

**Title of Intervention:** Mass media campaign to raise awareness of immunization recommendations

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To increase awareness of immunization recommendations in African Americans

**Population:** African American families with children under the age of 10

**Setting:** Four regions in California with the highest number of African American births – Los Angeles, San Francisco, Sacramento and Southern California; community-based

**Partners:** Media outlets

**Intervention Description:**

- Campaigns and Promotions: A media campaign targeted African Americans, extensively using African American images. Media outlets included African American television, print and strategically located billboards. The messages focused on raising awareness of immunization recommendations.

**Theories Used:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Public relations staff
- Training: Not mentioned
- Technology: Computers, printers and media equipment
- Space: Media space
- Budget: Not mentioned
- Intervention: Billboards, television and radio advertisements
- Evaluation: Questionnaires, telephones, random digit dialing system, access to telephone numbers

**Evaluation:**

- Design: Cohort, post-test only
- Methods and Measures:
  - A telephone questionnaire measured barriers to immunization, parental attitudes towards immunization and exposure to immunization media.

**Outcomes:**

- Short Term Impact: Greater exposure to media was positively associated with knowledge of the immunization schedule. A significant percentage of interviewees reported seeing or hearing some form of immunization information.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** The low recall rate of later immunization dates suggests that an immunization schedule may be too complicated for most people to learn without extended reinforcement. Health education to clarify the likelihood of getting a mild case of the disease following an immunization shot may be useful. Nearly all respondents either believed this or were unsure about it. Some respondents believed that cost was a barrier to having their child immunized. Reinforcing the availability of free immunizations may be useful.

**Citation(s):**

Lashuay, N., et al., Exposure to immunization media messages among African American parents. *Prev Med*, 2000. 31(5): p. 522-8.