Slam Dunk Strategies for Adolescent Immunization: Utilizing Sports-Based Approaches to Increase Catch-up and Engagement

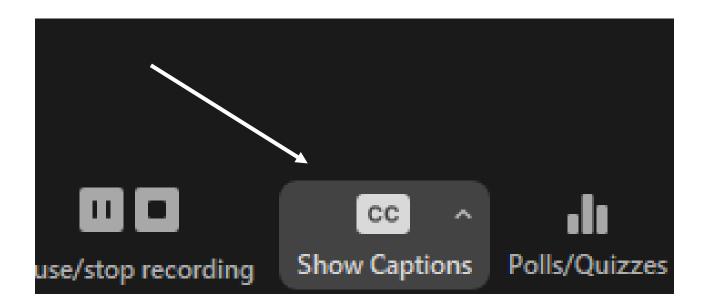
JULY 15, 2024



# **Closed Caption Instructions**

#### **To Enable Closed Captions:**

- Click the "CC" button at the bottom of your screen
- Select "Show Subtitle"



# Housekeeping

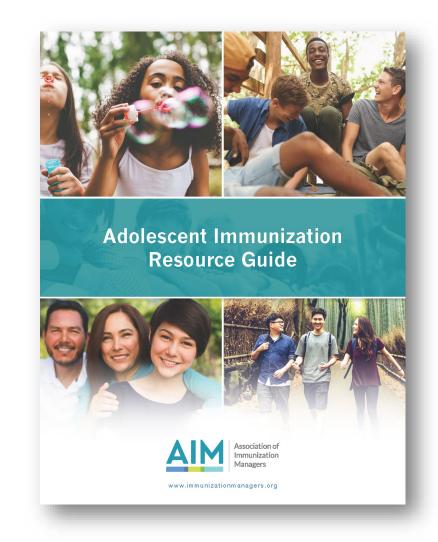
 The recording and slides from today's webinar will soon be available on AIM's Adolescent Immunization Toolkit.

 Please add any questions you have for our speakers to the Q&A box, and they will be addressed at the end.

 Please take a few moments to answer the survey questions that pop up in your browser after the webinar. Your feedback helps us to improve future events!

#### **AIM Adolescent Immunization Toolkit**

- Resources and insights into activities and strategies to enhance and improve the delivery of vaccinations through adolescence.
- The included Adolescent Immunization Resource Guide contains:
  - overviews of programmatic activities,
  - key lessons learned, and
  - downloadable resources to help address low adolescent immunization rates.



Access the Toolkit Here

## **Panelist Introductions**



Amy Herrington, DNP, RN, CEN, CNE
Clinical Team Manager, Kentucky
Department of Health Immunization
Branch



Remeka Jones

Deputy Chief of Public Affairs and
Equity, Washington State
Department of Health



Robin Mowson, MA, MPH
Director of Immunization, National
Association of County and City
Health Officials

# **Panelist Presentation**



Amy Herrington, DNP, RN, CEN, CNE Clinical Team Manager, Kentucky Department of Health Immunization Branch

# Kentucky Department of Public Health Vaccination Promotion During High School Athletic Events

Amy Herrington, DNP, RN, CEN, CNE

**July 2024** 







## **Lesson Learned From Pandemic**

- Make it easy
- Make it accessible
- Peer communication drives change
- Trusted messengers are key



# **High School Boys Baseball and Girls Softball**

- State high school athletic tournaments occurred in same location over same weekend
  - Track and field
  - Boys' baseball
  - Girls' softball
- Community partners excited
  - Kentucky High School Athletic Association
  - University of Kentucky Community Pharmacy
  - Lexington-Fayette County Health Department
  - Kentucky Association of Healthcare Plans
    - » Incentives
    - » Free COVID-19 vaccines
    - » General vaccination education
    - » Developed individualized vaccination plans
      - Based on IIS data
        - Appointments were scheduled for back-to-school vaccinations



# **High School Boys Baseball and Girls Softball**



- Doses administered: 2,139
- Individual vaccination plans created: 2,139
- Part of a statewide event
  - Vaccine Extravaganza: 3,025
  - Individual vaccination plans created: 3,025

