

Harnessing the Power of Social Networks, Mommy Bloggers, and Google

(and improving HPV vaccination awareness at the same time)

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Project Manager, Carter Consulting
CDC Adolescent Immunization Communication Campaign

Advisory Committee on Breast Cancer in Young Women
September 21, 2011

CDC's Adolescent Immunization Communication Campaign

A BRIEF HISTORY

Adolescent Immunization

- ❑ **3 new vaccines for 11-12 year olds**
 - Tdap, Meningococcal Conjugate Vaccine (MCV4), HPV Vaccine
- ❑ **CDC starts a new communication campaign**
 - Lots of formative research between 2006-2008
 - Campaign launched August 2007
 - Big focus on HPV vaccination
 - Target populations with high cervical cancer rates
 - Outreach in areas of high-density of target populations
- ❑ **New HPV vaccine in 2009**
- ❑ **Permissive recommendation for boys in 2009**

CDC's Adolescent Immunization Communication Campaign

A QUICK LOOK AT THE DATA

NIS-Teen

- ❑ **Annual data collection began in 2006**
 - Phone surveys of parents and providers
- ❑ **National coverage in 13-17 year olds**
 - Provides snapshot of coverage
 - Includes catch-up vaccination data
- ❑ **HPV Vaccine data**
 - 2007: HPV vaccine received by 25% (v. 30% for Tdap)
 - 2008: HPV vaccine 1 dose at 37%, 3 doses at 18% (v. 40% for Tdap)
 - 2009: HPV vaccine 1 dose at 44%, 3 doses at 27% (v. 56% for Tdap)
 - 2010: HPV vaccine 1 dose at 49%, 3 doses at 32% (v. 69% for Tdap)
- ❑ **Disparities seen by race/ethnicity and poverty status**
 - HPV coverage lagged for blacks and Hispanics compared with whites
 - Girls living in poverty were also less likely to complete the HPV series

**1 word-of-mouth conversation has
the impact of 200 TV ads***

**bzzagent*

3.9 million women with children write blogs in the US. By 2014, that number will jump to 4.4 million.

eMarketer

90% of moms are online vs.
just 76% of women in general
and 66% of moms believe
word of mouth is credible.

eMarketer

Of the 3.9 million mom bloggers, only 13% of them primarily write about parenting and 9% about family updates. That means mom bloggers are **vastly** more likely to write about topics other than being a mom.

Technorati

55% of active (daily) social media moms said they made their purchase because of a recommendation from a personal review blog.

Technorati

**Increase awareness amongst
moms/parents of the CDC's latest
adolescent vaccination
recommendations including HPV
vaccine, Tdap, MCV4 and Flu**

CDC's Adolescent Immunization Communication Campaign

GOING DIGITAL, BECOMING SOCIAL

2010 Digital Media Campaign

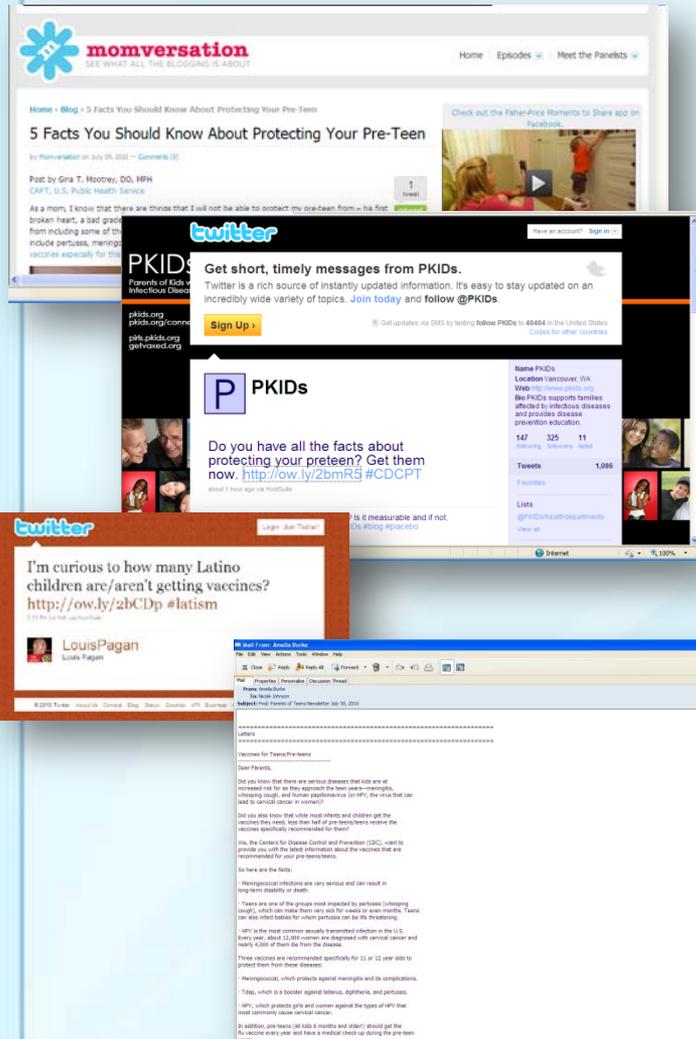
Publisher Outreach

□ What is Publisher Outreach?

- The act of reaching out to publishers and other writers online to introduce the campaign, provide campaign resources, and engage them to post about the campaign on their online platform.

