Zika Domestic Readiness Campaign for the Continental United States and Puerto Rico

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Breakout Session 3, Ballroom
CDC’s Zika Response
Zika: An Unprecedented Threat

- Zika virus - first vector-borne virus known to cause birth defects
- Vaccine still years away
- Most complex communication challenge ever
  - Serious risks, many unknowns, diverse audiences, languages, and opinions
- Protecting pregnant women and their partners
  - Long risk exposure
  - 4/5 have no symptoms
  - Mosquito prevention is challenging
  - Sexual transmission confusing
Guiding Communication Principles

• Evidence-based strategy
• Coordination and consistency at all levels of government
• Audience-focused research to understand needs and behaviors in the midst of rapidly changing information
• Collaboration with the community to inform strategy, mobilize partners, and amplify messages
• Continuous, real-time evaluation driving adjustments
Zika Communication Goals

• Priority audiences
• Information access
• Help people understand Zika transmission
• Audience monitoring
• Work with partners
• Help governments respond
January 22, 2016: CDC activated Emergency Operations Center (EOC)
February, 2016: 1st research plan, IRB, OMB, questions, concepts
March, 2016: Results provided of 1st formative research, surveys begun
April 1, 2016: Zika Action Summit w/ 33 states and territories represented
Immediate: Proactive news stories
CDC.gov/Zika, Social media, Themes
Digital A/B testing, tactics and ads
Partner and Foundation outreach
Science still evolving, messaging, translation also iterative...
Social Marketing Triangle

Source: National Social Marketing Centre
May, 2016: Launched the Zika Domestic Campaign with internal resources
August, 2016: Zika in Miami
September 29, 2016, Congress provides $1.1 billion in emergency funding for Zika response
Paid ads & outreach accelerate
Resources and materials expanded
Tailoring for travelers outreach, sexual transmission
Messaging testing and placement opportunities changed...
Our Challenge: Educate and Change Behavior

**Behavior #1**
- **Cover and Repel**
  - Wear light-colored long sleeved shirts and pants, and apply EPA-registered repellents to avoid mosquito bites.

**Behavior #2**
- **Dump Water**
  - Once a week, empty containers with standing water near your home, like buckets, toys, planters, tires and trash containers. Mosquitoes lay their eggs near water.

**Behavior #3**
- **Create Barriers**
  - Avoid mosquitoes by staying indoors, installing or repairing and using window and door screens. Use air conditioning when possible.

**Behavior #4**
- **Practice Safer Sex**
  - To reduce the risk of sexual transmission of Zika, if you or your partner are pregnant, correctly use condoms throughout pregnancy.
Four+ Ps of Zika Prevention

1. Highlight prevention **Products**
2. Reduce the **Price** of behavior change by appealing to protecting babies
3. Place messaging where the target audience lived
4. **Promote** a compelling call to action
5. Be mindful of **Politics, Policies, and Phake News**
Zika by the Numbers

As of April 26, 2017:

- 5,264 Zika virus disease cases reported in the US States
  - 224 cases acquired through presumed local mosquito-borne transmission in Florida (N=218) and Texas (N=6)
- 36,575 Zika virus disease cases reported in US territories
  - 36,432 cases acquired through presumed local mosquito-borne transmission
- Pregnant Women with Any Laboratory Evidence of Possible Zika Virus Infection, as of April 11, 2017
  - 1,762 in US States and the District of Columbia
  - 3,592 in US Territories
Zika Education Campaign: Puerto Rico and Continental U.S.
Domestic Campaign Communications Goals In P.R. and U.S.

- Educate and motivate pregnant women, women who could become pregnant, their male partners and the community to use the four prevention behaviors.
Zika Virus Outbreak in Puerto Rico

- Outbreak of Zika virus in Puerto Rico was ongoing and threatened to spread widely
- CDC’s role was to provide support for the PR DOH and amplify existing campaign messaging
Competing Concerns in Puerto Rico

- The election season
- A severe economic downturn
- Uncertainty about Zika
- Resistance to insecticides
- Tourism industry
A Phased Approach To Messaging

Phase I
- Puerto Rico DOH
- Emergency messages

Phase II
- Gates/CDC Foundation
- Focus group informed messages

Phase III
- CDC Campaign Refresh
- Intercept interview informed messages
Immediate response in Puerto Rico required an integrated approach to the media mix.