## Become a Vaccine Champion Poster & Media Contest

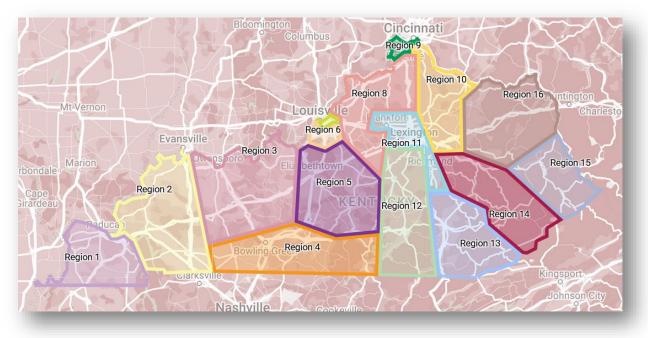


# Annual Vaccine Champion Media Competition

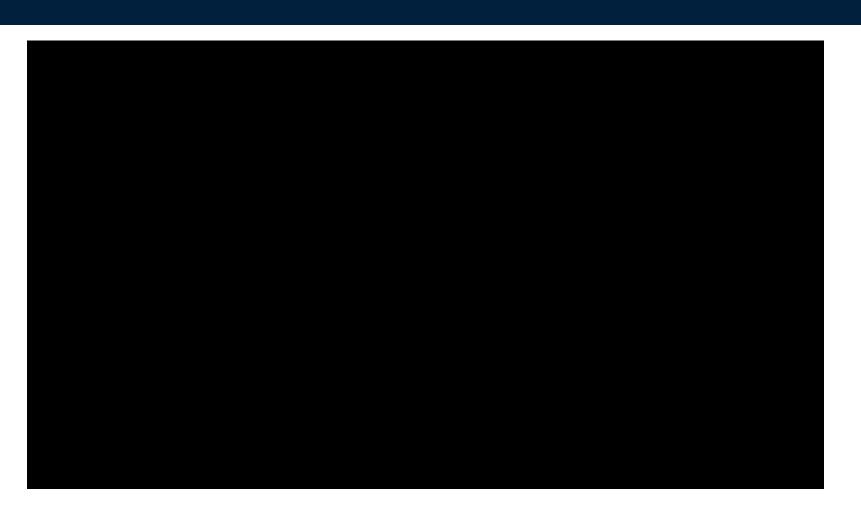
- Elementary
  - Poster
- Middle School
  - Brochure
- High School
  - YouTube video (30 seconds)

### Become a Vaccine Champion Poster & Media Contest

- Local competition aligns with basketball regions
- Promoted by school nurses, providers and local health departments
- Student submissions collected in Dropbox
- Local Health Departments select regional winner
- KDPH Immunization Branch select a state winners
- State winners and local health department leaders recognized
  - Rupp Arena floor during the Boys High School Sweet 16 Basketball tournament



#### **2023 Event Promotion**



Vaccine commercial promoted

- Megatron at the tournament
- Simulcast during the game

Video generated from Youtube

#### **2023 Event Promotion**

#### Paducah health department engages Kentucky students in vaccine awareness

BY: SARAH LADD - FEBRUARY 7, 2023 5:35 AM









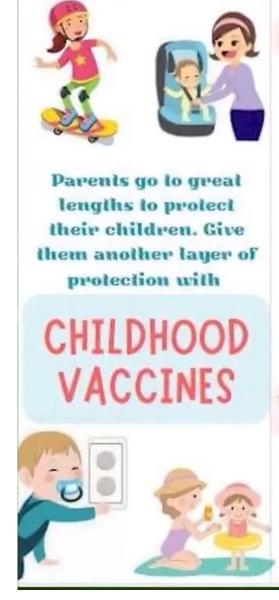




https://kentuckylantern.com/briefs/paducah-health-department-engages-kentucky-students-in-vaccine-awareness/

# Community Response 2023

https://fb.watch/ji82J mqTlo/?mibextid=unz4 60



#### Scheduled Vaccines protect your children from these 14 diseases:

Time To

- · Polio
- Tetanus
- Flu
- Hepatitis A
- Hepatitis B
- Rubella
- · Hib
- Measles
- · Whooping Cough
- Pneumococcal Disease
- Rotavirus
- Mumps
- Chicken Pox
- Diptheria

