

2006 Pertussis Public Awareness Campaign Survey

Study reveals increases in two markets studied

A survey report of 1,600 households in Austin and the Rio Grande Valley indicated that the 2006 Pertussis Awareness Campaign increased audience awareness from 3% to 25%.

DSHS conducted the survey to determine a change in pertussis awareness in these two markets after a multi-media campaign was held there from Aug. 21 to Oct. 3, 2006.

The Immunization Branch developed the campaign to reduce pertussis deaths among infants.

Three objectives were set for the campaign:

1. Increase awareness of pertussis as a vaccine-preventable disease. (Survey indicated this increased from 58% to 67%.)
2. Increases awareness that infants are most at risk for pertussis. (Survey indicated this increased from 19% to 27%.)
3. Increase awareness that vaccination of adults helps prevent pertussis. (Survey indicated this increased form 46% to 62%.)

Survey background

The survey was a random-digit-dial pre- and post-wave survey of more than 1,600 households, with approximately 400 completed questionnaires per market in each wave.

The pre-wave survey was conducted Aug. 11-Aug. 21, 2006. The post-wave survey was conducted Oct. 2-Oct. 24, 2006.

Respondents were women with infants two years of age or younger. The average age was 35. The survey report was completed in Nov. 2006.

Campaign background

The 2006 Pertussis Public Awareness campaign was an English-Spanish multi-media campaign that included TV and radio ads, Internet banners, Web links, print ads in both health-care professional journals and family magazines, a press release, TV and radio interviews, live station reads, fliers, posters, the distribution of educational materials at station remotes and station special events throughout the course of the campaign. Grassroots activities included sending the fliers to parents via middle and high schools, distributing the posters to more than 1,700 licensed daycare centers throughout the state, and distributing fliers at the annual Texas Benefits Event at the Austin Convention Center on Aug. 26. In addition to the two markets studied, TV and radio ads also aired in Amarillo, Dallas/Ft. Worth, El Paso, Houston, San Antonio, and Waco/Killeen.

For more information about the survey or media campaign, contact Alma Lydia Thompson at 1-800-252-9152 or at Alma.Thompson@dshs.state.tx.us.