

Creating demand for HPV vaccination: Branding and social marketing strategies

Vaccine acceptance science, policy, and practice in a post-fact world
September 2017

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Outline

- Define branding for health promotion
- Health branding & behavior change theory
 - Multi-level approach to branding health behavior
 - Reframe choices, create “shortcut” to health decisions, create demand for healthy behaviors and health services
- Branding has been effective in demand creation across a wide range of health behaviors
- Case study of branding HPV vaccination

Are we client or agency?

BRAND CAMP

by Tom Fishburne

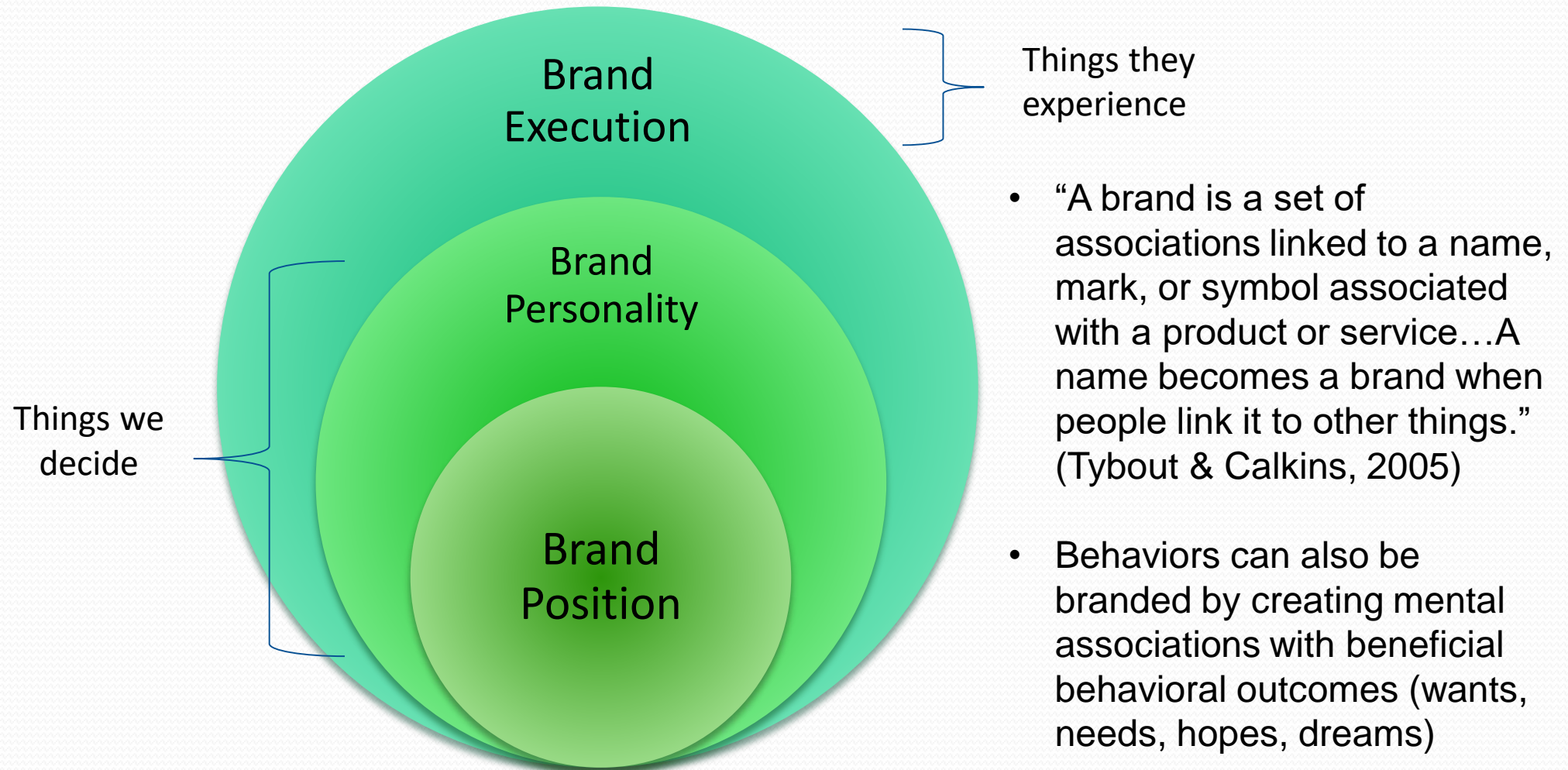
CLIENT-AGENCY COUNSELING

WE PICKED ONE AD, AND
THEY KEEP WORKING ON
THE OTHER ONE - IT'S
LIKE THEY'RE NOT EVEN
LISTENING TO US

ALL THEY DO IS
NAG, NAG, NAG



Anatomy of a Brand...



