



Case Study:

Houston Health Department

Child Vaccination Campaign - Your Choice, Their Health

Year: 2023



This case study was prepared for the client Houston Health Department to promote child vaccination campaigns. It was developed and designed by Lopez Negrete Communications. In the Mainstream Impact category, it won bronze.

Executive Summary

The Covid-19 Omicron variant had a high positivity rate and was severe in Houston running rampant especially with children. Around 20% of children were vaccinated and the Houston Health Department research showed that parents' vaccine hesitancy had different contexts by segments, like Hispanic, Asian, Black, and White segments. The key insight was how parents shared feelings of frustrations of keeping their children safe. Parents started to resent manipulative messaging when others tried to shame them for vaccinating their kids without knowing about this vaccine. "Your Choice, Their Health" was developed due to this situation which is a non-judgmental campaign in which 5,450 kids received their first vaccination and around 4,000 people became fully vaccinated. This campaign developed a way for parents to make their decision easier and helped with making kids health and wellbeing better for the future.

Definition of the Challenge

In 2022, the Omicron variant of Covid-19 broke the record in Houston with the positivity rate of 35%. The high infection rate was from children, being that around 80% of children did not receive the vaccination. The city was polarizing the vaccine hesitancy crisis which turned into a widespread outbreak of Covid-19 in schools and communities. There was a record low vaccination rates among children and the Houston Health Department's key objective was to provide parents the information necessary to make informed decisions for their children and families.

The Key Insight & Strategy

During the Covid-19 pandemic, parents in Houston felt overwhelmed and uncertain about their children's safety due to rapidly changing guidelines and increased divisiveness. The majority, termed as "Houston Wait & See Parents" (HWSP), were not against vaccines. Instead, they were concerned about the safety of these vaccines. Because of this, they were seeking trustworthy information amidst a flood of misinformation. Crucially, they felt distrust towards large institutions' vaccine campaigns, feeling pressured without being genuinely heard or presented with transparent facts.

Key insights: Black parents were wary of vaccine drives. Asian parents disliked patronizing tones. 30% of foreign-born Hispanic parents were apprehensive about documentation risks.

Our aim is to foster trust in facts, empowering parents with informed choice.

Execution

The "Your Choice, Their Health" campaign emphasized a neutral and empathetic approach, focusing on the importance of informed decision-making for children's health. The central visual of a parent-child hug captured a parent's protective instinct and the child's dependence on their decisions. Recognizing that parents' choices stem from their desire for their children's safety, the campaign was tailored to various segments but consistently underscored the need for factually-sound information.

Our campaign rolled out through:

- Bilingual Facebook ads
- Local influencer endorsements
- English and Spanish TV and radio ads, totaling over 2,600 placements
- Outdoor advertising, including bulletins, panels, and gas pump ads
- In-community posters in multiple languages, targeting diverse ethnic groups
- Advertisements in over ten ethnic print publications

Furthermore, targeted outreach was executed for the Hispanic and African American communities.

Results

The Child Vaccination Campaign - Your Choice, Their Health, delivered exceptional results. From May to July 2022, over 5,450 children received their first vaccination, and an impressive 4,079 became fully vaccinated, with the most significant impact observed among kids aged five to eleven in high vulnerability zones, where first vaccinations increased by a remarkable 23%. The campaign's reach extended to more than 569,000 targeted Houstonians across various media channels, including TV, radio, print, and out-of-home advertising. Additionally, it generated 13,400 clicks to the Houston Health Department's Covid-19 Services and Resources webpages. The influencer program played a crucial role, publishing 288 branded narratives that resulted in over 91,800 engagements, with nearly 900 qualified clicks directed to the Houston Health Department website. Notably, the campaign significantly improved various key demographics' metrics, with viewers experiencing substantial increases in Brand Consideration (+22 points), Dealership Visit Intent (+15 points), Familiarity (+11 points), Brand Opinion (+2 points), and Awareness (+10 points). The campaign also achieved a remarkable 6.1% social engagement rate and an impressive 93% video completion rate.

Industry Impact

The Child Vaccination Campaign - Your Choice, Their Health, serves as a compelling example of the profound influence of culturally informed insights and strategies in connecting with the community and achieving tangible results. It recognized the immense significance of cultural connections, particularly within the Hispanic, African American, Middle Eastern, Chinese, Vietnamese, and Arab communities, effectively harnessing these cultural ties to drive health-related decisions and actions. The campaign's unparalleled success was rooted in its authenticity, remaining genuine and relatable rather than crafting an idealized or commercialized portrayal. This success can be attributed to the exceptional quality of production, meticulous attention to storyline details, music, art direction, and the ability to convey authenticity that deeply resonated with the audience. By celebrating traditions, passions, and familial bonds associated with soccer, the campaign tapped into the profound emotional connections of the Hispanic community, showcasing how authentic cultural insights can establish emotional connections and drive critical brand metrics. The campaign effectively leveraged digital technology to sustain cultural connections beyond the first generation, recognizing the pivotal role of digital platforms in preserving and nurturing these cultural ties while effectively engaging the target audience. The resounding success of the campaign underscores the paramount importance of identifying clear cultural insights that drive the brand metrics a campaign is expected to affect, exemplifying the power of deeply understanding and respecting the diverse cultural backgrounds and preferences of the audience.