

Update on Education & Outreach Activities

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Lead, Radon and Healthy Homes Program

Semi-Annual Meeting

Monday, November 6, 2017



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 a media campaign: June 2017 that extended to October 2017

Overview of Media Campaigns

Hired Mason Inc. as a consultant

English

- 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
- Campaign Components: TV ad, Billboards, FM radio, Pandora radio, exterior bus ads, Facebook
- Federal funding

Spanish

- Focus area: Hispanic population
 - Hispanic children are 1.5 x more likely to be lead poisoned than Whites and Asians
- Campaign components: TV ad, Facebook
- Federal funding

Media Campaigns Details

- Call to Action:
 - Get people to our website!
 - Provide educate on primary prevention
 - Increase awareness of childhood lead poisoning and the contributing factors, providing prevention tips in order to impact behavior change
- Target: Women 18- 34 with children under 2 years old, lower income and AA or Hispanic
- Timing: July – October 2017

CAMPAIGN ANALYTICS

So... How did it go?!

Television Public Service Announcements

The television Public Service Announcements played on eleven English cable stations and one Spanish station:

- **OWN** - **USA** - **Univision**
- **BET** - **Bravo**
- **Vh1** - **E!**
- **Oxygen** - **Lifetime**
- **MTV** - **Cartoon Network**

Station	Planned Units	Achieved Units	Planned Impressions	Achieved Impressions	Over-Delivery
Univision	154	210	132,000	207,000	57%
Cablevision	2,888	5,486	135,000	108,054	-20%
Comcast	3,060	3,122	97,000	130,451	34%
	6,102	8,818	364,000	445,505	22%

FM Radio

Three FM radio stations were used:

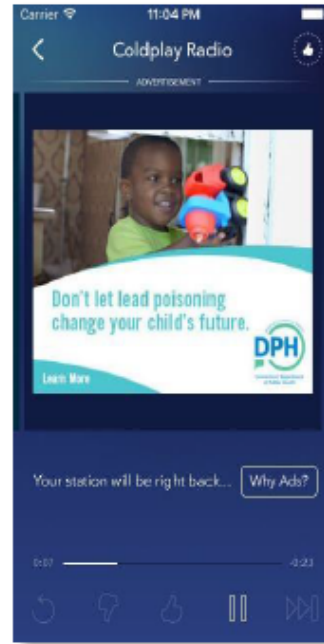
- WEZN: Star 99.9
- WYBC: 94.3
- WKCI: KC 101

Station	Planned Units	Achieved Units	Planned	Achieved
			W18-34 Imps	W18-34 Imps
WEZN-FM	80	96	32,000	86,400
WYBC-FM	96	112	24,000	40,800
WKCI-FM	96	92	94,000	72,800
	272	300	150,000	200,000

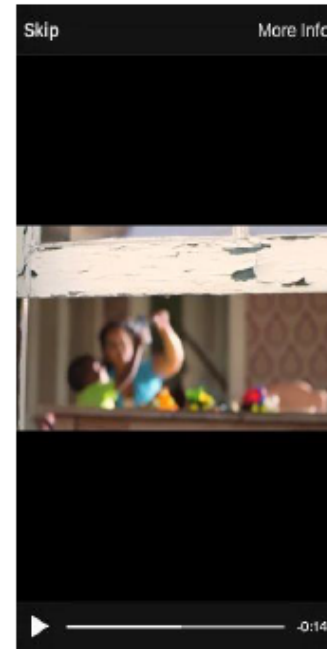
Pandora Radio

Impression Goal	Impressions Delivered	% Impressions Delivered	Clicks	CTR	Reach
1,220,000	1,231,455	100.94%	1,913	0.24%	16,362

Mix of audio and video



Banner



Video



Following Banner

Bus Shelters and Exterior Bus Ads

- Bus ads were placed in Bridgeport and New Haven
- Billboards were in Hartford, Meriden, New Britain and New Haven