Products Have Identities: It's not just a shoe...



...it's \$220 USD at
<http://store.nike.com>! Why so much?

Final edition, 2016



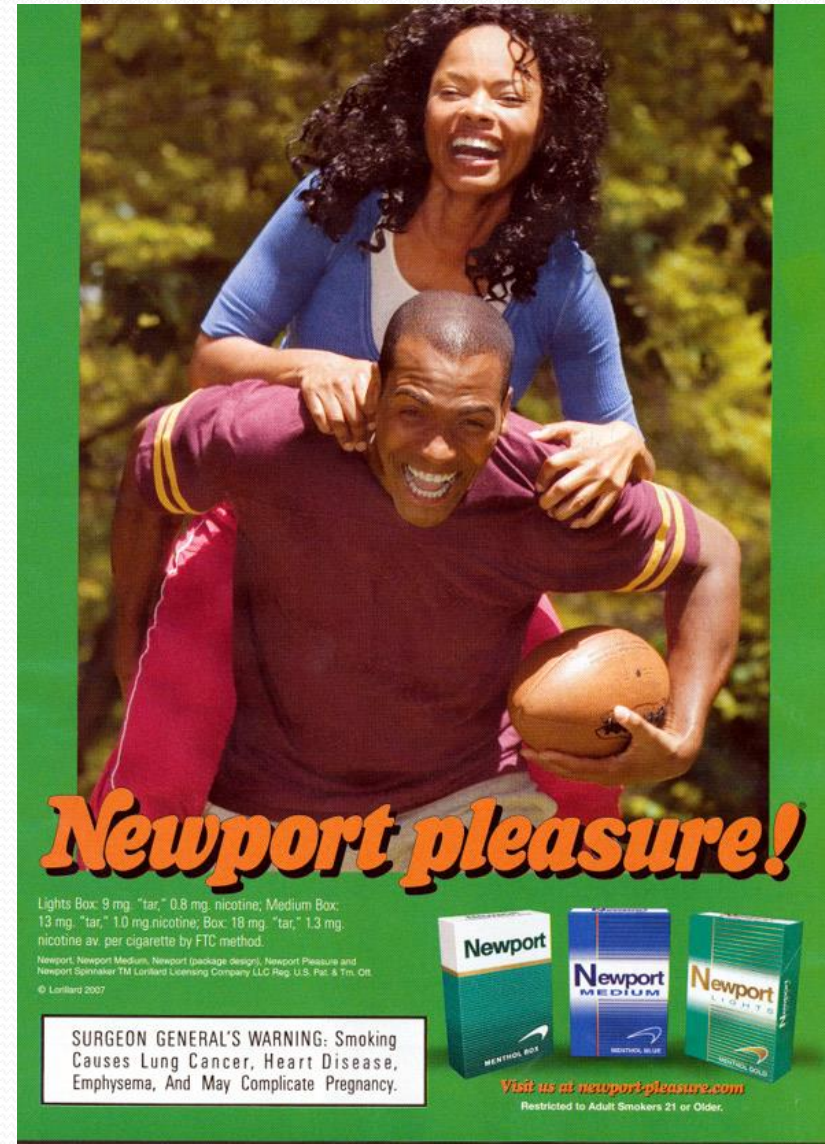
Brands as Identities

- Not just a logo or tagline (physical manifestation), but an identity: a representation in the consumer's mind
- Benefits for the consumer are represented
- Associations with beneficial brand characteristics
- Functional – *easy to use, fast*
- Social/Emotional – *fun, sexy*
- Behaviors, products, services, organizations, etc. all have these same characteristics