- **Out of home**
  - Billboards
  - Shopping malls

- **Public Transit**
  - Bus Shelters
  - Metro train

- **Movie Theaters**
  - Cinemas
  - IMAX

- **Broadcast**
  - Radio live read
  - Radio streaming
  - WebTV
Phase I: P.R. Department of Health

Protege a Puerto Rico:
Usa repelente
todos los días

¡Todos contra el Zika!
Visita www.salud.gov.pr
o llama al 311

AUTORIZADO POR LA COMISIÓN ESTATAL DE ELECCIONES
CEE-SG-16-10021

Aprenda más en salud.gov.pr y espanol.cdc.gov/zika
Phase II: Detén el zika
Phase III: Addressing Skepticism about Zika

Zika is Here in Puerto Rico

If you've heard a baby cry in pain, you never forget it. Protect your community from Zika by doing these four things:

- Remove collected water
- Use insect repellent
- Use condoms with a pregnant partner
- Cover up when outside

detennelzika.org

ZIKA IS HERE IN PUERTO RICO

I didn’t know anyone worried about Zika.

Until I met Guillermo and Maria, who are expecting their first child. The effects of Zika on an unborn child can be devastating. I want to help protect their baby, my family, and our future generation.

You can, too!

espanol.cdc.gov/zika

dtenuelzika.org

STOP ZIKA

#STOPZIKA
U.S. Preparation and Market Selection

- Many states and cities were proactive in addressing Zika threat
- Lead time allowed for integration of Puerto Rico findings, poll data, and some message testing prior to introducing campaign within markets
- CDC focused on 20 initial markets with the highest risk for locally transmitted cases
- Planned for several “Day One” scenarios where Zika could first appear in the U.S.
The Campaign Concept

THIS IS HOW WE PREVENT ZIKA

- Use EPA-registered insect repellent and wear long sleeves and pants.
- Empty containers with standing water near your home.
- Use screens and air conditioning to keep mosquitoes out of your home.
- Use condoms to reduce the risk of sexual transmission.

THIS IS WHY

cdc.gov/PreventZika
Responsive Messaging in the U.S.

▪ First launched in Miami/Wynwood in August 2016 as part of the response to locally transmitted cases

▪ Ads were tested and up within a day of the Miami Beach press release
Responsive Messaging in the U.S.
Responsive Messaging in the U.S.

- **USE INSECT REPELLENT NO ZIKA**
- **LEARN HOW TO PREVENT ZIKA**
- **TOGETHER AGAINST ZIKA**
- **Travel Safe. Protect Yourself.**
  - Wear long-sleeved shirts and long pants.
  - Use insect repellent and reapply often. Keep using repellent for 3 weeks after you get it.
  - Use door and window screens to keep mosquitoes outside.
- **Share your vacation photos, not the Zika virus!**
- **Viaja Seguro.**
  - **Protégete del virus del Zika.**
  - Use mosquito nets and insect repellent at home.
  - Continue using mosquito repellent 3 weeks after you return home.
- **www.cdc.gov/zika**
Targeted Messages through Digital Media

- Employed innovative digital and social media ads designed to reach our target audience of women who were pregnant or considering pregnancy and their partners.
Weekly Theme Pushes

CDC’s JIC launched weekly theme pushes on social media, weekly posts targeted towards specific audiences to take action to protect themselves.

“Holiday Travel” Themed Post

“Worker safety” themed post
Social Markets

- Media advertising was supported by partner outreach to lend authenticity to messaging within markets and address local concerns.

- Partners were asked to share messaging in a sensitive way given their audience.

CDC PSA by University of Florida Heisman Trophy winner Danny Wuerffel
The campaign expanded to 13 separate markets, at various times, in response to additional cases or to prepare high-risk areas.

Each market used a custom mix of outdoor media, digital ads, social media, and radio.

Media in Brownsville, TX was deployed following reports of locally transmitted cases.
U.S. Messages: Lessons Learned

- Emergencies require flexible, innovative approaches to campaigns
- Continue to test and make real-time adjustments
- Digital first, then amplify with other media types
- Match campaign messages to populations at risk
- Be Nimble, Be Quick

VACATION SMART.
PROTECT YOURSELF FROM ZIKA.

THIS IS HOW WE PREVENT ZIKA.

