Journey of a Lifetime: Using SOCIAL MEDIA Outlets and SOCIAL MARKETING Techniques to Address Disparities In Birth Outcomes Through the Life-course Lens

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Background:

The infant mortality rate for African Americans in Wisconsin is nearly three times the rate of white infants, and approximately 90% of these deaths occur in the southeastern part of the state. As part of an initiative to improve African American birth outcomes, in 2008, Wisconsin was awarded a social marketing grant, ABCs (Applied Behavior Change) for Healthy Families. This campaign is grounded in life-course theory and was designed with community members in southeastern Wisconsin to educate African American women on the dangers of stress, how to deal with stress, and available community and support programs.

Methodology:

- Community advisory group (CAB) and technical advisory group (TAG) established to guide campaign development and implementation. The CAB was composed of community residents from disadvantaged neighborhoods, mothers, fathers, retired nurses, representatives from social and health care agencies, and other concerned citizens. Members of our TAG included local print, radio and television representatives, and national and local MCH experts, such as Drs. Michael Lu, James Collins, Fleda Jackson, Kumea Shorter-Gooden, Murray Katcher, and Mr. Mario Drummonds.
- Community surveys conducted by trained community interviewers with a cross-sectional sample of 613 African American male and females in Milwaukee and Racine to assess social media habits, knowledge of life-course concepts, and media for the campaign.
- Campaign photo shoot conducted with target audience in impacted community.

Results:

PROCESS

- 32 community residents were recruited and completed 15 hours of training in 3 days; successfully completed the Protecting Human Research Participants online training sponsored by NIH Office on Extramural Research.
- 24 community interviewers collected 617 surveys on social media and 750 surveys on life course.
- Facebook, Myspace and text messaging identified through community surveys as viable social media to promote knowledge of the life-course perspective.
- Stress and social support emerged as key messaging themes through quantitative and qualitative data collection.
- Focus participants chose campaign name, Journey of a Lifetime: Healthy Babies through Healthy Families and call to action: "I deal with stress in ways that don't stress my

CAMPAIGN OUTCOMES

- Journey of a Lifetime: Healthy Babies through Healthy Families launched October 2009 in Milwaukee and Racine.
- Focused on effects of stress; referred clients to communitybased services; and paired with support circles for mothers and fathers.
- Three 60-second radio spots on preconception, prenatal and interconception care, along with poster, billboards and brochures.
- Text messaging program and Facebook page used to / promote text 4baby.
- Email alerts/blasts and e-newsletters to over 2000 MCH professionals, social service agencies, and community
- Earned media with local print, radio and television media markets: WTMJ NBC Channel 4, Fox News Channel 6, TV3 and WDJT CBS 58.
- Silver Medal Addy Award winner for logo from American Advertising Federation!

Results continued...

Over 30 individuals – mothers, fathers, children-- participated in a community photo shoot held at a low-income housing development. An extremely premature infant was identified for print materials and outdoor marketing. A father-daughter image was identified for print materials to promote father involvement.



Table 1: Recap of Media Activities

Similar activities were implemented in 2010 in Racine and Milwaukee

				Octo	ber	November						
		Ad Size &	Impressions/	12	19	26	2	9	16	23	30	Total # of
	Medium	Color	Circulation Info	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	ads/insertions
	Radio		Impressions									
	Preconception WJMR-FM	60-sec	61,300	24		23		23		23		93
	Interconception WJMR-FM	BONUS 60s		31		34		34		34		133
	Prenatal WKKV-FM	60-sec	76,200	36		36		36		36		144
	Preconception WKKV-FM	BONUS 60s		15		36		36		36		123
	Prenatal WMCS-AM	60-sec	10,700	23		23		23		23		92
	Interconception WMCS-AM	BONUS 60s		23		23		23		23		92
	Print		Circulation								_	
	Milwaukee Community Journal	1/4 Page B&W	40,000/issue	TH		TH		TH				3
	The Racine Insider	1/4 Page B&W	35,000/issue	TH		SU		SU		TU		4
	The Shepherd Express	3/8 Page B&W	300,000/issue	TH		TH						2
	Milwaukee Times	1/4 Page B&W	15,000/issue	TH		TH		TH		TH		4
1	Outdoor		DEC									
	Clear Channel Outdoor	Junior Posters	Oct = 174,200	20			20			40		
		6' x 12'	Nov = 174,700									

DEC: Daily Effective Circulation. The term refers to the audited audience of potential viewers who have the opportunity to see an out-of-home message during a 24 hour period.