Health Branding & Behavioral Theory

- Brands create positive **brand equity** in healthy behaviors
 - Brand equity has a basis in Social Cognitive Theory (SCT) & Integrated Model (IM) (Evans, 2016)
- Specifies the modeling component of SCT
 - Testable process by which the **benefits of healthy behaviors** may be depicted through social role models
- Specifies attitude component of IM – changes in attitudes targeted by health messages are mediated by brand equity
- **Brands are social marketing strategies for behavior change**

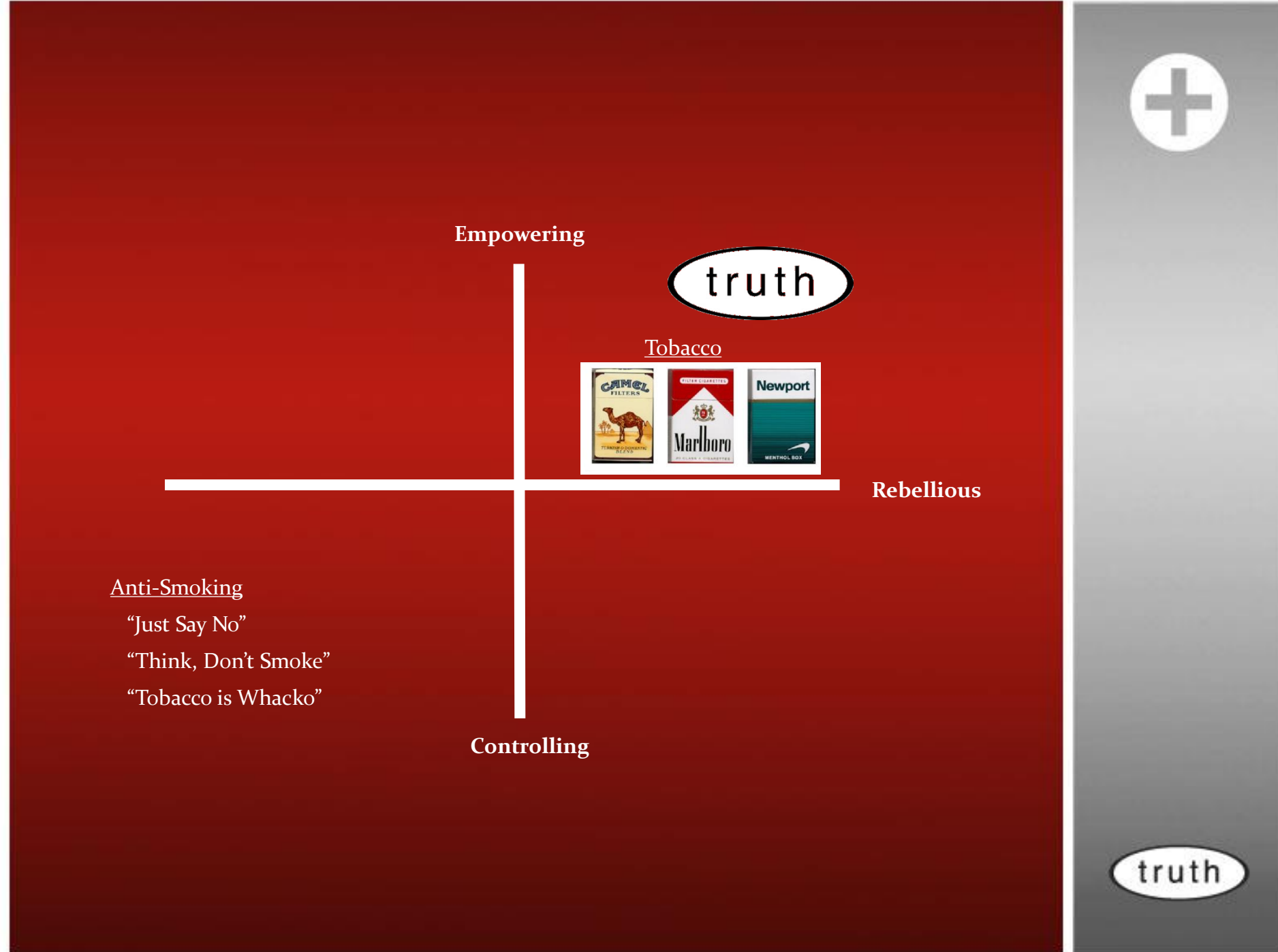
Positioning behavior