Use insect repellent and reapply as directed. Use it for 3 weeks after you get home.
RESEARCH AND EVALUATION
Evaluation Methods

1. Media Monitoring (reach/media impressions)
2. Evaluation Survey (knowledge/practices)

<table>
<thead>
<tr>
<th>Survey Stages</th>
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<tbody>
<tr>
<td>Random-digit dial telephone surveys</td>
</tr>
<tr>
<td>• 3 waves of 2400 surveys administered in Puerto Rico and domestic U.S.</td>
</tr>
<tr>
<td>• Wave 1 conducted Oct.10-Nov. 10, 2016</td>
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<tr>
<td>• Wave 2 conducted Feb 2.-Mar. 30, 2017</td>
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<tr>
<td>Survey wave 3 will be administered in late summer 2017</td>
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3. Consumer Purchase Data (Puerto Rico only)
Evaluation Survey Design

Respondents in 4 locations with varying campaign activity were surveyed (n=600 per location), at 3 points in time (3 survey waves):

1. **Puerto Rico:** a high-activity, long-running widespread campaign
2. **Miami:** a targeted high-activity campaign in response to local cases
3. **Houston:** a newer campaign area with medium-activity mass media plus digital
4. **Mississippi:** a *comparison area* that currently only has a limited, low-activity digital campaign
Campaign Reach: Puerto Rico

Total reach = ✓ almost 12 million individuals across all platforms
✓ a reach of 5.2 million likely pregnant women

Assuming a pregnancy rate of 6%, each pregnant woman in Puerto Rico would have been exposed to campaign messaging **50 times**, far exceeding the **70% saturation point** targeted for this campaign

Campaign Reach: Continental U.S.

Total reach = ✓ paid media had total reach of 26 million individuals across all platforms
✓ a reach of 6.7 million likely pregnant women

In Miami and Miami Beach, the campaign had a total reach of just over 4 million; this included a reach of over 700,000 likely pregnant women.

Evaluation Survey Wave 1: Differences in Actions Related to Campaign Exposure

Respondents exposed to the campaign were more likely to:

- 65% ✓ Cover up
- 79% ✓ Use mosquito repellent
- 67% ✓ Remove standing water

This association remained even after controlling for age, gender, household income, education and campaign location.

No statistically significant differences in condom use were observed.

Consumer Sales Data Analysis
5 stores in Puerto Rico where Zika display ads were placed in the repellent products aisle

June-October 2015 vs June-October 2016

- 65% increase in Mosquito repellent
- 86% increase in 6 oz. repellent spray
- 131% increase in 6 oz. aerosol

Looking Forward

- Zika will come back as the summer months appear and the mosquitoes breed. CDC will treat it as a threat to our future generation and address it by:
  - Improving guidance as we learn more about Zika transmission
  - Reminding people of the threat to pregnant women, partners and developing babies
  - Continuing to remind people of the protective behaviors to take to protect themselves and those around them

Photo: Marisa Penaloza, NPR
Thank You

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
Visit: www.cdc.gov | Contact CDC at: 1-800-CDC-INFO or www.cdc.gov/info

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Percentage</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zika is transmitted by mosquito</td>
<td>97%</td>
<td>✓</td>
</tr>
<tr>
<td>Wear long sleeves and pants outdoors</td>
<td>96%</td>
<td>✓</td>
</tr>
<tr>
<td>Use repellent</td>
<td>93%</td>
<td>✓</td>
</tr>
<tr>
<td>Use screens on open doors and windows</td>
<td>95%</td>
<td>✓</td>
</tr>
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Knowledge of mosquito-related transmission and protective actions was very high across all locations.

**Zika Virus Knowledge: Sexual Transmission**

Knowledge that Zika is sexually transmitted was less than that reported for mosquito-related transmission.

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puerto Rico</td>
<td>86%*</td>
</tr>
<tr>
<td>Miami</td>
<td>68%*</td>
</tr>
<tr>
<td>Houston</td>
<td>57%*</td>
</tr>
<tr>
<td>Mississippi</td>
<td>52%*</td>
</tr>
</tbody>
</table>

Knowledge that use of condoms can protect someone from Zika transmission was lower than the actions to protect against transmission by mosquito.

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Puerto Rico</td>
<td>92%*</td>
</tr>
<tr>
<td>Miami</td>
<td>79%*</td>
</tr>
<tr>
<td>Houston</td>
<td>71%*</td>
</tr>
<tr>
<td>Mississippi</td>
<td>66%*</td>
</tr>
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Differences in Knowledge related to Campaign Exposure

- Zika-related knowledge was extremely high for all respondents; regardless of campaign exposure.
  - 97% of those surveyed knew that Zika was transmitted by mosquito.

- The high-visibility of Zika in news coverage, across other media, and in a variety of settings (i.e., conversations with friends and family, airports, etc.) provided similar information about Zika transmission.

- Much of this coverage did not include details on protective actions; these actions were the focus of the campaign materials.