OOH	Flight	Planned imps	Actual Imps	Over-Delivery
Bus Shelters	7/31 - present	4,567,944	6,600,560	44%
Buses	7/3 - 8/28	2,786,000	2,786,000	0%
Posters	7/31 - present	3,154,560	4,079,978	29%
Grand Total		10,508,504	13,466,538	28%





Face # 000312B-O - Prospect St 400 ft
N/O Kane St W/S



Face # 000023P-O - E. Grasso Blvd 75 ft
S/O Kimberly Ave W/S



Face # 000203P-O - Middletown Ave 1300 ft E/O
Front St S/S



Face # 000188P-O - East St 50 ft S/O
Chapel St E/S



Face # 000236P-O - Humphrey St 1050 ft E/O East St S/S



Face # 000243P-O - Grand Ave 100 ft E/O East St S/S



Face # 000843P-O - W. Main St 100 ft W/O Suzio Dr N/S



Face # 000855P-O - Chamberlain Hwy 600 ft N/O Kensington Rd W/S



Face # 000861P-O - Hanover St 50 ft
E/O Park St E/S



Face # 000864P-O - Cook St 1000 ft N/O
School St E/S



Face # 000891P-O - No.Colony Rd 50 ft S/O Frary St
E/S



Face # 000937P-O - W. Main St 50 ft E/O
Burritt St



Face # 000939P-O - Myrtle St 50 ft W/O Burritt St N/S



Face # 000952P-O - Washington Ave & Columbus Blvd N/S



Face # 000972P-O - Allen St 25 ft E/O Clayton N/S



Face # 001010P-O - Stanley St 300 ft N/O South St W/S



Face # 001159P-O - N/L Burnside Ave(Rt 44) E/O Long Hill Road



Face # 001160P-O - N/L Burnside Ave Rt 44 E/O Long Hill Rd

Social Media (Facebook)

W18-34 Target				
Ad	Impressions	Clicks	CTR	
AA - 1	213,179	2,127	1.00%	
AA - 2	261,226	3,215	1.23%	
AA - 3	233,883	2,096	0.90%	
AA TOTAL	708,288	7,438	1.05%	▲
HISP - 1	110,118	1,316	1.20%	
HISP - 2	144,507	1,518	1.05%	
HISP - 3	125,499	1,023	0.82%	
HISP TOTAL	380,124	3,857	1.01%	▲
Grand Total	1,088,412	11,295	1.04%	▲

Social Media

 Connecticut Department of Public Health
Sponsored · 

Can you spot the hidden danger in this photo?



Prevent Childhood Lead Poisoning
ct.gov [Learn More](#)

  34 10 Comments 1 Share

 Like  Comment  Share

Ad #1

 Connecticut Department of Public Health
Sponsored · 

Don't let lead poisoning chip away at your child's future.



Prevent Childhood Lead Poisoning
ct.gov [Learn More](#)

   39 3 Comments 2 Shares

 Like  Comment  Share

Ad #2

 Connecticut Department of Public Health
Sponsored · 

You clean for dust. You clean for dirt. But are you cleaning for lead?



Prevent Childhood Lead Poisoning
ct.gov [Learn More](#)

  33 14 Shares

 Like  Comment  Share

Ad #3

EVALUATION

Takeaways

- Hired HWK Consulting, LLC. to help to conduct an evaluation of the media campaign
- The evaluation shall consisted of four campaign focus groups.
 - Focus groups included pre and post testing of focus group participants to assess opinions and attitudes regarding lead poisoning prevention in targeted areas of the state.
 - Focus groups took place in Bridgeport and New Haven
- The results of the pre-test focus groups were used to guide strategies for the design of the media campaign
- A final report was rendered by the consultant

WRAP-UP

Takeaways

- 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
 - Newly translated Lead Poisoning Fact Sheet
- Borrow banners
- Call Kim with any education or outreach questions

QUESTIONS?

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