Truth Body Bags Concept

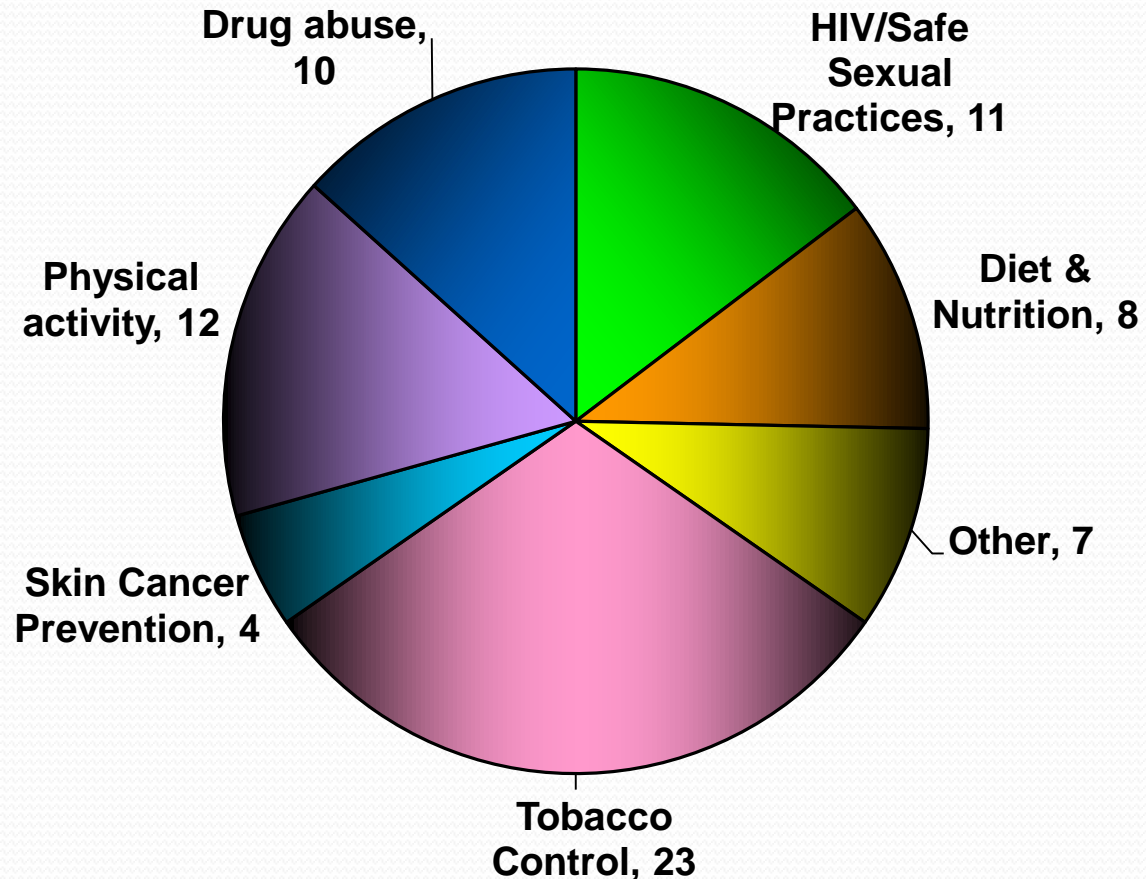


- Brands can increase demand for behavior change
- Position behaviors against competition
- Products/ideas/ other behaviors can be framed as competition



Published Health Brands (n = 75)

- Effect sizes avg $d = .12$ compared to .05-.09 in review of all campaigns in same period (Synder et al, 2013)
- Many have large effects up to $d = .32$
- Wide range of topics
- Global reach
- Evans et al, 2014, *Trans Behav Med*
- There's more!



Case Study: *Branding HPV Vaccination*

- Can vaccination be branded like tobacco control or HIV prevention?

