- **76%** of all respondents (92% Spanish speakers vs. 64% of English speakers) said this poster would definitely encourage them to talk to the MD about shots if their child had a mild illness.
- **69%** of all respondents preferred this to Poster 2.
  - More Spanish than English speakers preferred it (76% vs. 57%).
- The fewest respondents (**20%**) said this poster would get their attention MOST.
- **24%** of respondents liked this poster BEST.
  - More Spanish speakers than English speakers liked this poster BEST (43% vs. 10% respectively).



### POSTER 2

- **71%** of all respondents (90% Spanish speakers vs. 58% of English speakers) said this poster would definitely encourage them to talk to the MD about shots if their child had a mild illness.
- Spanish speakers were more likely (**43%**) than English speakers (**17%**) to state that this poster would get their attention MOST.
- The fewest respondents (**13%**) liked this poster BEST.
  - English speakers were twice as likely to like it BEST as Spanish speakers (16% vs. 8% respectively).
- About **10%** suggested that we do not include a crying child, with several noting that the image scares them or their children.



### POSTER 3

- **70%** of all respondents (82% Spanish speakers vs. 61% of English speakers) said this poster would definitely encourage them to talk to the MD about shots if their child had a mild illness.
- The most respondents (**42%**) said this poster would get their attention MOST, vs. 20% & 28% respectively for Poster 1 & 2.
  - More English (50%) than Spanish speakers (30%) said it would get their attention MOST.
- The most respondents (**56%**) liked this poster BEST, vs. 24% & 13% respectively for Poster 1 and 2.
  - Both English (61%) & Spanish speakers (49%) liked it BEST.
- About **75%** all respondents understood that the cartoon character is a superhero doctor.