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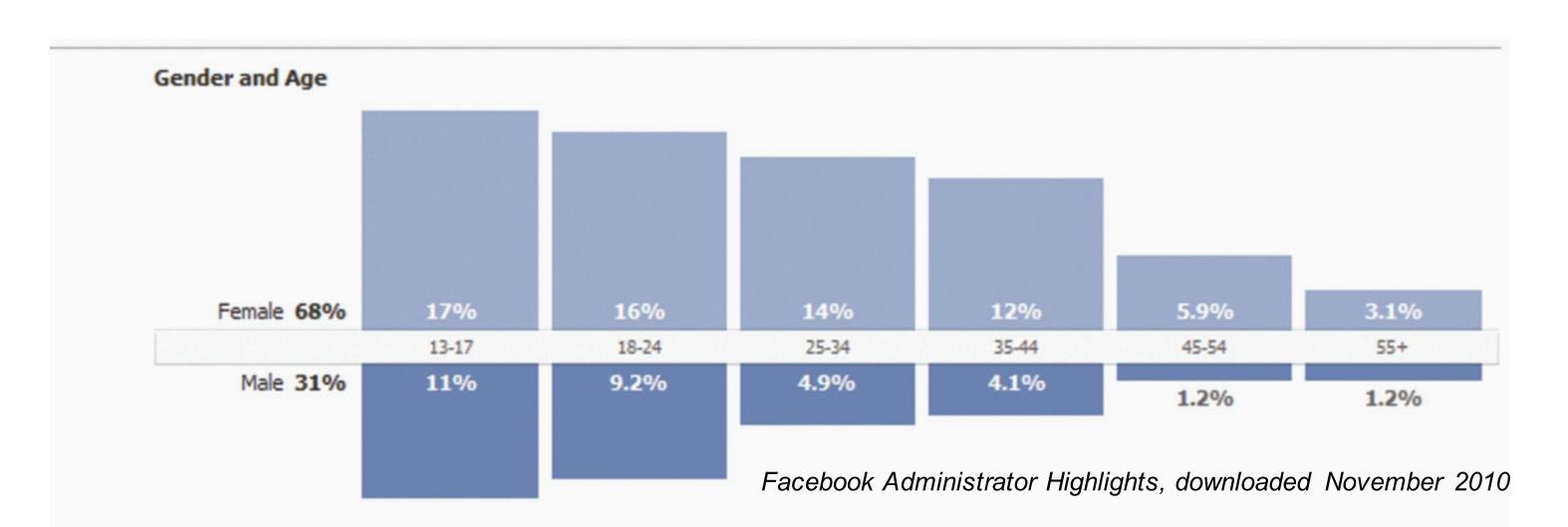
Table 2: Social Media Habits of Target Audience

A relatively high number of respondents report having access to a computer. Usage of emerging social media is low among African Americans with the exception of text messaging.

Habit	Computer Access (4 x week)	Texting (4 x day)	Watching YouTube (1 x week)	Twittering (at least 2 x day)	Blogging (at least 2 x day)	MySpace or Facebook (2 x week)	
Racine	64%	57%	33%	13%	19%	51%	
Milwaukee	75%	58%	28%	10%	12%	38%	

N=299 respondents for Milwaukee N=314 respondents for Racine

Table 3: ABCs/Journey of a Lifetime Facebook Users by Gender and Age



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Table 4: ABCs for Healthy Families/Journey of a Lifetime Facebook Fans



Facebook Administrator Highlights, downloaded November 2010

Discussion and Conclusions:

Community residents can contribute to the design and monitoring of authentic social media and social marketing campaigns. African American community members in Milwaukee and Racine, Wisconsin chose the name of this campaign, Journey of a Lifetime. All photos used in the campaign were of members of the community, instilling a sense of pride and ownership. Members chose the central themes of dealing with stress to improve birth outcomes, and of life's journey, symbolized by the life cycle of a tree and acorn.

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Emerging social media such as twitter, smart phones, and texting should be monitored for future integration into public health promotion efforts. Community interviewers are currently collecting surveys to assess the campaign. Efforts to identify continuation funding for the campaign and expand its reach are underway, including a new partnership with the national text4baby program. We are continuously evaluating the campaign with community members, to improve our ability to capture their attention and persuade them to take action.



JOURNEY of a LIFETIME

Healthy Babies through Healthy Familie