Literature on HPV Vaccination Promotion

- Substantial literature on HPV and cervical cancer awareness and risk perceptions
- Very limited literature on communication and social marketing efforts
- Most studies in rich countries (US, Europe)
- No published studies on effectiveness of branding for HPV vaccination

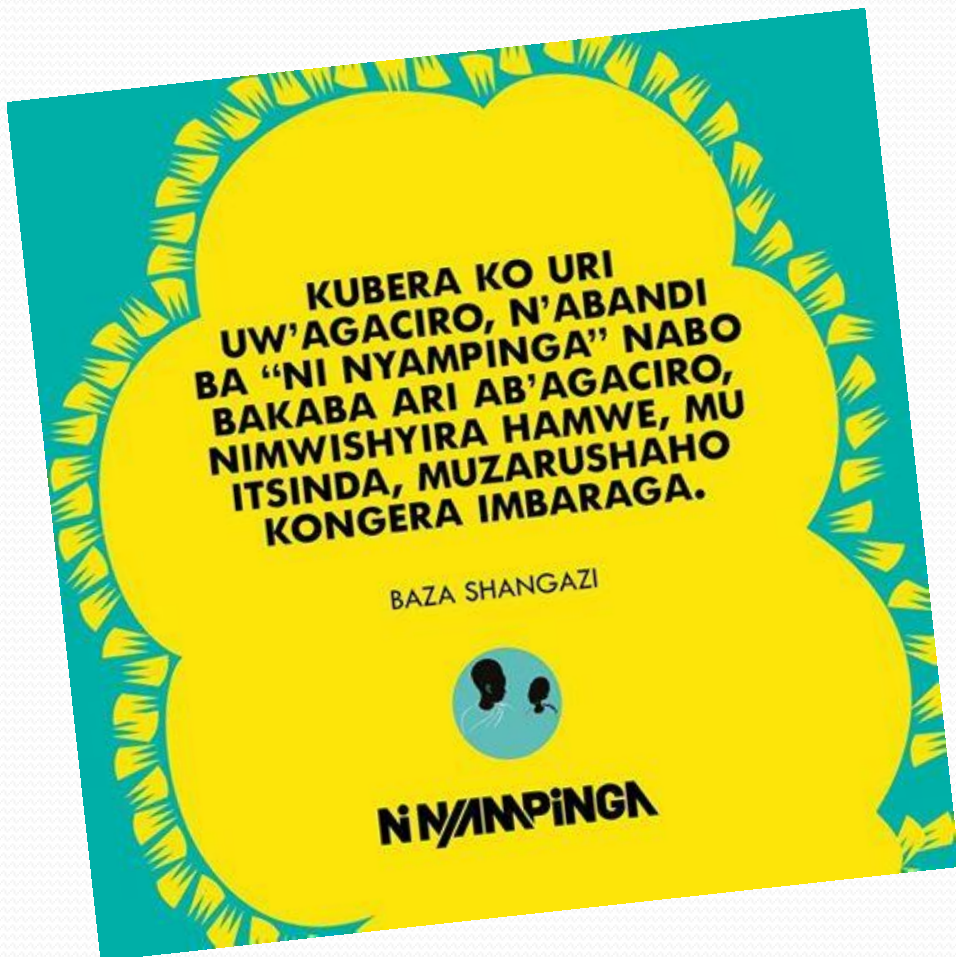
Evidence on HPV Vaccination Promotion

- Evidence of potential motivators/barriers to vaccination promotion
- In LMIC, HPV vaccine recommendation from the health care provider as beneficial for easing parental concerns and influencing their intent to vaccinate child (Nowak et al., 2015; Paul et al., 2014; Vielot, et al., 2017)
- Wamai et al. (2012) evaluated a campaign in Cameroon.
 - “As part of the campaign strategy, at least six trained health workers visited schools, clinics, churches, and communities, sharing information about HPV and cervical cancer, and encouraging them to understand the risks of HPV.”
- Limited evidence on promotion suggests need for new efforts

New project: Branding HPV Vaccination in Rwanda

- Co-sponsored by Girl Effect and GAVI
- Based on existing branding developed by Girl Effect
- Research question: How to adapt branding efforts to promote HPV vaccination?
- Just getting started, design and formative work to report now

