

Update on Education & Outreach Activities

Christine Hatin, MPH
 Lead, Radon and Healthy Homes Program Semi-Annual Meeting
 Monday, October 24, 2016



Statutory Authority

- Section 19a-111b states that the program will develop an education program to inform the public of the dangers of lead poisoning and methods to prevent lead poisoning
- The Lead Program launched two media campaigns in 2016

Overview of Media Campaigns

Campaign 1

- Focus area: black young mothers in Bridgeport and New Haven; black children are 2 x as likely to be lead poisoned than Whites and Asians
- Hired Mintz & Hoke to help bring campaign to life
- Campaign Components: Billboards, FM radio, Pandora radio, bus ads, Facebook
- Vanity website on DPH: ct.gov/preventlead
- State funding

Campaign 2

- Focus area: Hispanic population; Hispanic children are 1.5 x more likely to be lead poisoned than Whites and Asians
- Partnered with the Latino and Puerto Rican Affairs Commission who then contracted The Latino Way to produce campaign in Spanish
- Campaign components: PSA on Spanish TV, Spanish FM radio interviews, Spanish newspaper ad, PSA on Facebook, Facebook ads, PSA on YouTube, YouTube ads, Google ads, brochure produced in English and Spanish
- Vanity website on DPH: ct.gov/plomo
- Federal funding (CDC)

CAMPAIGN 1

Campaign 1:
Billboard and
Banner Web Art



Campaign 1:
Facebook

Facebook Carousel Ads



Impressions: 13,012
Clicks: 258
Click-through rate: 1.98%

- 94% of clicks came from mobile devices
- Younger audience more likely to click
 - Age 13-17: 5.16% CTR
 - Age 18-24: 3.55% CTR
 - Age 25-34: 2.49% CTR

Impressions: 13,262
Clicks: 244
Click-through rate: 1.84%

MINTZ-HOKE

Campaign 1:
Pandora Radio

Pandora Radio



Mobile
• Impressions 34,974
• Clicks 248
• CTR 0.71%

Web
• Impressions 848,602
• Clicks 4,923
• CTR 0.57%

Note: Metrics do not include "non-clickable" impressions (audio, video spots and 300x300 tile ad that accompanies it)

MINTZ-HOKE

Radio Ad



CAMPAIGN 2

Campaign 2:
Banner Art



Campaign 2:
Newspaper Ad



Campaign 2:
Brochure



Campaign 2:
Public Service
Announcement



Campaign 2:
Public Service
Announcement

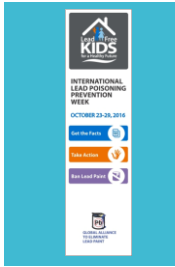


Takeaways
&
Lessons
Learned

- Make health equity a central focus of all outreach activities
- Practice cultural awareness when designing messaging
 - Consult experts when necessary
- Use the preferred communication methods of your audience
- Make community partnerships to extend the scope and reach of your message
- Distribute DPH print materials throughout your communities
- Borrow banners
- Call Christine with any education or outreach questions!

Future
Projects

- **Text 4 Baby, November/December 2016**
 - Working with the Department of Social Services and Connecticut Health Network to develop custom text messages for new moms on lead screening and environmental hazards
- **Commission on Equity and Opportunity, 2017**
 - Continuing development of primary prevention messaging
 - Spanish messaging developed by The Latino Way will be used again
 - New messaging focused on the Black community will be developed, including a PSA; precise message to be determined



QUESTIONS?

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