Using Public Service Announcements to Deliver a Key Message:
Virginia Hepatitis A Virus Pandora Project

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9:15 – 9:40 AM
Hepatitis A Virus (HAV)
Outbreaks of HAV Across the United States

State-Reported Hepatitis A Outbreak Cases as of January 10, 2020
Virginia Department of Health (VDH) Response

• Statewide HAV Vaccination Campaign
  – Campaign goals:
    • Increase statewide hepatitis A vaccination rate
    • Integrate hepatitis A vaccination into health department clinics
    • Partner with community organizations to provide vaccine
    • Provide community education
VA Food Safety Prevention Project

- VA Food Safety Team
  - VA Rapid Response Team (RRT)
  - VA Food Protection Task Force (FPTF)

- Traditional → Digital Advertising Strategies
• What is Pandora?

• Benefits of Pandora Radio
  – Largest digital audio advertising marketplace
  – Capability to target specific audiences
  – Personalized creative support
  – Trackable, measurable results provided
Pandora Advertising Strategies

• Advertising Strategies
  – Pandora Audio Everywhere Ads
    • 30 second recorded audio message
    • 2 billboard images linking to VDH HAV webpage
  – Pandora Mobile Display Ads
    • 1 billboard image linking to VDH HAV webpage

• Measurable Goals:
  – 1 million impressions
  – Clickthrough rate (CTR) benchmark of 0.25
Define Target Audience

• Geographic Target
  – 10 counties/cities with highest number of cases of HAV or highest rates of HAV

• Demographic Target
  – Male and female listeners aged 18-44 years old
Developing Key Message

• Step 1: Brainstorm key message concepts
  – Key Concepts:
    • Awareness of current HAV outbreak
    • HAV signs and symptoms and transmission
    • Prevention (i.e. handwashing, vaccination)
Developing Key Message

• Step 2: Draft key message script and media
  – Best Practices:
    • Address the individual
    • Keep it simple – less is more
    • Simple imagery and flat color graphics
    • Clear call to action
    • Read script aloud to check length and flow
Developing Key Message

• Step 3: Finalize key message
  – Finalize audio script
  – Finalize digital media
  – Complete Pandora Audio Intake Form for audio recording and submit finalized media
# Audio Intake Form

## Gender
- [ ] Male
- [x] Female

## Age
- [ ] Teen (A 13-17)
- [ ] Young Adult (A 18-32)
- [ ] Adult (A 33-47)
- [ ] Mature Adult (A 48-67)
- [ ] Senior (A 68+)

## Directional Words
- [x] Conversational
- [ ] Energetic
- [ ] Announcer
- [ ] Laid-back

## Pacing
- [ ] Promotional
- [ ] Soothing
- [ ] Informative
- [ ] Sincere
- [ ] Fun
- [ ] Refined
- [ ] Cool
- [ ] Upbeat

## Add'l Direction
- [ ] Fun
- [ ] Refined
- [ ] Cool
- [ ] Upbeat

## Final Script
CAPITALIZE words to be emphasized and please SPELL OUT NUMBERS
(phone numbers, addresses, car models, years, etc.)

Virginia is experiencing a Hepatitis A virus outbreak. Hepatitis A causes nausea, diarrhea, and yellowing of the skin and eyes. You can get it from close contact with someone who has hepatitis A or by eating or drinking items contaminated with hepatitis A. Protect yourself by washing your hands with soap and water after using the bathroom and before preparing and eating food AND get your hepatitis A shot. Go to VDH-dot-Virginia-dot-gov-slash-HAV to help stop the spread of hepatitis A.

## Pronunciation Notes

## Music Tempo
- [ ] Slow, mellow
- [x] Medium-paced
- [ ] Fast, upbeat

## Music Genre
- [x] Pop
- [ ] Rock
- [ ] Jazz
- [ ] Dance/Electronic
- [ ] Hip Hop
- [ ] Latin
- [ ] Country
- [ ] Classical

## Instrumentation
- [ ] Piano
- [ ] Guitar
- [ ] Strings
- [ ] Horns
- [ ] Drums
- [ ] Other:

## Additional Notes/References
- [ ] We don't have a strong preference in a male or female voice, but was curious if an androgynous voice option was available? We don't want threatening macho male voice or motherly sounding female and had envisioned it more as a sincere friendly conversation giving you information you should know.