Ni Nyampinga (NN) is an existing brand, source of health information



- NN magazine and radio show are most accessible and trusted sources of information on health among target age girls in Rwanda.
- BAZA SHANGAZI (your Aunt you can tell everything) plays an important role in providing girls with information about health.
- Meetings, radio and community practice are the sources of information parents rely on

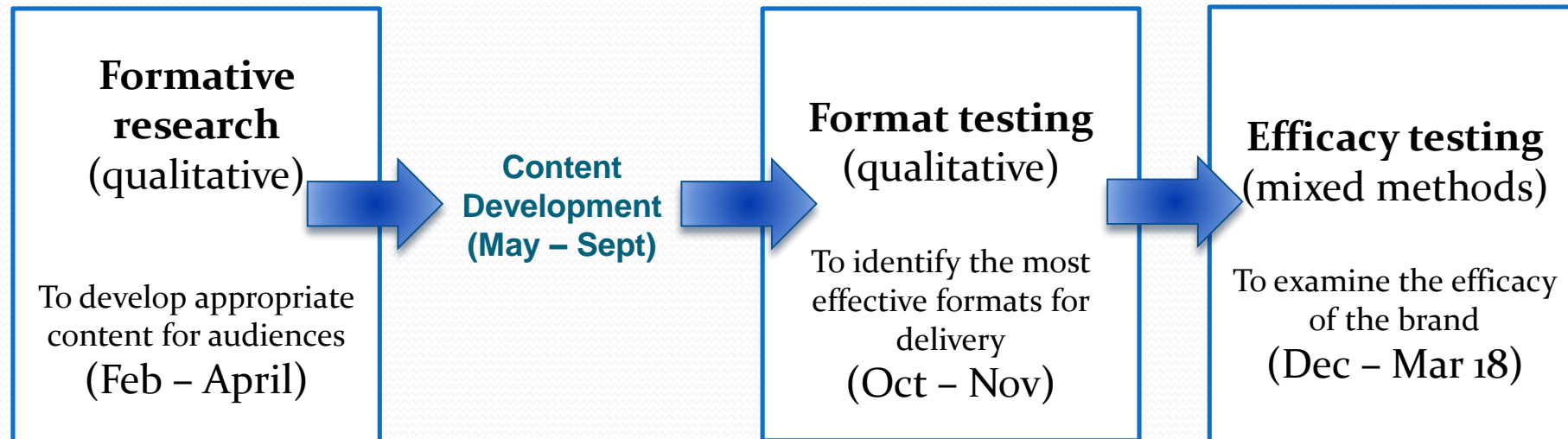
Overview Rwanda

The focus on Rwanda will be to examine the effect of the brand at improving;

- **Knowledge** of HPV vaccines
- **Attitudes** towards the vaccines
- **Intention to act** (to go to the health facility and / or to get vaccinated)

This will be examine through three pieces of research;