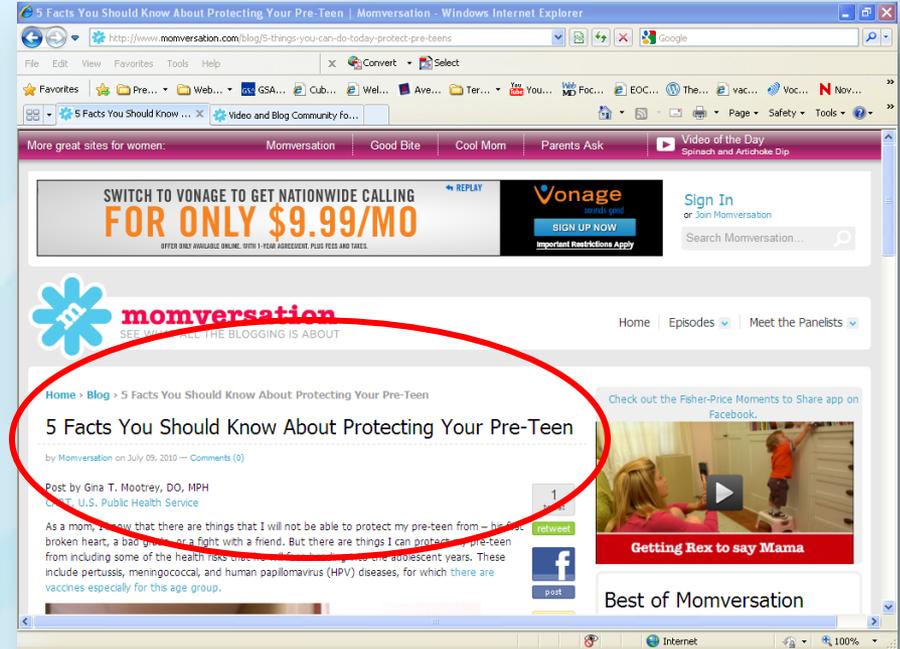
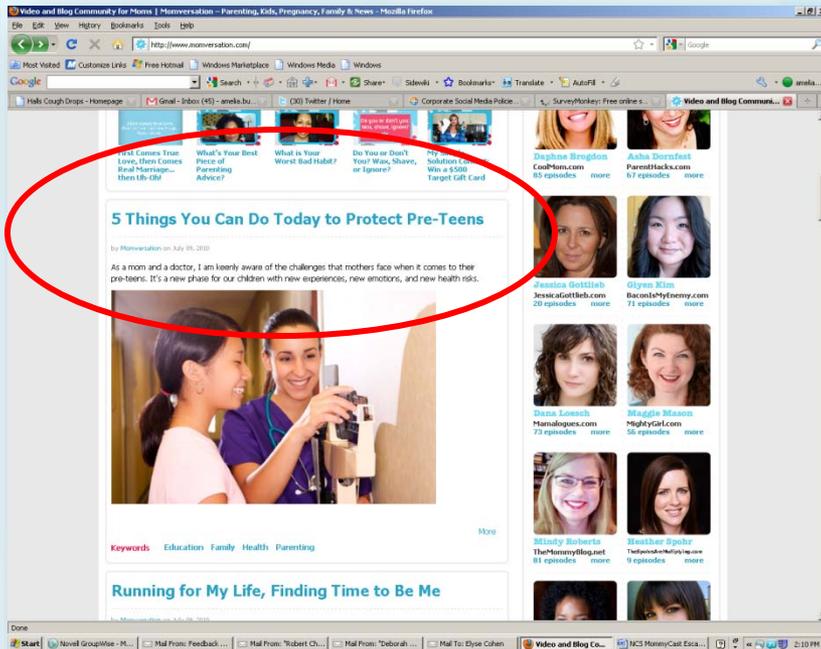
□ Activities included:

- Developed and vetted list of online publishers to reach out to that would be interested in this information
- Developed messaging to reach this list
- Proactive outreach to generate placements of campaign content – at no cost
- Monitored placements on an ongoing basis





momversation.com



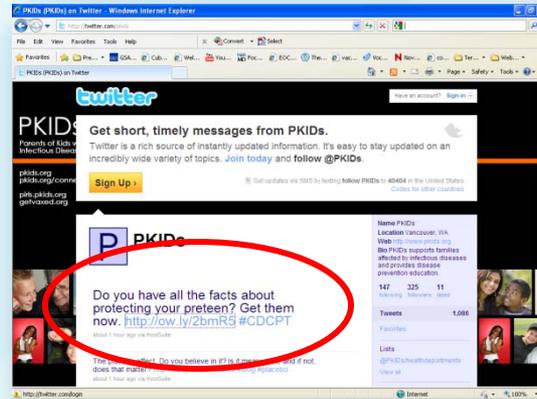
<http://www.momversation.com/blog/5-things-you-can-do-today-protect-adolescents>



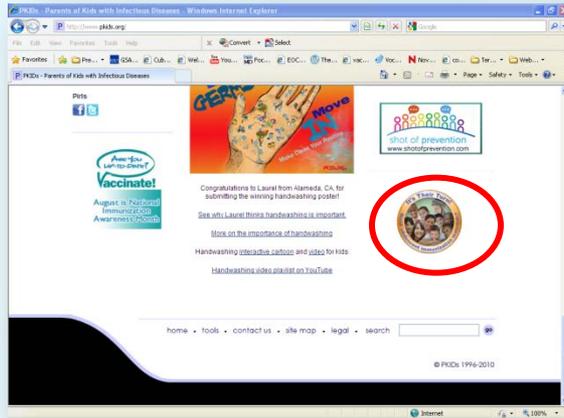
PKIDS



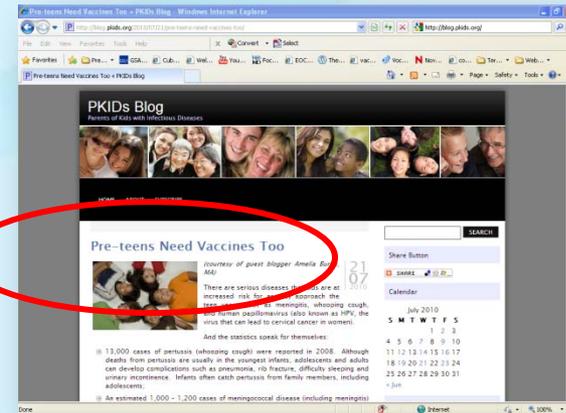
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pkids blog



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<http://twitter.com/LouisPagan/status/18556462416>

<http://www.facebook.com/louispagan>



BERKELEY PARENTS' NETWORK ENEWSLETTER

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- [How do I post a message to the Teens newsletter?](#)
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Mail From: Amelia Burke
File Edit View Actions Tools Window Help

Close Reply Reply All Forward

Mail Properties Personalize Discussion Thread
From: Amelia Burke
To: Nicole Johnson
Subject: Fwd: Parents of Teens Newsletter July 30, 2010
8/26/2010 3:07:24 PM

Letters

Vaccines for Teens/Pre-teens

Dear Parents,

Did you know that there are serious diseases that kids are at increased risk for as they approach the teen years—meningitis, whooping cough, and human papillomavirus (or HPV, the virus that can lead to cervical cancer in women)?

