

## FOCUS GROUP DISCUSSION ON IMMUNIZATION MEDIA CAMPAIGN

In order to maximize the contributions of parents toward solutions to the problem of under-immunization in children, participants were asked several questions relative to the plans of the CDPH to embark on a campaign for immunization. The following represent the questions and the ensuing responses:

### 1. WHO COULD HELP FROM THE NEIGHBORHOOD?

- Inputs from the parents
- The Alderman has the means to get the information out to the people.
- Volunteer recruitment
- Private businesses

### 2. WHAT WOULD BE BETTER TV OR RADIO?

*“Put it on the channel the stories come on.”*

*“Yes, because we watch a lot of TV”*

### 3. WHAT TIME OF DAY SHOULD THE MESSAGE BE PUT ON?

*“All day...early in the morning, around school time”*

### 4. HOW HELPFUL WOULD A MEDIA CAMPAIGN BE IN MOTIVATING PARENTS?

*“A media campaign would really help.”*

*“Just say, ‘If you love your child you’ll go to the clinic’. That ought to catch them”.*

## 5. WHAT WOULD YOU WANT TO HAVE IN THE ADVERTISEMENTS?

- Someone I can relate to

*“We need something visual, because they won’t put out stuff on radio or TV for this one little community. We need them regularly and we need community involvement. The stores need to put up information saying have your baby immunized”.*

*“The liquor store need to have a sign saying, “have your baby immunized.” “I have a couple of friends who knock on peoples doors telling people they need to have their baby immunized,”*

*“ There should be a community focus where everywhere you look, there is something saying, “have your baby immunized.” “ People who are taking care of these babies whose mothers are not there, need to start stepping forward and saying they are taking care of a family member or friends baby and not getting assistance.”*

## 6. IF WE MADE UP ONE MESSAGE ABOUT IMMUNIZATION WHAT WOULD IT BE?

- Protect your child
- Do it or Die
- Do you care
- Let’s get out and Care about our kids and get them immunized
- Statistics say, “51% of African Americans children are not immunized...Are you one of these people?”
- Shots save lives
- Show pictures of babies that weren’t immunized (Visual Aides)
- What is your priority

*“Graphics are important because a lot of people can’t read and don’t know these are serious diseases.”*

*“Use somebody the kids can relate to or a common everyday person.”*

*“But a lot of people want to be like Mike.”*

- True life testimony about children with disease
- Immunize for life
- Immunize to stay alive
- Give it a shot; immunize your kids
- Children are our future, immunize them

#### **7. WHO WOULD YOU SUGGEST DO THE CAMPAIGN?**

- Children --Kids learn from other kids
- Big Bird or Elmo, DW, Telly Tubs, Arthur, the ArdVark

#### **8. WHAT WOULD WORK BEST? RADIO, TV, OR NEWSPAPER?**

- All of the above

#### **9. HAVE YOU SEEN ANY HEALTH MESSAGES?**

*“The mom and father stopped getting the shots for the baby after a year old and after that there are no photos, because the baby died.”*

- A girl that wanted a better life so she gave away her baby
- Just telling us to go get their shots
- AIDS—to use condoms
- Pregnancy and doing drugs and alcohol
- Don’t drive drunk

***“On TV, there is a commercial of a little boy standing in the street and the little boy is getting ready to get hit and then they say make sure your child has his immunization.”***

- One about the drugs being in the suburbs not just in the city
- HIV/AIDS
- Mothers and herpes
- Pregnancy and Smoking
- Domestic Violence, while pregnant
- Dare to be different, don't smoke
- Quit smoking for all the little reasons ( with children on it)
- Telling the children don't mess with stray dogs