Vaccines for Children (VFC) provides FREE vaccines for children who are:

- uninsured
- underinsured
- Medicaid-eligible
- American Indian or Alaskan native

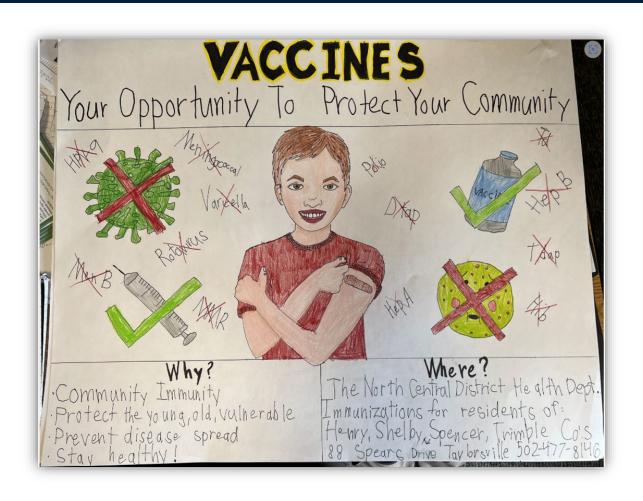
Vaccinating children on time, in accordance with the CDC's recommended Vaccination Schedule, protects them AND anyone around them with a weakened immune system!

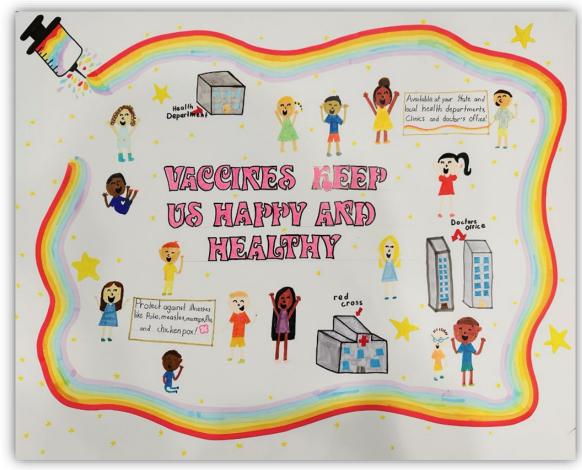
#### VACCINES ARE AVAILABLE:

- · Pediatrician
- · Local Health Department
- · Rural Health Clinic
- Federally Qualified Health Center
- · Pharmacy
- · Urgent Care Clinic
- · School-based Clinic



#### **2024 Poster Winners**





## 2024 State Video Winner

- Videos downloaded to private YouTube
  - Link uploaded into Dropbox
  - https://www.youtube.com/wat ch?v=mBqQSBmOB\_4



# **2024 Community Response**

- For children-by-children media materials remain local for vaccination promotion
- Local health departments have used student creations for billboards
- Medicaid Care Organizations have used student creations for billboards
- Promoted on social media



#### Lexington-Fayette County Health Department

Join us in celebrating our regional "Become a Vaccine Champion" poster contest winner: Anne Claire Jennings.

Anne Claire, a 10-year-old at Christ the King School, received recognition at Wednesday night's KHSAA Boys' Sweet Sixteen at Rupp Arena for her poster showing the importance of routine childhood vaccinations. She is pictured with Jill Keys, our clinical services officer.

Anne Clarie's award-winning poster can be seen in the comments!

The contest was sponsored by the Kentucky Association of Health Plans, the Kentucky Department for Public Health and the KHSAA.