Did you also know that while most infants and children get the vaccines they need, less than half of pre-teens/teens receive the vaccines specifically recommended for them?

We, the Centers for Disease Control and Prevention (CDC), want to provide you with the latest information about the vaccines that are recommended for your pre-teens/teens.

So here are the facts:

- Meningococcal infections are very serious and can result in long-term disability or death.
- Teens are one of the groups most impacted by pertussis (whooping cough), which can make them very sick for weeks or even months. Teens can also infect babies for whom pertussis can be life threatening.
- HPV is the most common sexually transmitted infection in the U.S. Every year, about 12,000 women are diagnosed with cervical cancer and nearly 4,000 of them die from the disease.

Three vaccines are recommended specifically for 11 or 12 year olds to protect them from these diseases:

- Meningococcal, which protects against meningitis and its complications.
- Tdap, which is a booster against tetanus, diphtheria, and pertussis.
- HPV, which protects girls and women against the types of HPV that most commonly cause cervical cancer.

In addition, pre-teens (all kids 6 months and older) should get the flu vaccine every year and have a medical check-up during the pre-teen years.

<http://parents.berkeley.edu>
Circulation: 8,000

Mommy Blogging Program

"Reach one Twittermom and connect with 5,000 moms who trust her."



❑ Turning to TwitterMoms

- Network of 25,000 online-savvy moms who blog and tweet

❑ Engaging the TwitterMoms community:

- Identified and vetted moms with whom the vaccination messages would resonate & who are interested in adolescent vaccination/health
- Invited these moms to blog & tweet on the topic
- Developed widget to maximize reach and impact
 - Offered widget for placement on moms' blogs
 - Syndicated content from campaign materials
- Measured blog and Twitter impressions



BRAINFOGGLES

javascript:WIDGETBOX.subscriber.Main.setIsSubscriber(1,false) - Windows Internet Explorer

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Brain Foggles

forgetting to remember

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Tween Vaccines Are Necessary

July 29th, 2010 by Connie Roberts

Tween vaccines are necessary to prevent serious diseases. The sad truth is that less than half of pre-teens and teens receive the vaccines that they need. I assume that part of the problem is that parents are aware of vaccines needed for their infants and toddlers because they take them to their doctor for regular check-ups.

According to the [CDC](#) (Centers For Disease Control and Prevention), there are three vaccines needed for every child who is 11 or 12 years old. One is needed for girls of that age group. These is the list of the vaccinations:

- Meningococcal vaccine, which protects against meningitis and its complications
- Tdap vaccine, which is a booster against tetanus, diphtheria, and pertussis
- Influenza (Flu) vaccine (annually for all children 6 months or older) to protect against three strains of seasonal Influenza
- The vaccine for girls is the Human papillomavirus (HPV) vaccine, which protects girls against the types of HPV that cause 70% of cervical cancer.

As an aside, there has been an outbreak of whooping cough or pertussis, which can be fatal to infants. All tweens that are around infants should get a vaccine for Tdap. Teens and adults should get a booster vaccine.

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Brain Foggles Giveaways!

About

I'm a wife and mom of two daughters. My daughters are 12 years apart so that keeps me quite busy and a little crazy at times. My life is a jumble of mixed up mishaps, but it's always centered around my family.

Brain Foggles On Facebook

Special Places

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Save \$10
Your Next Order
SHOP NOW >>

Done

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<http://brainfoggles.com/2010/07/29/tween-vaccines-are-necessary/>



JUNKFOODKIDS

The CDC is asking bloggers to raise awareness about pre teen immunizations
Wednesday, July 21, 2010

As new moms we are so diligent. We go to all the doctors appointments. Which feel like they are every week. However as our kids get older we tend to take them only when they are sick. All moms want their children to be healthy. It seems there is new information coming out all the time. What is it that we really need to do? I for one recommend reading this information from the CDC make an appointment with you doctor to discuss these immunizations .

" There are serious diseases that kids are at increased risk for as they approach the teen years such as meningitis, whooping cough, and human papillomavirus (also known as HPV, the virus that can lead to cervical cancer in women); Meningococcal infections are very serious and can result in long-term disability or even death
Pertussis, also called whooping cough, is not just a childhood disease—many teens are diagnosed with it each year
Certain strains of HPV, the most common sexually transmitted infection in the United States, can cause cervical pre-cancer and cancer—every year in the U.S., about 12,000 women are diagnosed with cervical cancer, and nearly 4,000 women die from this disease
There are three vaccines recommended specifically for kids at ages 11 or 12 to protect them from these diseases:
Meningococcal vaccine, which protects against meningitis and its complications
Tdap vaccine, which is a booster against tetanus, diphtheria, and pertussis
HPV vaccine, which protects girls and women against the types of HPV that most commonly cause cervical cancer
In addition, pre-teens (and all kids 6 months and older) should get the flu vaccine every year. Even healthy kids can get the flu and it can be serious.
Kids should also have a medical check-up during their pre-teen years so their doctors can make sure they are up-to-date on vaccinations, recommend routine screening and discuss other ways to stay healthy.
For families with health insurance, all or most of the cost of vaccines is usually covered. For families without insurance, children age 18 and younger may be eligible to get the vaccines for free through the Vaccines for Children program (VFC)."

