

MEASLES CAMPAIGN INFORMATION PACK

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Understanding our audience

Our primary audience for the *National Measles Immunisation Promotional Campaign* is Māori and Pasifika aged 18* to 30-year-olds. The difference between an 18-year-old and a 30-year-old can be quite significant. To sense check that we have the right mix of channels we have segmented this group into:

Priority audiences	Other priority audiences
Māori 18 to 24 years – potential 106,000	All people 18 to 29 years – potential 848,000
Māori 25 to 29 years – potential 89,000	High average deprivation areas (eg, Tairāwhiti, Northland, Whanganui, West Coast, Manukau) – potential 396,000
Pasifika 18 to 29 years – potential 82,000	High population areas – Auckland, Waikato, Waitematā, Christchurch, Wellington, Bay of Plenty and Northland – potential 674,000

*It is expected that 15-17-year olds will be most effectively targeted through DHB school-based programmes. While focused on 18-30-year olds, the national campaign will have ‘spill-over’ and reach people slightly younger and slightly older than the target.

Audience insights

Deciding what paid advertising to use, and how to go about it, is a complex area that requires using specialist advice. It involves using many different data sources and, at times, can be as difficult to compare as apples with apples. The channel mix for the national measles immunisation campaign advertising was based on analysis of channels and our target audience’s consumption patterns to deliver engagement and reach of message to our audience. Like all audiences, media consumption is fragmented among our target audience, but there are some commonalities across segments that the campaign strategy can leverage.

Some insights for Māori 18 to 29-year-olds’ media consumption:

They register highly as ‘outdoor observers’ (70%).	They listen a lot to radio. Nearly 70% listen to 7+ hours over a week, over a large range of radio station brands (approx. 45 brands in New Zealand).
Social media plays an important part in their daily life, with 93% using social media in the last month – nearly 66% used social media in the last 24 hours. 84% use social media on their mobile phone.	55% of this group watch over 14 hours of broadcast TV per week and nearly 60% of them have watched a movie or TV show online in the last seven days.

Source: VMLY&R

Other relevant information (from NZ on Air research):

In terms of youth media consumption* for 15-24 year-olds, their top channels are YouTube, Spotify, Facebook and Netflix.

* Daily reach

Audience	Online video	Music streaming	Subscription video on demand	Online gaming	TV	Radio
Pasifika (15-39)	83%	72%	75%	56%	48%	37%
Māori (15-39)	76%	71%	72%	53%	49%	36%
Youth (15-24-year-olds)	91%	88%	69%	53%	38%	36%

Note: not all channels allow for advertising.

Scale of social media accounts in NZ:

- Facebook users are younger than 35-years-old – 1.33m
- Instagram users are younger than 35-years-old – 1.14m

(Source: Mosh social media report)

Campaign websites

- A. The audience-facing campaign landing page is [ProtectAgainstMeasles.org.nz](https://protectagainstmearles.org.nz). It is hosted on the Ministry of Health's website and focuses on teenagers and young adults. The page has been updated with information to help build knowledge about measles, its effects and why it is particularly important for 15 to 30-year-olds to get immunised against measles. It also links to information about other vaccines that are relevant for this age group (eg, HPV).
- B. Campaign resources for health promoters can be found on the [Measles Campaign page](https://www.hpa.org.nz/campaign/guardians-of-the-future) (<https://www.hpa.org.nz/campaign/guardians-of-the-future>) hosted by Te Hiringa Hauora/Health Promotion Agency. An overview of the national campaign is provided, along with materials and artwork files that health care providers can download and use in their local campaigns.

Leveraging the national campaign in your community

Te Hiringa Hauora is delivering a national measles immunisation campaign to support the efforts of DHBs in their communities.

See the [campaign page](https://www.hpa.org.nz/campaign/guardians-of-the-future) (https://www.hpa.org.nz/campaign/guardians-of-the-future).

- The national campaign is live and includes agreed national messaging.
- Campaign development includes development of a consistent brand and a suite of advertisements and promotional resources.
- The audience has been involved in the development of the campaign concepts.
- Advertising channel mix and timing:

	Details	Timing
Social media	Through the Ministry of Health's Facebook page and influencer pages	October 2020 to March 2021, in pulses
Online	YouTube, OnDemand, big mobile	November 2020 to February 2021
TV		January to February 2021
Radio	MaiFM, Edge, Flava, ZM, Māori Media Network, Pacific Media Network	October and December 2020, in pulses
Social influencers	10 to 15 influencers across various social media channels	Waves in August to October, December 2020 and then February, March and April 2021
Search	Always on	October 2020 to May 2021

DHBs can leverage the campaign by:

- using advertisements in your channels – websites, social media and e-newsletters
- using the campaign resources in your communities – see our [resources page](https://www.hpa.org.nz/guardiansofthefuture/resources) (https://www.hpa.org.nz/guardiansofthefuture/resources)
- tailoring some of the resources for your community
- extending radio advertising using campaign advertisements.