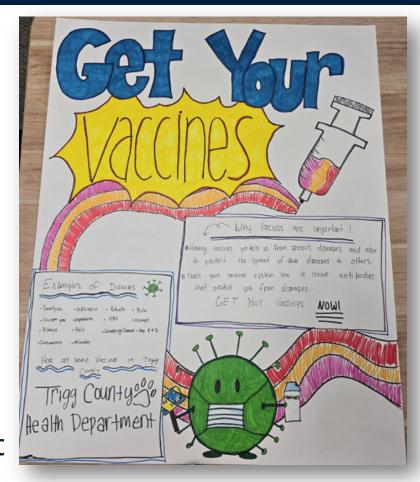
#PublicHealth #Kentucky #LexingtonKy #FayetteCounty



Lexington-Fayette County Health Department Facebook

# **Opportunities**

- Cocal messaging
- Vaccine confidence
  - Buy-in by school districts
- Student transportation to the game
- Day of game confusion
  - Parking
  - Seats
    - » Request for additional tickets
- KDPH representative
  - Attends every game to facilitate game day event



## Thank you.

**Amy Herrington** 

amy.herrington@ky.gov

502-330-3071

https://www.chfs.ky.gov/agencies/dph/dehp/pages/iom.aspx





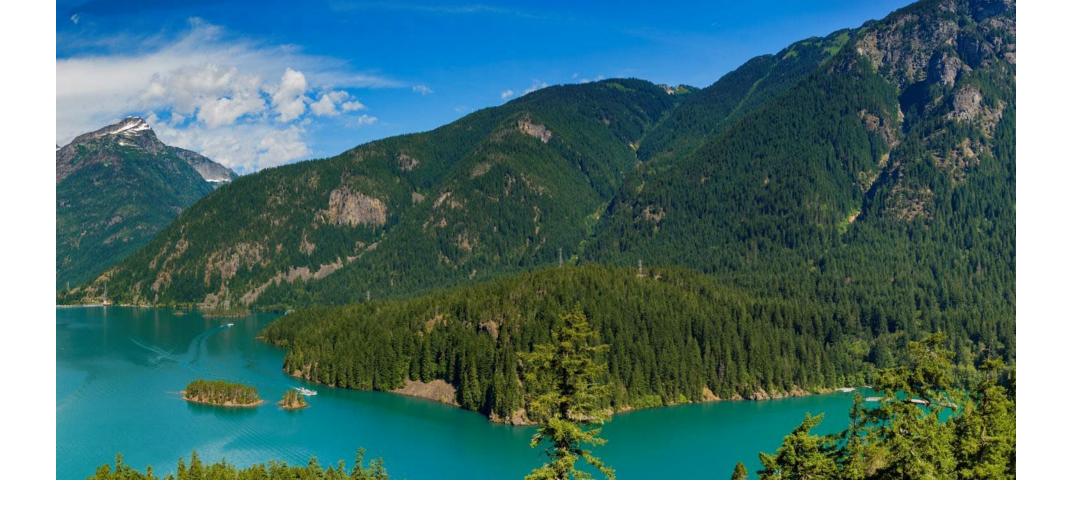


# **Speaker Presentation**



Remeka Jones

Deputy Chief of Public Affairs and Equity,
Washington State Department of Health





#### TAKE YOUR SHOT CAMPAIGN

**Executive Office of Public Affairs and Equity** 

#### PARTNERSHIP DEVELOPMENT

Department of Health partnered with Seattle Storm for 2023 WBNA Season



May 2023 – September 2023

#### Take Your Shot Campaign

Storm into STEM

**STEM Academy** 

Player Videos

Basketbal Clinics



Nate Silverman and Dr. Umair Shah on FOX13

#### **TAKE YOUR SHOT CAMPAIGN**

Encourage youth vaccinations and vaccine education

Promote Care-a-Van

Childhood vaccine campaign

Catch up on Check-ups



#### TAKE YOUR SHOT CAMPAIGN

Storm provided 500 tickets for five games

Two tickets for each youth or adult vaccination

280 tickets were claimed





#### **Mobile Vaccine Events**

Care-A-Van unit on site for six home games

Storm players and mascot attended back to school events



Sami Whitcomb at Dryer Masonic Center Health Fair



**Everett Public Schools** Back to school vaccine event



#### **TAKE YOUR SHOT PROMOTION**

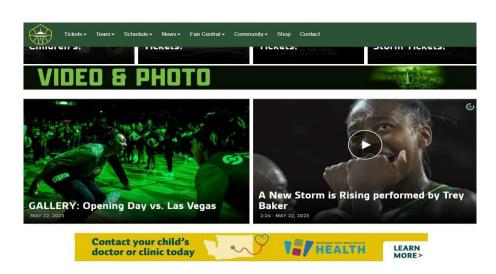
Top story spot on the Storm website

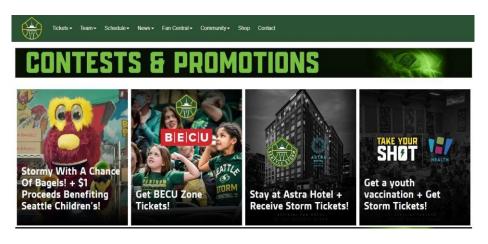
Email to the Storm database

Storm social media posts Facebook, Instagram, Twitter and LinkedIn









#### **SUMMARY**

Leveraging private partners for public health impact

Administered a total 365 vaccines\*

Effective way to broaden exposure to a new audience

Total Broadcast views: 662,751

Total home game attendance: 179,587

Received 20 commercial spots for

Catch up on Check up campaign



#### Contact Information



**Remeka Jones** 

Remeka.jones@doh.wa.gov

Deputy Chief, Executive Office of Public Affairs and Equity















@WADeptHealth



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# **Speaker Presentation**



Robin Mowson, MA, MPH
Director of Immunization, National Association of