The best thing parents can do is be informed and talk with our

Visit the CDC Pre-teen Immunization Hub for a text-based version

Doctors recommend a pre-teen check up for all 11 and 12 year olds

Posts

Compost Happens: Back to School Vaccines: it's not too early!

Pleasanton Weekly : School district urges parents to check ...

Pertussis Disease

Visit the CDC site for more information on pre-teen vaccines

http://web.me.com/ashleynunez/Junkfoodkids/Manners_Tips/Entries/2010/7/21_The_CDC_is_asking_bloggers_to_raise_awareness_about_pre_teen_immunizations.html



LADYOFPROVERBS31

Taking Care of the Written Word: Tweens and Teens Need Immunizations as Much as Infants and Tod - Windows Internet Explorer

http://ladyofproverbs31.blogspot.com/2010/07/tweens-and-teens-need-immunizations-as.html

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Taking Care of the Written Word

Home Product Reviews Book Reviews Cute Products Open Sky, Personal Shopping Experience

because caring for the written word never ends

WEDNESDAY, JULY 21, 2010

Tweens and Teens Need Immunizations as Much as Infants and Toddlers, But Less Than Half of this Age Group Receives the Vaccinations They Need

When my boys were 1 and nearly 4-years-old the chicken pox vaccine came out. Their pediatrician explained the benefits of the vaccine versus the complications of chicken pox. My husband had a base case of chicken pox and shortly after our second son was born had shingles. I also had a very serious case of chicken pox as a child. I did not have to be told twice that the vaccine was available. The boys were given the vaccine. My friends chose not to vaccinate their children and suffered for weeks with chicken pox.

Whenever a new vaccine or a recommendation change for a vaccine is made public I have a conversation about it to my children's physicians. It is important to me to do everything that I can for their health and that includes having the vaccinations up to date. It is one of the most important task I can do for my children.

My oldest son will be heading off to college very soon, just a few weeks. I have been planning this for some time and that includes Meningococcal vaccine, Pertussis (Whooping Cough) as well as Tetanus and Diphtheria booster. My younger son is also being prepared for adulthood with this series of immunizations.

I have boys, but there is a vaccine that is very necessary for young girls on up to their early 20's that is a must have for their future health. The HPV vaccine or as it is also known as the human papillomavirus. HPV can lead to cervical cancer and infertility. A few of my friends with daughters were

OTHER GREAT LINKS
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<http://ladyofproverbs31.blogspot.com/2010/07/tweens-and-teens-need-immunizations-as.html>



WIFEMOTHERFIRSTLADY

Your Virtual Pharmacist! - Pre-Teen Vaccinations! — Wife Mother First Lady - Windows Internet Explorer

http://wifemotherfirstlady.com/2010/07/your-virtual-pharmacist-pre-teen-vaccinations/

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Wife Mother First Lady

Stories of motherhood, wifehood, inspiration, community and time management all leading to my true purpose and crown of life.

RSS Email Updates Twitter Videos



facebook



Name: A Wife, A Mother, And A First Lady
Status: Are your eyes REALLY open to what's going on...
Fans: 113

How to wear three hats on one head.

Explore the Site:

- Spiritual Growth: Strengthening the Mind, Body, Spirit.
- Events & Giveaways: For the family & for fun!
- Work/ Life Balance: Prioritizing what's important

Your Virtual Pharmacist!-Pre-Teen Vaccinations!

by KATHY on JULY 28, 2010 · 1 COMMENT

Doctors recommend a pre-teen check-up for all 11 and 12 year olds. [CLICK HERE TO LEARN MORE](#)

I am excited to be working in conjunction with the [Centers for Disease Control and Prevention](#) and other health bloggers to get the word out about pre-teen vaccinations.

Did you know that while most infants and children get the vaccines they need, less than half of pre-teens and teens receive the vaccines specifically recommended for their age group? So, the Centers for Disease Control and Prevention (CDC) wants to provide parents with information about the vaccines that are recommended for their children entering their pre-teen or teen years.

As a pharmacist, I have talked to many parents about their concerns with vaccines. Vaccinations are a huge source of survival in many third world countries thus the benefits are well worth it. In recent years, many new and "improved" disease states have surfaced in the U.S. where the use of vaccines have been found to be successful in the suppression and eradication of disease. When making the decision to have your children vaccinated, it is important to read all of the facts, talk with your family physician or other healthcare providers, and weigh the risks

3 tweets [retweet](#)

Archives

- August 2010
- July 2010
- June 2010
- May 2010
- April 2010
- March 2010
- February 2010
- January 2010
- December 2009

start Novell GroupWise... Mail From: Ricardo... Mail From: "Provisi... Pandora Radio - LI... CDC Dashboard.ts... Your Virtual Pharm... Microsoft PowerPo... 4:50 PM

<http://wifemotherfirstlady.com/2010/07/your-virtual-pharmacist-adolescent-vaccinations/>



@DANNIELYN

Danniell Frey (@dannielyn) on Twitter - Mozilla Firefox

http://twitter.com/dannielyn

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Google | improving the vaccine adverse event reportin... | Search | Share | Sidewiki | Bookmarks | Translate | AutoFill | improving the vaccine adverse event reportin... | amela...

