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US Centers for Disease Control & Prevention

Developing Successful Campaigns: Lessons from US Campaigns on Hepatitis B & C
Two National Campaigns

Developed by the US Centers for Disease Control and Prevention

- Hepatitis B – Know Hepatitis B
- Hepatitis C – Know More Hepatitis
Campaign

- Multi-media campaign developed with Hep B United (HBU)
  - Launched in 2013
- Audience: Asian Americans
  - Chinese
  - Korean
  - Vietnamese
- Goal: Increase testing for chronic Hepatitis B

www.cdc.gov/KnowHepatitisB
Campaign

- Multi-media campaign
  - Launched in 2012
- **Audience**: People born 1945-1965
- **Goal**: Increase testing for chronic Hepatitis C
- **Primary Objectives**:
  - Increase awareness of hepatitis C
  - Encourage talking to their doctor about getting tested

[www.cdc.gov/KnowMoreHepatitis](http://www.cdc.gov/KnowMoreHepatitis)
Highlights from the Process and the Lessons Learned
Use Research and Theory Throughout Campaign Planning

1. Segmenting the audience
2. Selecting the communication channels
3. Understanding the audience
4. Using theory to develop messages
5. Pre-testing messages and strategies
6. Monitoring implementation
7. Engaging the community
# Hepatitis B: Example of Segmenting the Audience

## Major US Asian American Ethnic Groups: Population Demographics and Language Preferences

<table>
<thead>
<tr>
<th></th>
<th>Chinese</th>
<th>Korean</th>
<th>Vietnamese</th>
<th>Cambodian</th>
<th>Hmong</th>
<th>Laotian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population size in US</td>
<td>3.3 million</td>
<td>1.4 million</td>
<td>1.5 million</td>
<td>265,000</td>
<td>245,000</td>
<td>210,000</td>
</tr>
<tr>
<td>Percent Foreign-born</td>
<td>69%</td>
<td>74%</td>
<td>68%</td>
<td>60%</td>
<td>44%</td>
<td>60%</td>
</tr>
<tr>
<td>Prefer native language</td>
<td>83%</td>
<td>78%</td>
<td>88%</td>
<td>83%</td>
<td>92%</td>
<td>85%</td>
</tr>
</tbody>
</table>
Hepatitis C: Selecting Channels to Reach Baby Boomers

Media Channel Preference by Age

Nielsen Total Audience Report, 2016
Lessons Learned

Analysis of our target audience allowed us to:

- Prioritize audience to maximize limited resources
  - Balancing audience size, means to reach them and need
- Select the combination of media channels with the largest reach
Understanding Your Audience

Use a combination of research techniques

- Literature Review
- Key Informant Interviews
- Needs Assessments
- Exploratory Focus Groups
- Media Use Profiles
- Quantitative Surveys
- Focus Groups for Message Testing
Sample Quotes

It’s not very serious, it’s not like cancer.

You can get Hepatitis B from sharing food...

I’d have symptoms if I was infected.

Only Asians in Asia have Hepatitis B...here we are hygienic here.
Application of the Research Findings

Refine communication objectives:

- Educate about:
  - Modes of transmission
  - Link to liver cancer
- Dispel myths

Select channels matched to objectives

- Content requires longer format

Create draft materials for testing
Lessons Learned

Audience research:

- Refines communication objectives
- Identifies determinants of behavior
- Provides concepts in which to design messages
- Informs the need for other strategies
  - Access to medical care
  - Costs of tests and treatment
Using Theory to Develop Messages

- Know that one theory won’t explain all aspects of the problem
- Use constructs matched to findings
- Identify which factors lend themselves to a communication approach
- Match message to the channel

Theories Used
- Social Cognitive Theory
- Precaution-Adoption Process Model
- Health Belief Model
- Theory of Reasoned Action
Application of Theory

Credible
Significant Other

Severity & Susceptibility

Call to Action

Outcomes

Knowledge & Awareness

A Lesson on Hepatitis B That Could Save Your Life

CDC recommends Asian Americans get tested for Hepatitis B.
Know More Hepatitis PSA

https://www.youtube.com/watch?v=V7rpZml6lq8&feature=youtu.be

Use of diverse models to address perceived stigma
Lessons Learned

Use of behavioral science and communication theory:

- Enhances acceptability and relevance
- Theory driven messages have been demonstrated to be more effective
Translate TO (Not From) English