County and City Health Officials

# NACCHO & National Federation of State High School Associations (NFHS) Partnering to Increase Adolescent Immunization

Robin Mowson, MA, MPH Director of Immunization



# Partnership Overview

Through the increasing COVID-19 and routine coverage among adolescent project, the National Association of County and City Health Officials (NACCHO) will support Teall Properties Group (TPG) to create new messaging and utilize channels for national and local communication campaigns to promote confidence in and access to COVID-19 and routine vaccines for adolescents through partnership with the National Federation of State High School Associations (NFHS). Primary project activities and goals include reaching middle school and high school administrators via email marketing; a collaborative social media campaign conducted by NFHS and NACCHO; NACCHO involvement in the National Athletic Director Convention; and recognition in NFHS's monthly publication. The high school sports marketing firm, Teall Properties Group (TPG), will manage and facilitate all aspects of the relationship (i.e., including all-inclusive activation, staffing for onsite events, collateral, creative, etc.) between NACCHO and NFHS over the course of the project.





# National Federation of High School (NFHS) - Overview

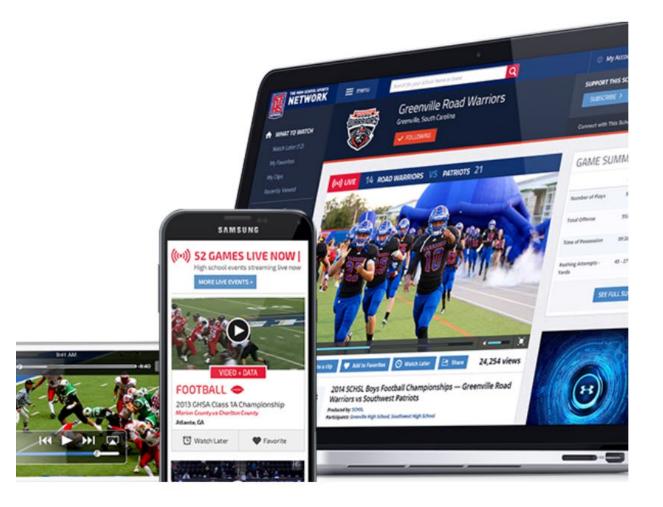
The NFHS is the national leader and advocate for middle & high school athletics as well as fine and performing arts programs.

#### • Serves:

- 19,500+ high schools and 30,000 middle schools across the US
- o 50 member state associations, plus the District of Columbia
- 2M+ coaches/athletic directors/administrators
- Serving over 12 million student participants
  - 9.2 Million Students in High School Performing Arts Programs
  - 7.6 Million Students in High School Athletic Programs
- o 24M parents
- 500M fans attending high school events annually

#### Areas of Focus:

- Education-based athletics and performing arts/fine arts activities promote physical, mental and emotional wellness during the most important time of a young person's life. These activities are essential in promoting a physically healthy lifestyle; developing character attributes such as leadership, teamwork, self-discipline, empathy and civic engagement; boosting academic performance; and encouraging positive relationships.
- Ensures that all high school students have an opportunity to enjoy healthy participation, achievement and good sportsmanship in