Social Media Club DC 20... | CDC Campaign Dashbo... | Gmail - Inbox (46) - am... | (304) Twitter / Home | Facebook | Lumber Liquidators: Sh... | Danniell Frey (@dannielyn)

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dannielyn

Name Danniell Frey
Location Hendersonville, NC
Web <http://www.takingcareofthewrittenword.com>
Bio Taking Care of the Written Word. Freelance Writer, copywriter, ghostwriter, avid reader, Wife, Mom and All Around Creative Lady

1,727 1,727 36

40-Ton Whale Comes For a Visit" on Gather <http://bit.ly/cldG65>
about 23 hours ago via Gather

"No Soup For You!" The Soup Man Seinfeld Made... | Gather:
<http://bit.ly/akNETM> via @addthis
about 24 hours ago via web

Hey folks, there were some comments removed for vulgar language. <http://bit.ly/d2xJx0>
3:41 PM Jul 21st via Gather

Hey folks, if you used vulgar language in your comment it was taken off. I will not allow that to be posted to... <http://bit.ly/c7FchK>
3:27 PM Jul 21st via Gather

Winston, your post was removed as there was nothing but a link. Need to know what it is or if it is just spam. <http://bit.ly/9EZen>
3:23 PM Jul 21st via Gather

Vaccinate your Pre-teens and Teenagers Today. [#CDCPT](http://bit.ly/aEw1h0)
3:53 PM Jul 21st via web

Vaccinate your Pre-teens and Teenagers Today.
<http://ladyofproverbs31.blogspot.com/2010/07/tweens-and-teens-need-immunizations-as.html>
3:53 PM Jul 21st via web

<http://twitter.com/#!/dannielyn>



@LUCKYTODDLER



Follow [@growingtreetoys](#) and RT to win a \$25 Gift Card! Contest ends 7/25. Enter: <http://bit.ly/twitter-contest> #win #giveaway #toys
about 23 hours ago via sayandwin.com

RT [@iVillage](#) #8thcontinentsoymilk #soyswps to enter for a chance to win 6-month supply of 8th Continent Soymilk. Ends 07/23 11:59pm!
about 23 hours ago via sayandwin.com

Ends tomorrow! #Summer fun #giveaway! Win #FREE @Popsicle products & Big Book of Fun! 5 winners! <http://bit.ly/stmpop> #bz #SlowTheMelt
about 23 hours ago via web

Learn about the importance of pre-teen immunization! <http://bit.ly/92SMCJ> #CDCPT

Wednesday, July 21, 2010 4:50:30 PM via sayandwin.com

RT this & follow [@SertaSheep1](#) - first 50 to do so get a Counting

<http://twitter.com/#!/luckytoddler>

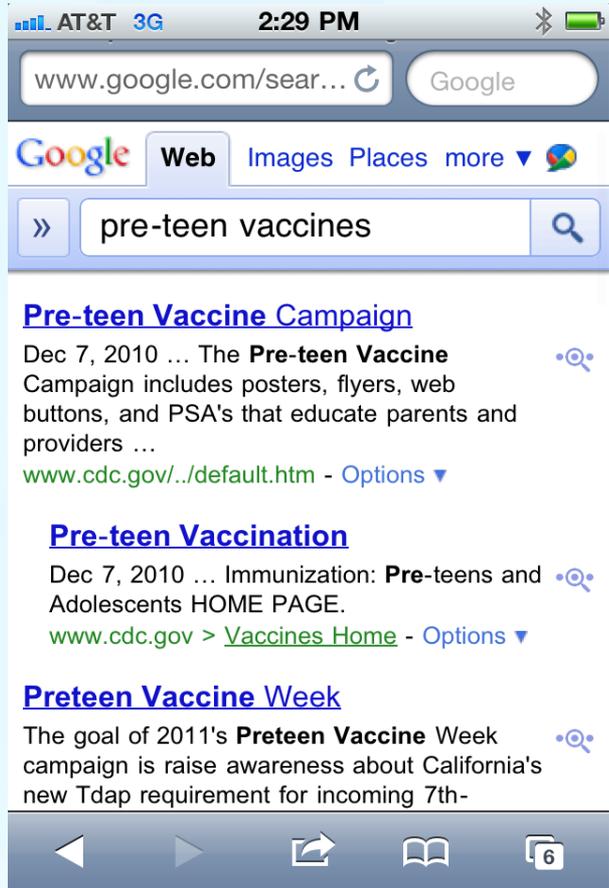


@SWEETHEART4171

The screenshot shows a Twitter post in a Windows Internet Explorer browser window. The browser's address bar displays the URL <http://twitter.com/sweetheart4171/status/19665883822>. The Twitter post itself has a purple background with white text and a small profile picture of a woman. The text of the tweet reads: "Why Do Pre-Teens and Adolescents Need Immunizations Check out my blog post <http://tinyurl.com/25jcybx> #CDCPT". Below the text, it says "12:38 PM Jul 27th via web". The user's name is "sweetheart4171" and their name is "Peggy". At the bottom of the browser window, the Windows taskbar is visible with several open applications including "Novell GroupWise", "Mail From: Ricard...", "Mail From: 'Provisi...", "Pandora Radio - LI...", "CDC Dashboard.t...", "Twitter / Peggy: ...", and "Microsoft PowerP...". The system clock shows "4:33 PM".

<http://twitter.com/sweetheart4171/status/19665883822>

Mobile Marketing through Google



- ❑ **3 components:**
 - Mobile search
 - Sponsored Applications
 - Click-to-call ads
- ❑ **PSA promotion using YouTube search**
- ❑ **Key activities:**
 - Search terms and copy development
 - Development of list of mobile applications (for iPhone & Android) for sponsorship
 - Identifying YouTube video links
 - Launching simultaneous campaigns and optimizing throughout to ensure the best performance

Reach through
content
syndication

Results

❑ Campaign Overall

- Campaign click-through-rate: .27% (industry average is .05%)
- eCPM: \$1.32
- Outreach/TwitterMoms' impressions continue to increase with time

❑ Publisher Outreach

- Impressions delivered : 3,748,721
- 12 publishers participated

❑ TwitterMoms

- Impressions delivered : 510,628
- 13 publishers participated
- 28,216% increase in natural search results on Google search engine for brand using "adolescent vaccination" search phrase

❑ Mobile

- Impressions delivered: 14,683,752
- 251 phone calls to CDC-INFO
- Well above average click-through-rates:
 - Apps: 19%
 - Search: 35%
 - Promoted Video: 26%
- Efficient cost-per-click:
 - Apps: \$0.45
 - Search: \$2.12
 - Promoted Video: \$1.33