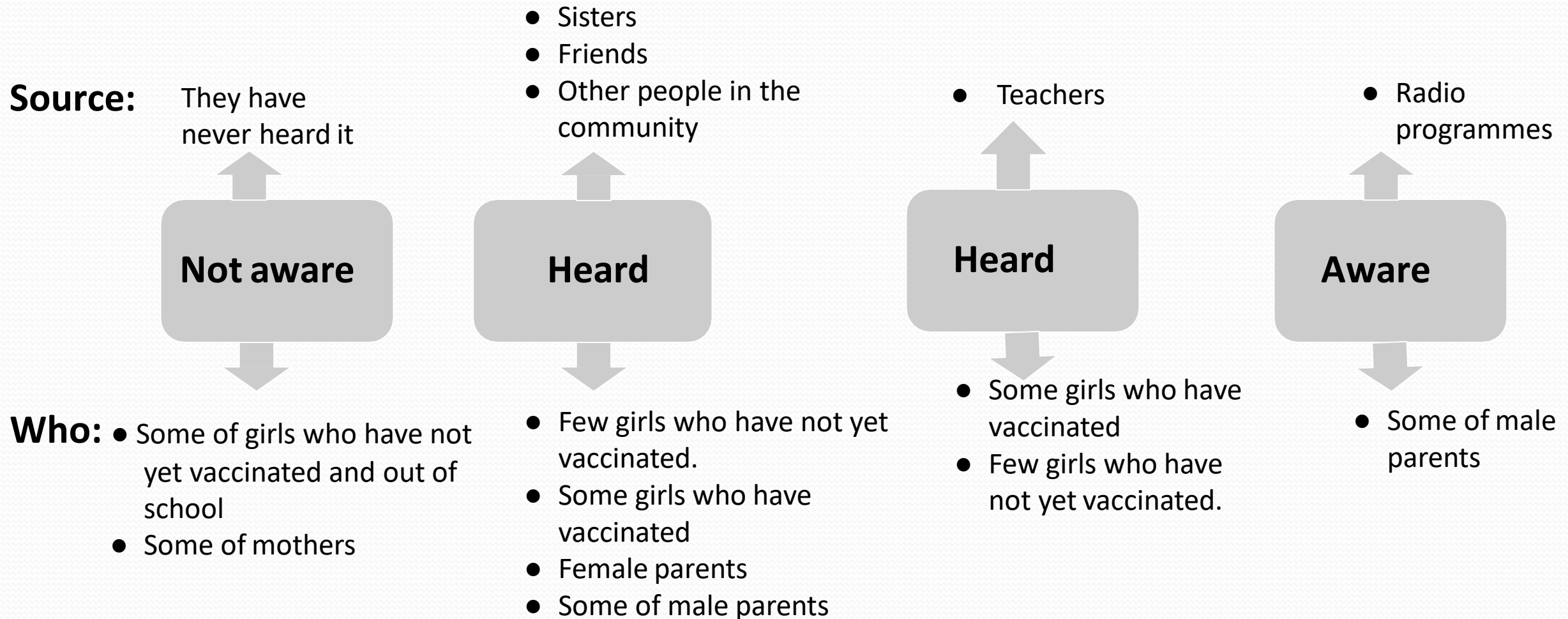
1. Formative research to understand the context & needs of audiences (in process)
 2. A format test to identify the most effective format to deliver messages on
 3. Efficacy study to evaluate effects of direct & indirect messages on outcomes
-



Topline findings: Formative research in 2017

- Girls hold positive views of vaccines generally
- However, girls are developing negative attitudes towards the HPV vaccine specifically
- Trusted sources of information, such as the radio and NN, play a major part in improving attitudes towards the vaccine
- Providing information on the HPV vaccine should focus on a) the purpose of the vaccine and b) dosage (how much and why; and when)

Different levels of knowledge of HPV vaccine



Rumours on HPV Vaccinations

- There is lack of systematic, reliable, and trusted information on HPV which leaves girls exposed to 'rumours'
- There are rumors that have been developed around HPV vaccine
 - Example: not giving birth/ not menstruating

Because

- Of lack of sources of official informations.
- Focusing on a specific ages and sex.
- Negative experience of the vaccine

*Yes, we have concerns because there are many thought around that vaccine where they said that if you have been vaccinated you you will not give birth. **Female parent Rubavu district***

Girls have negative experience toward HPV vaccination

- Girls are not properly informed on:
 - What is HPV vaccine?
 - The purpose of HPV vaccine in the body
 - How many doses of HPV vaccine to receive?
 - Why is the targeted group of girls?
 - The time when HPV vaccination has to happen
- Vaccines are generally associated with 'needles'. So is HPV!
- Girls aged 13 believe that the needle is painful and this develops a fear around HPV vaccine
 - Girls report to have hidden and run away from both inoculations