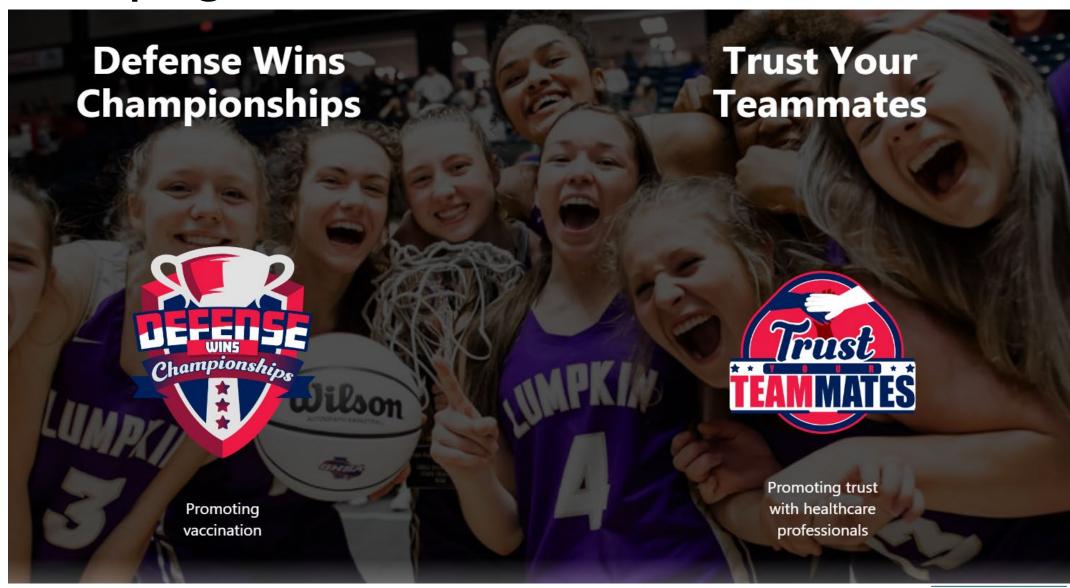
#### **NFHS Network Overview**

The NFHS Network - the "Netflix of high school sports" - is the nation's largest media and marketing company exclusively dedicated to streaming live and on-demand high school sports.

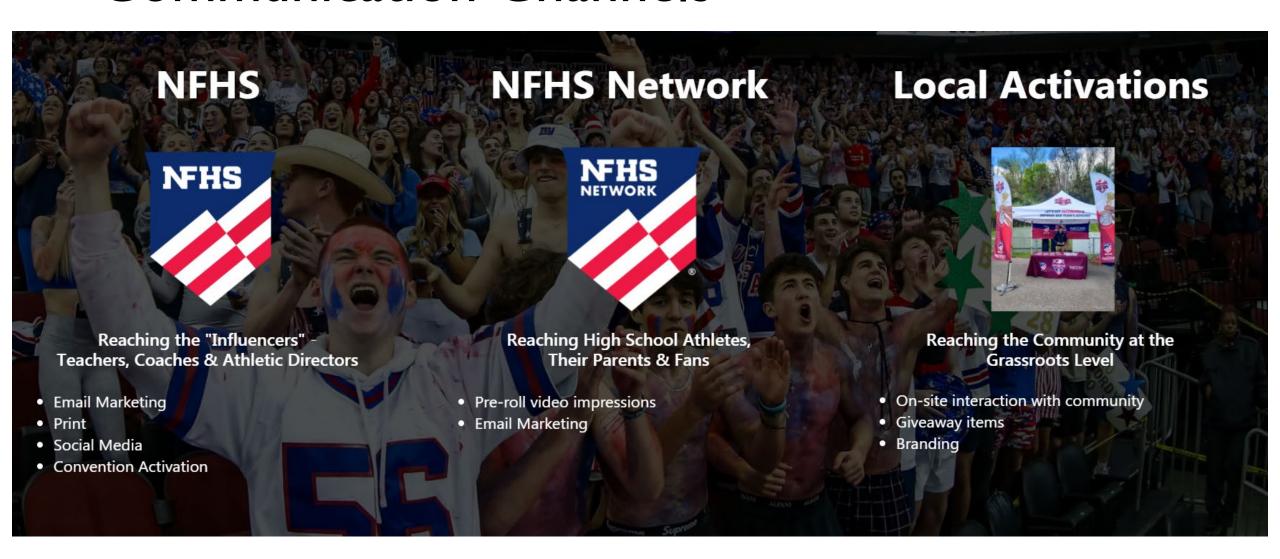
- The NFHS Network delivers 95% of all high school video content while streaming a projected 700,000 annual events, which includes over 11,000 high schools' regular season games, almost all of the state playoff/state championship games across 27 girls & boys sports.
- NFHS Network viewership is based on an affordable subscription model that gives subscribers "anytime, anywhere" viewing capabilities across all smartphones, tablets, computers, and connected devices.