Results

❑ Outreach & TwitterMoms

- Generated positive buzz
- Vetting process proved successful in achieving positive buzz and ensuring no negative backlash
- Identified community for future retargeting
- Publisher outreach works for immunization campaigns

❑ Mobile

- Pharma is a big competitor in the mobile search space for adolescent vaccination
- Mobile searches tend to be general
- Citizens want to see health-related videos
- People are mobile and using applications

Results

❑ Outreach & TwitterMoms

- Communication of adolescent immunization recommendations achieved
- Top mom network participated in campaign garnering heightened exposure for the campaign
- CDC buy-in was crucial to the success of this campaign and allowed for responses to happen in a timely manner

❑ Mobile

- Mobile apps were highly influential in driving traffic to website
 - 26,158 people visited the CDC Pre-teen webpage from mobile apps
- Mobile search drove fewer people to website
 - 162 people visited the CDC Pre-teen webpage through mobile search
- Video search drove traffic to the website
 - 2,150 people visited the CDC Pre-teen webpage from seeing the video
- The video was viewed many times because of video search
 - 747,229 people viewed the video

2010 Final Results

**Publishers Participating:
25**

**Total Impressions:
18,943,101**

Lessons Learned in 2010

Outreach

1. Leverage publisher outreach
2. Vet the list of publishers for outreach

TwitterMoms

3. Continue to utilize Mom bloggers

Mobile

4. Leverage the YouTube video search function
5. Leverage mobile application sponsorship
6. Segment future mobile application campaigns
7. Use more general, consumer-oriented keywords
8. Use best performing terms for video promotion
9. Use best performing terms for mobile search campaigns

2011 Digital Media Campaign

Summer 2011 Mass & Digital Media Campaign

□ Mass Media Component

- New flyers/ads and posters
 - Large print run and promotion plan
- Print ad in Women's Day
- Print ad in Vanidades
- Print ads in AAP News and *Pediatrics*
- Print ads in local weeklies
 - 14 Hispanic audience weeklies
 - 10 African American audience weeklies
- Bus ads
 - 15 major metropolitan areas
- PSA in cinemas
 - 16 towns in 6 states with lowest rates, plus Kennesaw

PSA

<http://www.cdc.gov/vaccines/who/teens/products/supermom-video.html>

Posters-Flyers-Print Ads



Thinks
Meningitis
is a band
from
the 80's.

Older kids (adolescents, preteens, tweens, and teens) need vaccinations too, including Tdap, Meningococcal, HPV, and flu.

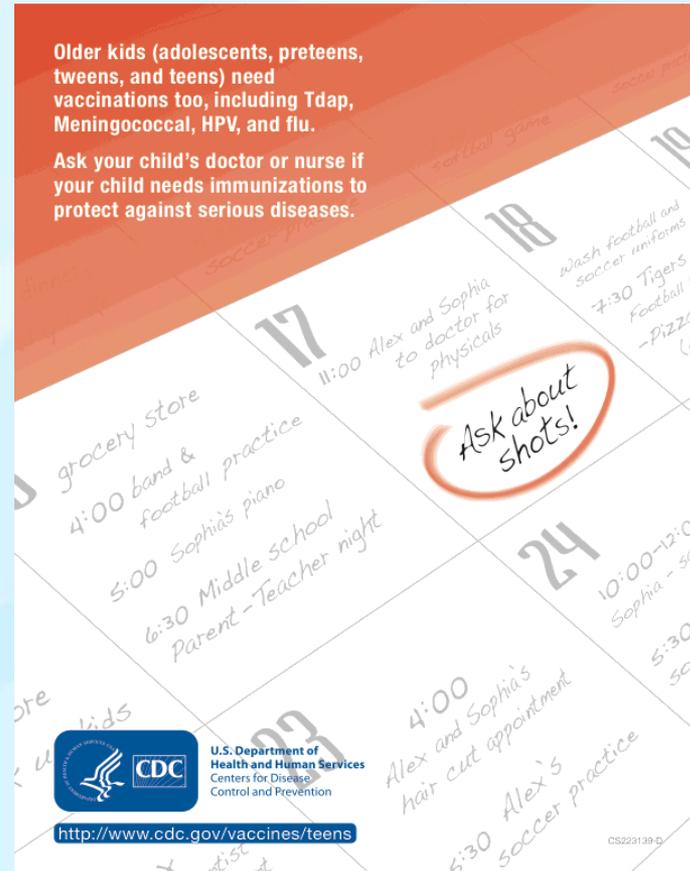
Ask your child's doctor or nurse if your child needs immunizations to protect against serious diseases.

<http://www.cdc.gov/vaccines/teens>



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

CS22139-E



Older kids (adolescents, preteens, tweens, and teens) need vaccinations too, including Tdap, Meningococcal, HPV, and flu.

Ask your child's doctor or nurse if your child needs immunizations to protect against serious diseases.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

<http://www.cdc.gov/vaccines/teens>

CS22139-D

Posters-Flyers-Print Ads

CS223199-E

<http://www.cdc.gov/spanish/inmunizacion>

Usted sabía que habría días como este.



Pero sabía que sus pre-adolescentes y adolescentes necesitan vacunas?