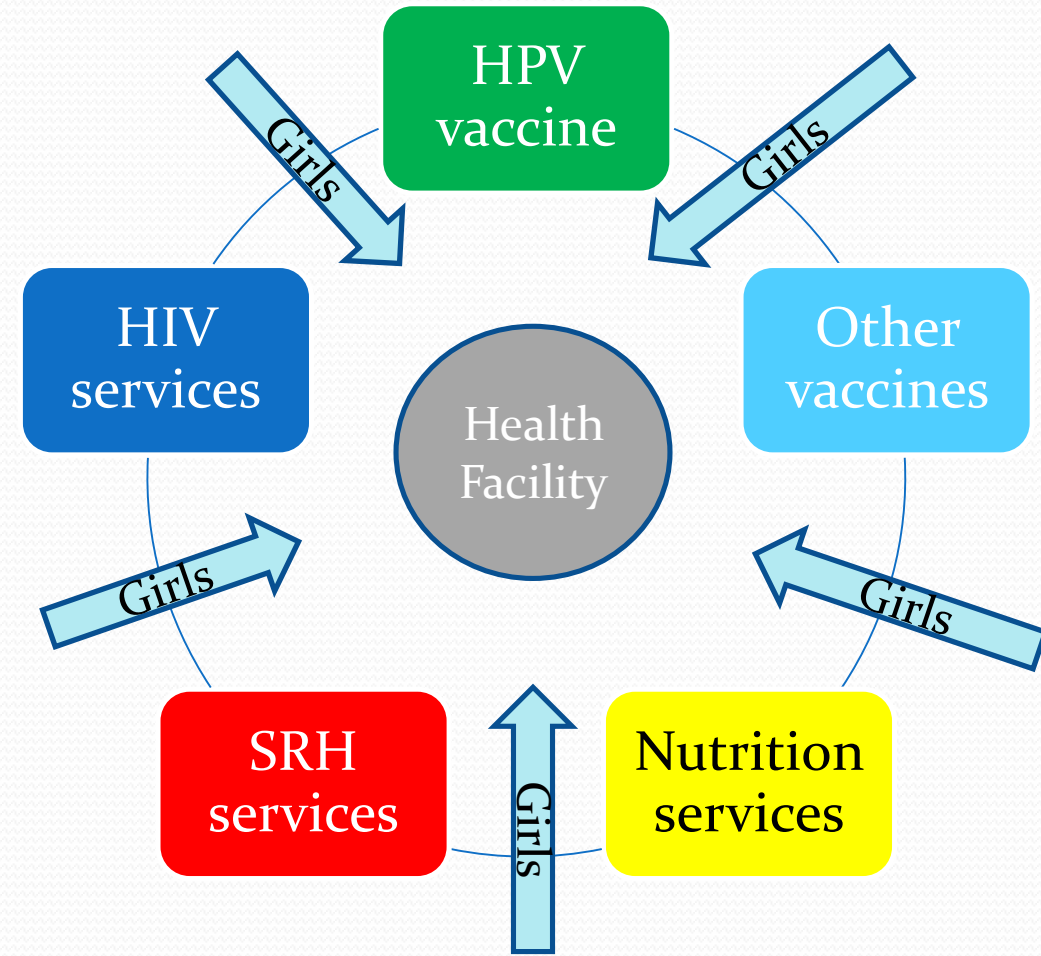


There is contradiction of what vaccinator are saying and what girls are saying

Audience	Girls	Parents	Health care worker	Vaccinator
Experience	<ul style="list-style-type: none">● Selection of girls aged 12 from class.● The needle is painful● Girls are not informed	They are not aware of what is happening	<ul style="list-style-type: none">● Community lack information	<ul style="list-style-type: none">● One week before● 30 minutes before vaccinating
Communication	<ul style="list-style-type: none">● Teachers tell girls that they are going to receive the HPV vaccine on the day.	Parents are not informed.	<ul style="list-style-type: none">● HPV vaccine is for girls aged 12.● Finding and sending out of school girls at the health centre.	<ul style="list-style-type: none">● What is HPV vaccine?● The purpose● The number of dose to receive● The negative effect

Health seeking behaviour : Demonstrating a successful demand model at low operational cost

- The biggest cost driver for HPV vaccination programmes = cost of vaccine distribution to remote locations
- That cost is substantially reduced in a health facility-based delivery setting, but with the challenge of getting girls to the health facility a concern for coverage
- Improving health-seeking behaviour has relevance & importance beyond HPV and immunisation
- Supporting individual health seeking behaviour can drive demand for a broad range of adolescent services available at the point of delivery—creating opportunity for integration & building an adolescent health platform
- Demonstrating success will demonstrate a sustainable model in adolescent health, and not just HPV/immunisation



Future Directions: Health Branding

- Health branding = tool to build demand for behavior change
- Need more health branding rigorous quasi-experimental and experimental research
- Need education & research agenda in health branding to increase its use in social marketing
- Behavior change campaigns need to apply branding principles to their research, programs, and services

Thank you! Questions?

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