As well as the above, Te Hiringa Hauora can extend your DHB's communication plan by adding additional outdoor promotional activity in your area and localising social media. Contact the campaign team at measles.campaign@hpa.org.nz for more help.

We recommend that in the first instance you talk with your colleagues who are responsible for communications, to help you plan your local strategy for promoting the campaign and work out what local channels will work for you. See the information on the next page for ideas.

Local communication channels and opportunities

Radio promos: Key messages on local radio stations (commercial, community, Iwi, Pacific and student) can be a great way to connect with a local audience. You can contact your local producer (not sales team) to talk about the campaign, add any local points of interest, and help encourage them to talk about it through their channels. It can be a platform to reach young people, whānau and key influencers, to promote the importance of immunisation. Many stations offer a promotional mix including adlibs (presenter comments) or additional promotion on their social media sites, so it can be a cost-effective way to increase awareness and social acceptability of a topic.

The national promotional campaign includes radio promotion across national stations like Mai FM and Flava, and also Iwi and Pasifika stations. Radio concludes in mid-December, but a range of English and translated radio ads are available for you to use from our campaign **resources website** (<https://www.hpa.org.nz/guardiansofthefutureresources#Radio%20adverts>). These could be used at any stage to extend presence from radio activity in your region.

Outdoor media: these can include billboards or street posters. These are a great way of integrating the message within your local community and helping to normalise a topic. Talk with your local suppliers about booking these spaces.

Billboard and poster artwork files are available from our campaign **resources website** (<https://www.hpa.org.nz/guardiansofthefutureresources#Websitebanners>). If you require different billboard dimensions, please contact measles.campaign@hpa.org.nz and we will work with you to make sure you have suitable artwork.

Note, Te Hiringa Hauora/Health Promotion Agency can help with extending outdoor advertising in your area. Contact them at measles.campaign@hpa.org.nz

Social media: You can share content from Ministry of Health channels on your social media pages. It's also a great idea to promote outreach activity using your social media channels. Young people are big consumers of social media so echoing the message through your channels will also help to spread the word.

Vaccination can be a contentious topic. You should anticipate spending more time in moderation when you post about measles on social media. The **Q&As document** (<https://www.hpa.org.nz/sites/default/files/MEA015%20Measles%20Questions%20and%20Answers%20%231040131%20%28002%29%20%231040211.pdf>) will help you with responses.

Local print media articles: these include daily newspapers, online newspapers or the free weekly community papers. You can get your information into the newspaper using the 'Swiss cheese **Media release template** (<https://www.hpa.org.nz/sites/default/files/MEA015%20Measles%20Media%20Release%20Template%20LB%20%231040252.DOCX>) provided, to create your own media release. Or, you may wish to develop a story, set up a photo opportunity or secure an interview with a journalist using a local spokesperson. You may have someone in your community willing to talk about measles and the impact it has had on their life.

Internal media channels: Do you have intranet, noticeboards, newsletters or other channels where you can share the campaign message with other staff working in this area to help raise awareness of the campaign?

Community partners channels: You may have other community organisations or groups who are keen to help share information about the new campaign, for example; cultural organisations, health provider groups, community groups, tertiary providers, employers or others. Who in your community might help share your message?

Tips for working with media

Sharing stories is a powerful way to connect with people.

Work with local news stations to create inspiring stories. When getting started, it's good to have a think about the news item and the 'angle' of the story, eg, what makes the story interesting or engaging – what is important, who does it affect?

Create a photo opportunity with local people – line up a local family, sports or arts personality, or community leader who is willing to speak with media to promote the benefits of measles immunisation or speak about personal experience. Make sure they understand the key messages you want to communicate.

Make initial contact with the local newspaper and/or radio station – consider which presenter or reporter may be more interested in promoting your activity. It's best to phone a week or two beforehand – this gives the reporter plenty of time to organise the story.

Contact a range of media outlets to help increase your campaign reach. For radio you can contact NZME, Mediaworks, Māori Media Network and Pacific broadcasters, and for newspapers contact Fairfax and NZME.

Follow up – once you've spoken to the presenter or reporter, email them your media release or key messages.

Appoint a spokesperson – the spokesperson will need to know the details of the campaign and the key messages, and they will need to be readily available to take media calls.

Have your key messages prepared and be able to express them clearly. The spokesperson will need to keep their answers brief and to the point. Try not to reel off lots of facts and figures – personal stories or experiences are more likely to interest an audience.

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