Departamento de Salud y Servicios Humanos
Centros para el Control y la Prevención de Enfermedades

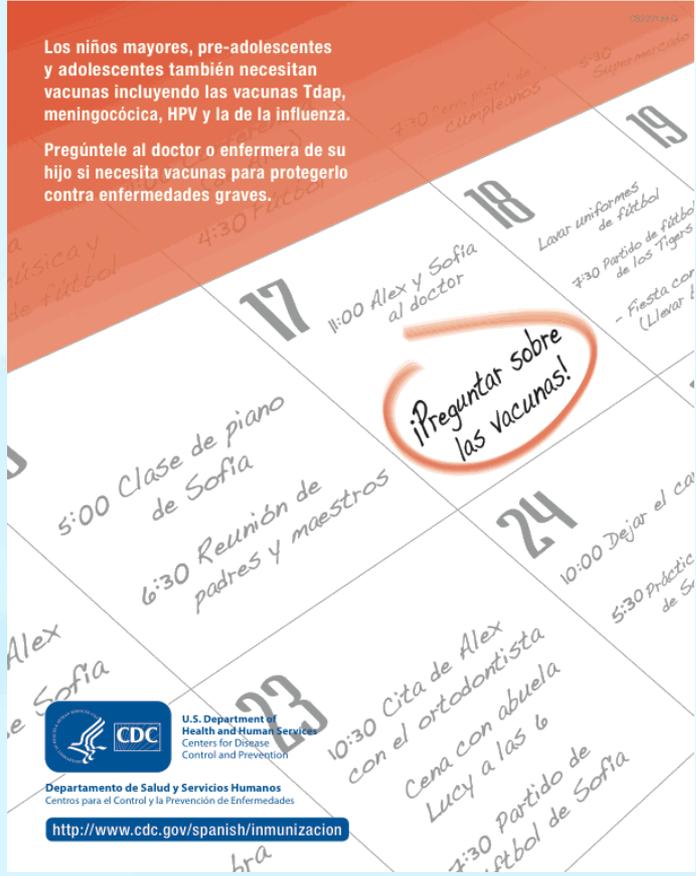
Los niños mayores, preadolescentes y adolescentes necesitan vacunas también incluyendo las vacunas Tdap, meningocócica, HPV y la de la influenza. Pregúntele al doctor o enfermera de su hijo si necesita vacunas para protegerlo contra enfermedades graves.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Los niños mayores, pre-adolescentes y adolescentes también necesitan vacunas incluyendo las vacunas Tdap, meningocócica, HPV y la de la influenza.

Pregúntele al doctor o enfermera de su hijo si necesita vacunas para protegerlo contra enfermedades graves.



¡Preguntar sobre las vacunas!

Departamento de Salud y Servicios Humanos
Centros para el Control y la Prevención de Enfermedades



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

<http://www.cdc.gov/spanish/inmunizacion>

Posters-Flyers-Print Ads

CHECK

Parents know that they can prevent serious damage to their car by keeping up with regular oil changes. But do they know that keeping up with immunizations can protect their preteens and teens from serious disease?

Parents trust your opinion more than anyone else's when it comes to immunizations. Use every opportunity to vaccinate your adolescent patients. Ask about vaccination status when they come in for sick visits and sports physicals.

We all need a "sticky note": patient reminder and recall systems such as automated postcards, phone calls, and text messages are effective tools for increasing office visits and keeping up with vaccination series.

There's more information for you and for parents at the CDC website: www.cdc.gov/vaccines/teens

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

CS223139-A

Do the parents of your preteen and teen patients know more about when to get their oil changed than when their kids are due for vaccines?

\$19.95
OIL CHANGE
AND SERVICE
REMINER

11-18
YEAR OLD
IMMUNIZATION
REMINER

\$49.95
FILTER SPECIAL
AND REPLACEMENT
REMINER

Parents trust your opinion more than anyone else's when it comes to immunizations. Use every opportunity to vaccinate your adolescent patients. Ask about vaccination status when they come in for sick visits and sports physicals.

We all need a "sticky note": patient reminder and recall systems such as automated postcards, phone calls, and text messages are effective tools for increasing office visits and keeping up with vaccination series.

There's more information for you and for parents at the CDC website: www.cdc.gov/vaccines/teens

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

CS223139-C

Summer 2011 Mass & Digital Media Campaign

□ Digital Media Component

- Relaunch of website
- Google Ads
- Google TV
- PSA on YouTube
- YouTube paid search optimization
- Updated CDC Feature
- Facebook posts
- Tweets (Twitter)
- CDC Mobile Tips & Alerts
- Animated campaign button ads for partner websites
- eCards
- LATISM Tweetup

Vaccines for Preteens and Teen website

CDC Home
CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money through Prevention.

Vaccines and Immunizations
All CDC Topics
Choose a topic above

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

Preteen and Teen Vaccines

Vaccines Home
Vaccines & Immunizations

Text size: [S](#) [M](#) [L](#) [XL](#)
[Email page](#)
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Contact Us:
Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
800-CDC-INFO
(800-232-4636)
TTY: (888) 232-6348
New Hours of Operation
8am-8pm ET/Monday-Friday
Closed Holidays
cdcinfo@cdc.gov

Preteen and Teen Home
For Parents
For Preteens and Teens
Vaccines for Preteens and Teens
For Health Care Professionals
For Public Health Professionals
Teen Vaccination Coverage
Multimedia Products
References and Publications

Related Links
[Vaccine Information Statements](#)
[Basics and Common Questions](#)
[Why Immunize?](#)
[Vaccines: The Basics](#)

Preteens and Teens Still Need Vaccines
As kids get older, protection from some childhood vaccines begins to wear off. Plus, older kids can also develop risks for other diseases. Health check-ups and sports or camp physicals can be a good opportunity for your preteens and teens to get the recommended vaccines.

2010 Data Available
National Report Card on Teen Vaccine

Teen Vaccines
Resources
NIS-Teen >>

Super Mom

This fun ad reminds you that shots aren't just for babies —preteens and teens need vaccines, too. But with everything else we have going on, we all need a reminder to keep it on our radar.

