

## **2007 Immunization Campaign Survey Results**

### *Study indicates increase in vaccine, 4<sup>th</sup> DTaP awareness at 15-18 months*

Awareness that vaccines are due at 15-18 months increased from 30% to 41% in four markets studied, according to results from a survey conducted on the effects of the fall 2007 Immunization Public Awareness Campaign in Dallas/Ft. Worth, El Paso, Houston, and San Antonio.

DSHS conducted the survey to determine a change in immunization awareness and, in particular, 4th DTaP awareness levels among the target audience, ages 18-34, in those markets.

The campaign, which focused on building immunity and promoting the recommended immunization schedule, emphasized the 4<sup>th</sup> DTaP at 15-18 months of age.

### **Advertising awareness**

Overall, awareness of advertising about the importance of vaccinating increased from 51% to 55% in the markets studied. Awareness in the Dallas/Ft. Worth area significantly increased from 44% to 56% and awareness in San Antonio increased from 57% to 63%.

When asked to name the correct intervals for vaccines on the schedule, more Dallas/Ft. Worth and San Antonio mothers were able to name the correct intervals, most substantially for the 15-18 month interval (Dallas/Ft. Worth 32% to 43%; San Antonio, 29% to 43%). El Paso mothers contributed to the overall increase in awareness of this interval (29% to 40%).

More respondents in the post-wave correctly recalled that the 4<sup>th</sup> DTaP is administered at the 15-18 month interval, significantly more than in the pre-wave (7% pre-wave; 12% post-wave). Significantly more respondents in all markets except Houston correctly answered that the 4<sup>th</sup> DTaP is administered at the 15-18 month interval in the post-wave than in the pre-wave. (Houston: 8% -11%; El Paso: 6%-12%; Dallas/Ft. Worth: 7%-12%; San Antonio: 6%-11%). The number of respondents who were uncertain significantly declined in San Antonio (59% to 51%).

### **Survey background**

The survey was a random-digit-dial pre- and post-wave survey of more than 2800 households, with approximately 350 completed questionnaires per market in each wave. The pre-wave survey was conducted October 5-October 29, 2007. The post-wave survey was conducted December 14-December 31, 2007. Respondents were women, 18-37 years of age, with a child 3 years or younger. The average age of the respondents was 30. The survey report was completed in March 2008.

### **Campaign background**

The 2007 Immunization Public Awareness campaign was an English-Spanish multi-media campaign that included TV and radio ads, Internet banners, billboards, print ads, newspaper inserts, direct mail, radio interviews, brochures, and posters. Grassroots activities included partnerships and in-store displays with Albertsons, Babies R Us, Dairy Queen, HEB, Wal-Mart, hospitals, and recreational and community centers. Promotional items included campaign awareness T-shirts and refrigerator magnets. In addition to the four markets studied, TV and radio ads also aired in Amarillo, Corpus Christi, the Rio Grande Valley, Tyler/Longview, Waco, Lubbock, and Midland/Odessa.

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](mailto:Alma.Thompson@dshs.state.tx.us).