# Our Campaigns



#### Communication Channels





# Communication Examples





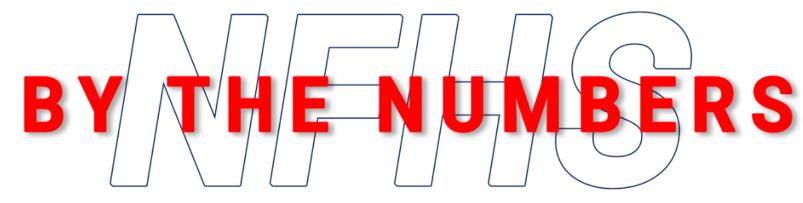
#### Communication Reach





#### NFHS Network Reach







2.5M STREAMS ON AVG PER MONTH 6.1M VIEWERS PER MONTH

60M MINUTES WATCHED PER MONTH AVG

900K EVENTS STREAMED PER YEAR 47
AVG MINS
PER SESSION

# Un-skippable Videos Played on NFHS Network



Over 12.9 million views from October 2023-June 2024





#### **Local Activations with NFHS**

- Over the last 7 months NFHS has conducted 10 local activations in communities that reach parents and adolescents during high attendance sporting events
- During the activation, the LHD works with NFHS ambassadors to educate attendees on the importance of immunizations and answer any health-related concerns

#### MHSAA Football Championships

Date: December 2, 2023

**Event:** Mississippi State Football Championship

Setup Location: Directly inside entrance to stadium

Activation Included: Branded tent, table cloth, pop-up banners, sail flags, hand sanitizer giveaway, promotional collateral, social media post, and videoboard recognition with PA announcement

Attendance: 75,000 over four day event; 15,000 on specific setup day

Additional Information: Fans loved the free hand sanitizer and didn't hesitate to scan the QR code to learn more information about the importance of teen vaccination

NACCHO





# Next steps

- Audience survey being piloted
  - Understanding impact of messaging
  - Measuring intent to vaccinate in the fall
- Disseminating our experiences
  - Sharing strategies with partners and LHD members
  - Connecting NFHS with other topic areas

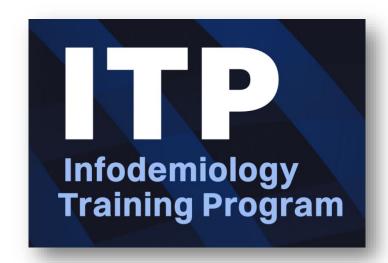


# Q&A



# Utilizing Infodemiology to Improve Vaccine Confidence: Resources for Immunization Programs and Partners AIM Webinar on July 16 from 1-2pm ET

- Joe Smyser, Ph.D., MSPH, CEO at Public Good Projects, will discuss infodemiology, a public health discipline that studies the spread of information with the goal of improving health.
- Jessica Malaty Rivera, MS, Infectious Disease
   Epidemiologist and Science Communicator at de
   Beaumont Foundation, will share science communication
   tips for health care providers and public health
   professionals.



Register here

# **Post-Event Survey**

Please take a few moments to answer the survey questions that pop up in your browser after the webinar.

Your feedback helps us to improve future events!



# Thank you!



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Association of Immunization Managers