Multimedia Products


Vaccines Quiz

Do you know what vaccines are recommended for your preteen or teen? Take this quiz to find out which vaccines are needed for those age 11 years and older...[more](#)

Adolescent Scheduler

Adolescent Immunization Scheduler
For Children 7 through 18 Years of Age

YouTube

 CDCStreamingHealth
CDCStreamingHealth's Channel [Subscribe](#) All [Uploads](#) [Playlists](#)

Search

Date Added ▼ | Most Viewed | Top Rated

 0:24 / 0:30 360p

[Info](#) [Favorite](#) [Share](#) [Flag](#)

Put preteen and teen vaccines on your radar!
From: CDCStreamingHealth | May 10, 2011 | 2,498 views

This fun ad reminds you that as kids get older, protection from some childhood vaccines begins to wear off. Older kids can also develop risks for other diseases. Health check-ups and sports or camp physicals are the right time for your preteens and teens to get the recommended vaccines. We all need a reminder to keep it on our radar. Visit <http://www.cdc.gov/vaccines/teens> for more information. [... \(more info\)](#)

[View comments, related videos, and more](#)

 973 views - 3 months ago

 **Killer Strain: Anthrax**
1,593 views - 3 months ago

 **Prevention Research Centers Program**
1,110 views - 3 months ago

 **Lyme Disease: Challenges and**
2,546 views - 4 months ago

 **Introduction to the Public Health**
2,334 views - 4 months ago

 **Put preteen and teen vaccines on your**
2,498 views - 4 months ago

 **CDC's Healthy Swimming Video**
5,290 views - 4 months ago

twitter

The screenshot shows a Windows Internet Explorer browser window displaying a Twitter post. The browser's address bar shows the URL http://twitter.com/#!/CDC_eHealth/status/76286887295320064. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The browser's toolbar shows Favorites, Links, and a search bar. The Twitter page header features the Twitter logo, a search bar, and a "Sign in" link. The main content area displays a tweet from @CDC_eHealth, which includes a promotional message about updates, a "Sign up" button, and a link to a video clip. The tweet is dated "2 Jun via web" and has been retweeted by KDL8 and 8 others.

Twitter / @CDC_eHealth: Hey Mom-what's on the rada ... - Windows Internet Explorer

http://twitter.com/#!/CDC_eHealth/status/76286887295320064

File Edit View Favorites Tools Help

Favorites Links

Twitter / @CDC_eHealth: Hey Mom-what's on the rada ...

twitter Search Have an account? Sign in

Don't miss any updates from CDC_eHealth
Get your account on Twitter today to stay up-to-date with what interests you!

[Sign up »](#) [Text follow CDC_eHealth to your carrier's shortcode](#)

 **@CDC_eHealth**
CDC_eHealth

Hey Mom-what's on the radar for YOUR preteen/teen today? Check out the SuperMomApp video clip.
<http://go.usa.gov/DNB>

2 Jun via web

Retweeted by [KDL8](#) and 8 others



facebook



CDC

Are preteen and teen vaccines on YOUR radar? Vaccines aren't just for babies. Your older kids are at increased risk for some infections, and they need vaccine protection now. Help protect your preteen's or teen's health by getting them vaccinated.



Preteens and Teens Need Vaccines Too!

www.cdc.gov

Do you have a preteen or teen? Make sure they have received the recommended preteen and teen vaccines so they will be protected from serious diseases.

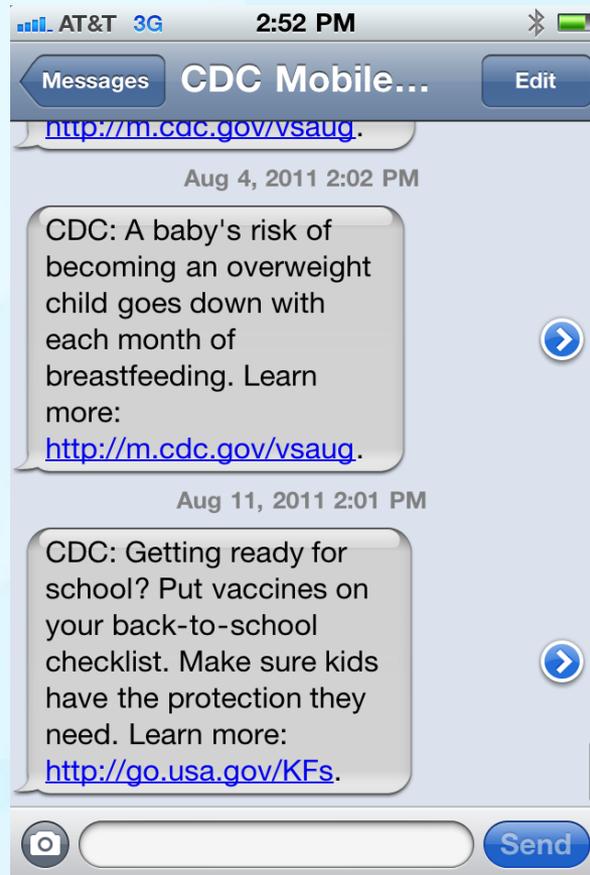
Unlike · Comment · Share · July 29 at 10:08am

You, Alison Patti and 84 others like this.

View all 40 comments

Write a comment...

CDC Mobile Tips & Alerts



#LATISM- latinos in social media

- ❑ **LATISM sponsored Tweetup (Twitter party)**
 - Held on July 13 @ 7:00pm – 8:00 pm
- ❑ **Promotion of Twitter party via various news /social media sites**
 - Facebook
 - Hispanic Tips
 - All Top
- ❑ **Engage up to 20 bloggers to post about preteen/teen vaccines**

LATISM Tweetup Results

**Blog Posts:
20**

**Total Impressions :
1,574,675**

Google TV

- ❑ **Radar PSA**
- ❑ **For DISH subscribers only**
- ❑ **Very popular shows:**
 - Real Housewives
 - America's Got Talent
 - Extreme Makeover: Home Edition
 - House Hunters
 - Cooking for Real
 - Dateline
 - Law & Order
 - Guy's Big Bite
- ❑ **PSA ran for 12 days**

Google TV Results

**Total Airings:
20**

**Total Impressions :
3,876,447**

Contact the Adolescent Immunization Communication Team at JRoark@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: 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.