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**Note:** This form is designed to capture essential information for audio intake, ensuring clarity and specificity in the script's delivery and style preferences.
Campaign Launch
June 1, 2019 – June 30, 2019
Virginia is experiencing a hepatitis A virus outbreak. Hepatitis A causes nausea, diarrhea, and yellowing of the skin and eyes. You can get it from close contact with someone who has hepatitis A or by eating or drinking items contaminated with hepatitis A. Protect yourself by washing your hands with soap and water after using the bathroom and before preparing and eating food and get your hepatitis A shot. Go to VDH.Virginia.gov/HAV to help stop the spread of hepatitis A!
Mobile Display Ad

STOP the spread of hepatitis A.
WASH YOUR HANDS.

Don't Forget To Remember Me
Carrie Underwood
Some Hearts

HEPATITIS A IN VIRGINIA

The Virginia Department of Health (VDH) has identified an increase in hepatitis A cases statewide, consistent with a rise in cases in many states across the country. After retrospective review of surveillance data, VDH has determined that Virginia now meets the criteria to be considered an "outbreak state" and has declared a statewide outbreak of hepatitis A.

VDH is working in partnership with community stakeholders and medical providers to identify and respond to cases and to provide vaccine to help control the spread of illness. Click on the
STOP
the spread of
hepatitis A.

WASH YOUR HANDS.

get more information at
www.VDH.Virginia.gov/HAV

This announcement was made possible by Grant Number SU19FD00064002 from the Food and Drug Administration.
STOP THE SPREAD OF HEPATITIS A!

get more information at
www.VDH.Virginia.gov/HAV

Special Thanks
This announcement was made possible by Grant Number SU19FD00064002 from the Food and Drug Administration.
Talk to your doctor about the hepatitis A vaccine

get more information at
www.VDH.Virginia.gov/HAV

This announcement was made possible by Grant Number 5U19FD00064002 from the Food and Drug Administration.
Food Safety Friday Messaging

Virginia Department of Health
August 9, 2019

Virginia is experiencing a Hepatitis A virus outbreak. You can get it from close contact with someone who has hep A or by eating or drinking items contaminated with hep A. Learn how to protect yourself:
http://www.vdh.virginia.gov/immunization/hav/

STOP the spread of hepatitis A.

WASH YOUR HANDS.

get more information at
www.VDH.Virginia.gov/HAV

4 Comments 234 Shares
Measurable Results: Pandora

- Male listeners aged 18-20 and 40-44 highest CTR of 0.49
- Female listeners aged 35-39 CTR of 0.38
Measurable Results: VDH HAV Webpage

Pageviews from May 1, 2019 – May 31, 2019
Total Unique Pageviews = 696

Pageviews from June 1, 2019 – June 30, 2019
Total Unique Pageviews = 2078

198.6% increase in unique pageviews
Measurable Results: Vaccination

• **37.6% increase** in adult hepatitis A vaccine doses administered in 10 target counties

Confirmed Cases by Health District
January 1, 2019 - January 30, 2020

Greater than **260% increase** district-wide
Challenges and Successes

• Challenges:
  – Funding
  – Inter-agency purchase and finance process
  – Communications/Advertising experience

• Successes:
  – Inter-agency collaboration
  – Surpass project goals
  – Increase unique page views to VDH HAV webpage
  – Implementation of new method of digital advertising
Status Update:
Where Are We At and Where Do We Go From Here?

Hepatitis A Investigation Summary Report
Cases in Virginia January 1, 2019 - January 30, 2020

<table>
<thead>
<tr>
<th>Cases</th>
<th>Hospitalizations</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>283</td>
<td>180</td>
<td>0</td>
</tr>
</tbody>
</table>

- Keep vaccinating
- Continue outreach & education
  - Additional media campaigns being planned
Teamwork For The Win
Thank you!

- FDA
- Virginia Rapid Response Team
- Virginia Food Protection Task Force
- VDACS Office of Procurement & Support Services
- VDH Division of Immunization
- VDH Division of Surveillance and Investigation
- VDH Office of Communications
- Pandora Radio
- Michigan Department of Health and Human Services
Questions, Comments, Concerns?
Contact Information

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