- Develop campaign messages in native language with native speakers and cultural experts
- Know Hepatitis B campaign developed in language by Asian Communication firm
Hepatitis B PSA
And the importance of family

https://www.youtube.com/watch?v=2FWV7IwF2-E&feature=youtu.be
Lessons Learned

- Cultural competence comes from individuals steeped in the culture and trained in the discipline
- Results in messages and materials being well received and effective
Create – Test – Analyze – Drop – Revise – Select

- Create more concepts than needed
- Test them!
- Analyze the reactions
  - Watch for unintended effects
  - Potential improvements
- Drop poor performers
- Revise as indicated
- Select the best!
- Test again - *if possible*
Changes from Pre-Testing

**BORN FROM 1945 TO 1965?**

75% OF ALL HEPATITIS C OCCURS IN INDIVIDUALS BORN BETWEEN 1945-1965

Talk to your doctor about getting tested. Early detection can save lives.

[www.cdc.gov/knowmorehepatitis](http://www.cdc.gov/knowmorehepatitis)

**BORN FROM 1945 TO 1965?**

AMERICANS BORN DURING THESE YEARS HAVE THE HIGHEST RATES OF HEPATITIS C.

Talk to your doctor about getting tested. Early detection can save lives.

[www.cdc.gov/knowmorehepatitis](http://www.cdc.gov/knowmorehepatitis)
Sample Rejected Concepts

Hepatitis C—the leading cause of liver cancer—is often hidden. Find out if it's hiding in you.

Hepatitis C could be something you've had for decades. If you were born from 1945 to 1965, get tested for Hepatitis C.

Take a moment to get tested for Hepatitis B so you can continue making memories.

1 in 12 Asian Americans is infected with Hepatitis B, but are unaware. An early diagnosis of Hepatitis B can prevent serious liver problems.

You Are Looking at a Big Threat to You and Your Family.

World Hepatitis Summit 2017
Unintended Effects

Resulted in

- Questioning about past behavior as a cause for hepatitis C
- A reason to opt out – “that’s not me!”
Lessons Learned

- Testing with the target audience improves the message and its potential
- Qualitative and quantitative measures enhance validity of conclusions
- Testing the version closest to the final product increases validity, and
  
  *the final product may change when produced*
Use Multiple Channels

A comprehensive approach uses as many channels that are:

- Feasible
- Practical
- Match audience’s media habits
Hepatitis C Media Channels

Los Angeles Times
JOURNAL SENTINEL
LAS VEGAS REVIEW-JOURNAL
The Latrobe Bulletin
WICKED LOCAL.com
pjstar.com
holland.com
Daily Times

BORN FROM 1945-1965?
CDC recommends you get tested for Hepatitis C.

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CDC recommends you get tested for Hepatitis C.

BORN FROM 1945-1965?
CDC recommeds you get tested for Hepatitis C.

BORN FROM 1945-1965?
CDC recommends you get tested for Hepatitis C.

BORN FROM 1945-1965?
CDC recommends you get tested for Hepatitis C.

Did you know Hepatitis C is a leading cause of liver cancer? Find out if you are at risk.

Hepatitis C is a leading cause of liver cancer...but it doesn't have to be.

BORN FROM 1945 TO 1965?
AMERICANS BORN DURING THESE YEARS HAVE THE HIGHEST RATES OF HEPATITIS C.
Hepatitis B Channels
Including Low Technology Means
Monitoring Implementation

- Use a variety of process measures to gauge campaign reach
- Limited outcome measures
  - Testing rates over time
  - Omnibus surveys
Number of Views -

CDC YouTube Videos

#1

Facing the Facts about Hepatitis C
9,036,104 views • 1 year ago

CDC YouTube Videos

Sign in now to see your channels and recommendations!
Campaign PSA Tracking

Know More Hepatitis TV Airplay Over Time
Return on Investment

12 Billion Impressions

$40 Million in Media Value

25 to 1 ROI
Lessons Learned

- Campaigns take time to build momentum
  - Know More Hepatitis increased reach with time
  - Know Hepatitis B increased community engagement with time

- Monitoring outcomes will help plan future phases

- Great return on investment!
Community Engagement

- Hepatitis B campaign developed in partnership with Hep B United (HBU)
- Campaign is co-branded
- HBU members provide leadership, credibility, outreach and testing in local communities
Lesson Learned

Community can accomplish what government can not!
Communication as Part of a Comprehensive Approach

Final lesson – communication should be used to critical component of a comprehensive approach to viral hepatitis prevention, control, and elimination
Also...

Hepatitis B fact sheets in:
- Amharic
- Arabic
- French
- Somali
- Swahili
Thank you
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The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention.