

# Cook County Department of Public Health Q1 Report

Immunization Awareness Campaign: Boost Up Cook County

LaMar Hasbrouck, MD, MPH, MBA, Chief Operating Officer, CCDPH

February 2024



Cook County  
DEPT of  
Public Health

**BUILDING  
HEALTHIER  
COMMUNITIES**



COOK COUNTY  
**HEALTH**

# The Problem

In Fall 2023 ...

- Three seasonal respiratory illnesses: COVID, flu, RSV = *Triple Threat*.
- New CDC guidance for RSV vaccine for older adults and pregnant women.
- Kindergartener vaccination coverage steadily declined over the past two school years—as much as 10% in some jurisdictions.
- Lowest childhood vaccination coverage in a decade.



COOK COUNTY  
**HEALTH**



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# The Solution

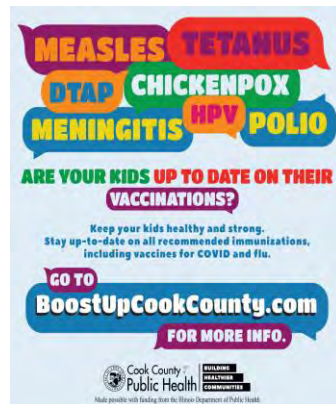
## Expanded messaging for Fall/Winter

With new funding from IDPH, we were able to expand messaging to include:

- ALL CDC-recommended immunizations (rather than focusing on just COVID and flu)
- Immunizations needed at every stage of life
- Tailored messaging about specific immunizations for specific audiences



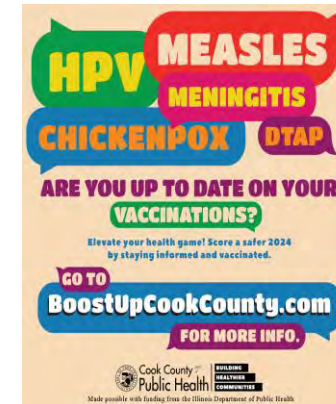
General audience



Parents of K-12



Pregnant moms



Young adults



Seniors



**COOK COUNTY**  
**HEALTH**



Cook County  
of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# The Approach

## Back-to-School Events and Paid Immunization Awareness Campaign

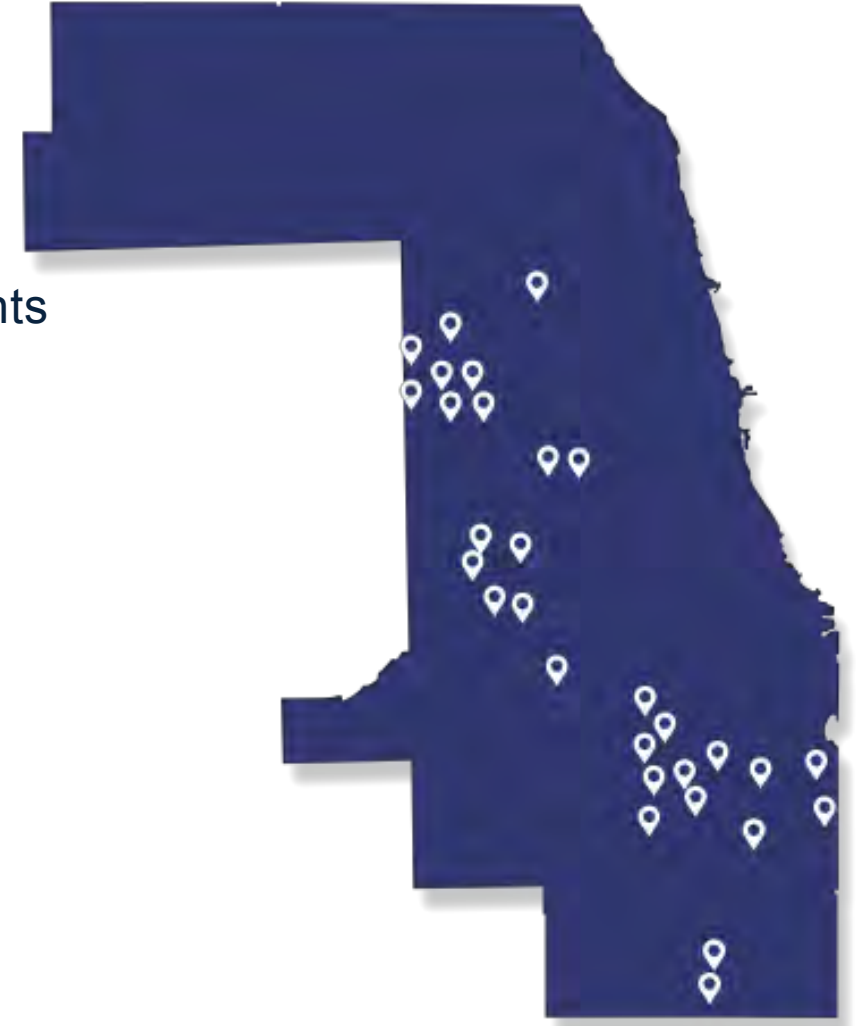
Target Audience	Geography	Campaign Dates
<p><b>PRIMARY AUDIENCES:</b></p> <ul style="list-style-type: none"><li>• Pregnant Women/Moms with Children 0-5</li><li>• Parents of School-Aged children K-12</li><li>• Young Adults</li><li>• Adults/Seniors</li><li>• Men Sleeping with Men (26-40)</li></ul> <p><b>SECONDARY AUDIENCES:</b></p> <ul style="list-style-type: none"><li>• Advocacy groups / Internal and External Stakeholders</li></ul>	<ul style="list-style-type: none"><li>• Suburban Cook County Zip Codes</li><li>• Emphasis on 30 priority Zip codes</li></ul>	<p>Back-to-School Community Events</p> <ul style="list-style-type: none"><li>• 9/4-10/1</li></ul> <p>Winter Paid/Earned Media</p> <ul style="list-style-type: none"><li>• 10/30/23 – 1/29/24</li></ul>
	Channel Selection	Working Media Budget
	<ul style="list-style-type: none"><li>• Social Media</li><li>• Digital Display/Native</li><li>• Radio/Streaming Audio</li><li>• PACE Transit Outdoor</li><li>• Community Newspapers</li></ul>	<ul style="list-style-type: none"><li>• \$320,000</li></ul>



# Target Audiences

All suburban Cook County, 30 priority zip codes

Bellwood	Franklin Park	Riverdale
Berkeley	Harvey	Robbins
Berwyn	Harwood Heights	South Chicago Heights
Blue Island	Hodgkins	South Holland
Bridgeview	Justice	Stone Park
Burnham	McCook	Summit
Calumet City	Markham	
Chicago Heights	Maywood	
Chicago Ridge	Melrose Park	
Cicero	Merrionette Park	
Dixmoor	Northlake	
Dolton	Posen	



COOK COUNTY  
**HEALTH**



Cook County DEPT. of  
**Public Health**

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# Community Events

Back-to-School Immunization



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



COOK COUNTY  
**HEALTH**

# Back-to-School Immunization Awareness

AKA Homecoming Event



**DATE:** 8/27/2023

**TIME:** 1-5PM

**LOCATION:** Country Club Hills Amphitheater:  
4150 183rd St., Country Club Hills, IL

- Engaged with the African American audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



**COOK COUNTY**  
**HEALTH**



Cook County DEPT.  
of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



## AKA HOMECOMING COUNTRY CLUB HILLS METRICS

**ATTENDEES:** 700+  
**IMPRESSIONS:** 800+  
**ENGAGEMENTS:** 582  
**BOOST BAGS DISTRIBUTED:** 350 of 350  
**VACCINATION SCHEDULES DISTRIBUTED:** 600+  
**PARTICIPANTS WHO EXERCISED:** 87  
**PARTICIPANTS WHO MADE NOTEBOOKS:** 158  
**CONSUMER COMMENTS:**

*"We would love for this to be at every community event!"*

*"I don't have any small children, but I have grandkids, and this is great information to have!"*

*"I love this idea! The bags are really helpful for our kids."*



**COOK COUNTY**  
**HEALTH**



**Cook County** DEPT. of  
**Public Health** | **BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



# Back-to-school Immunization Awareness

## Robbins Parade Event



**DATE:** 09/02/2023  
**TIME:** 1-5PM  
**LOCATION:** 13800 S. Trumbull Ave, Robbins, IL 60472

- Engaged with the African American audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



**COOK COUNTY HEALTH**



Cook County DEPT. of Public Health

**BUILDING HEALTHIER COMMUNITIES**



## ROBBINS PARADE METRICS

**ATTENDEES:** 400+  
**IMPRESSIONS:** 500+  
**ENGAGEMENTS:** 389  
**BOOST BAGS DISTRIBUTED:** 350 of 350  
**CDC VACCINATION SCHEDULES DISTRIBUTED:** 290+  
**PARTICIPANTS WHO DANCED:** 60  
**CONSUMER COMMENTS:**

*"This was so fun. I love that he's teaching me new moves."*

*"These bags are so great; our kids will love these school supplies."*

*"This schedule is so helpful!!"*



**COOK COUNTY**  
**HEALTH**



**Cook County** DEPT.  
of  
**Public Health**

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# Back-to-school Immunization Awareness

## Wolff's Flea Market Event



**DATE:** 09/24/2023

**TIME:** 7-11AM

**LOCATION:** 6920 N Manheim Rd, Rosemont, IL, 60018

- Engaged with Latinx audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



**COOK COUNTY**  
**HEALTH**



Cook County  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



## WOLFF'S FLEA MARKET METRICS

**ATTENDEES:** 2,000+  
**IMPRESSIONS:** 820+  
**ENGAGEMENTS:** 621  
**BOOST BAGS DISTRIBUTED:** 350 of 350  
**VACCINATION SCHEDULES DISTRIBUTED:** 350  
**PARTICIPANTS WHO EXERCISED:** 57  
**PARTICIPANTS WHO MADE NOTEBOOKS:** 180  
**CONSUMER COMMENTS:**

*"Where are the Cook County Clinics that offer free shots?"*

*"If I don't have medical coverage, where can I go to get vaccinated?"*

*"Does CCDPH have the new vaccine?"*

*"When will they have it available?"*



**COOK COUNTY**  
**HEALTH**



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



# Back-to-school Immunization Awareness

## Blue Cap Farmer's Market Event



**DATE:** 09/30/2023

**TIME:** 9AM-1PM

**LOCATION:** 2155 Broadway Street, Blue Island

- Engaged with Latinx audience through education and distribution of resources
- Distributed [CDC vaccination schedules for school-aged children ages 0-18](#)
- Distributed CCDPH Boost Bags with useful school supplies
- Facilitated on site activities that promoted health and wellness



**COOK COUNTY**  
**HEALTH**



Cook County DEPT.  
of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



**BLUE CAP FARMERS' MARKET METRICS**

- ATTENDEES:** 300+
- IMPRESSIONS:** 300+
- ENGAGEMENTS:** 200
- BOOST BAGS DISTRIBUTED:** 200 (lower guest count)
- VACCINATION SCHEDULES DISTRIBUTED:** 200
- CONSUMER COMMENTS:**

*"This is great-I love these bags"*

*"My kids will appreciate these school supplies"*

*"I have three kids, can I get three bags?"*

*"THANK YOU for the tests, we needed these."*



**COOK COUNTY HEALTH**



**Cook County DEPT. of Public Health**

**BUILDING HEALTHIER COMMUNITIES**

# Back-to-School Immunization Events

## Summary

DATE	EVENT	IMPRESSIONS	ENGAGEMENTS	BOOST BAGS DISTRIBUTED	VACCINATION SCHEDULES DISTRIBUTED
08/27/24	AKA COUNTRY CLUB HILLS	800	582	350	600
09/02/24	ROBBINS PARADE	500	389	350	290
09/24/24	WOLFF'S FLEA MARKET	820	621	350	350
09/30/24	BLUE CAP FARMERS' MARKET	300	200	200	200
<b>Totals</b>	<b>4</b>	<b>2,420</b>	<b>1,792</b>	<b>1,250</b>	<b>1,440</b>



# Paid Media Campaign

Immunization Awareness



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



COOK COUNTY  
**HEALTH**



# How this campaign performed

## Boost Up Cook County Campaign 2023

**Total spend:** \$310K

**Total paid impressions:** 36.6 million (Nov. 2023 – Jan. 2024)

- All digital, social, streaming audio and radio delivered in full against projected outcomes
- **TikTok** performed best among the social media platforms
- Display ad click thru rates were above industry benchmarks
- Game & music apps performed best
- News and health-related websites received the most traffic and clicks



COOK COUNTY  
**HEALTH**



Cook County DEPT. of  
Public Health

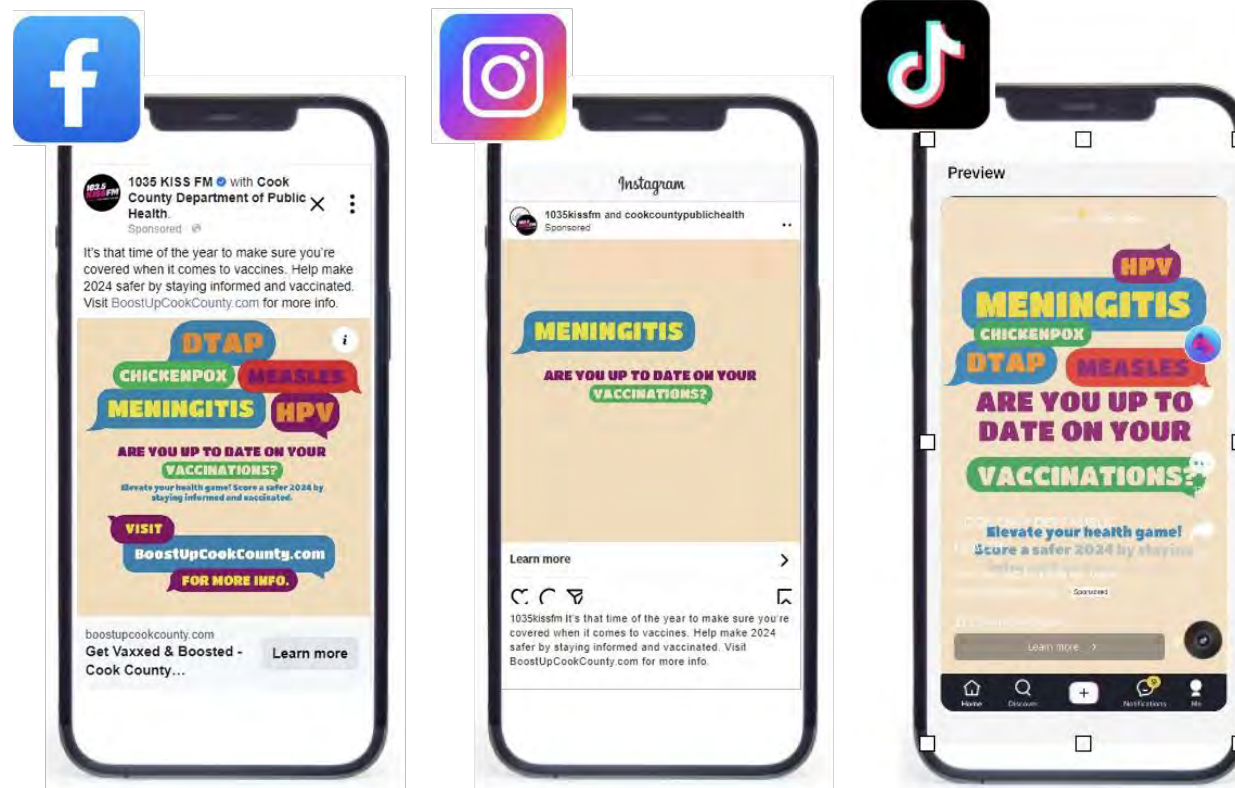
**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# Social Media

Facebook, Instagram, TikTok, Snapchat

We advertised on the **Facebook**, **Instagram**, **TikTok** and **Snapchat** channels of iHeart media's radio stations with the largest social followings: WCKS/KISS FM and WGCI.

TikTok performed best among the social media platforms



# Broadcast Radio

## Performance Metrics

We advertised on iHeart and Univision radio stations to capture both English and Spanish speakers. Both broadcast radio partner schedules overdelivered.

### iHeart Stations



Purchased 2,068,800 Impressions  
Buy Delivered **2,331,800** Impressions

### Univision Stations



Purchased 1,838,000 Impressions  
Buy Delivered **2,329,400** Impressions

# Bus Ads

## Performance Metrics

### PACE Transit Outdoor

68 Bus Kings & Queens  
Delivering 16.6 Million Impressions



COOK COUNTY  
**HEALTH**

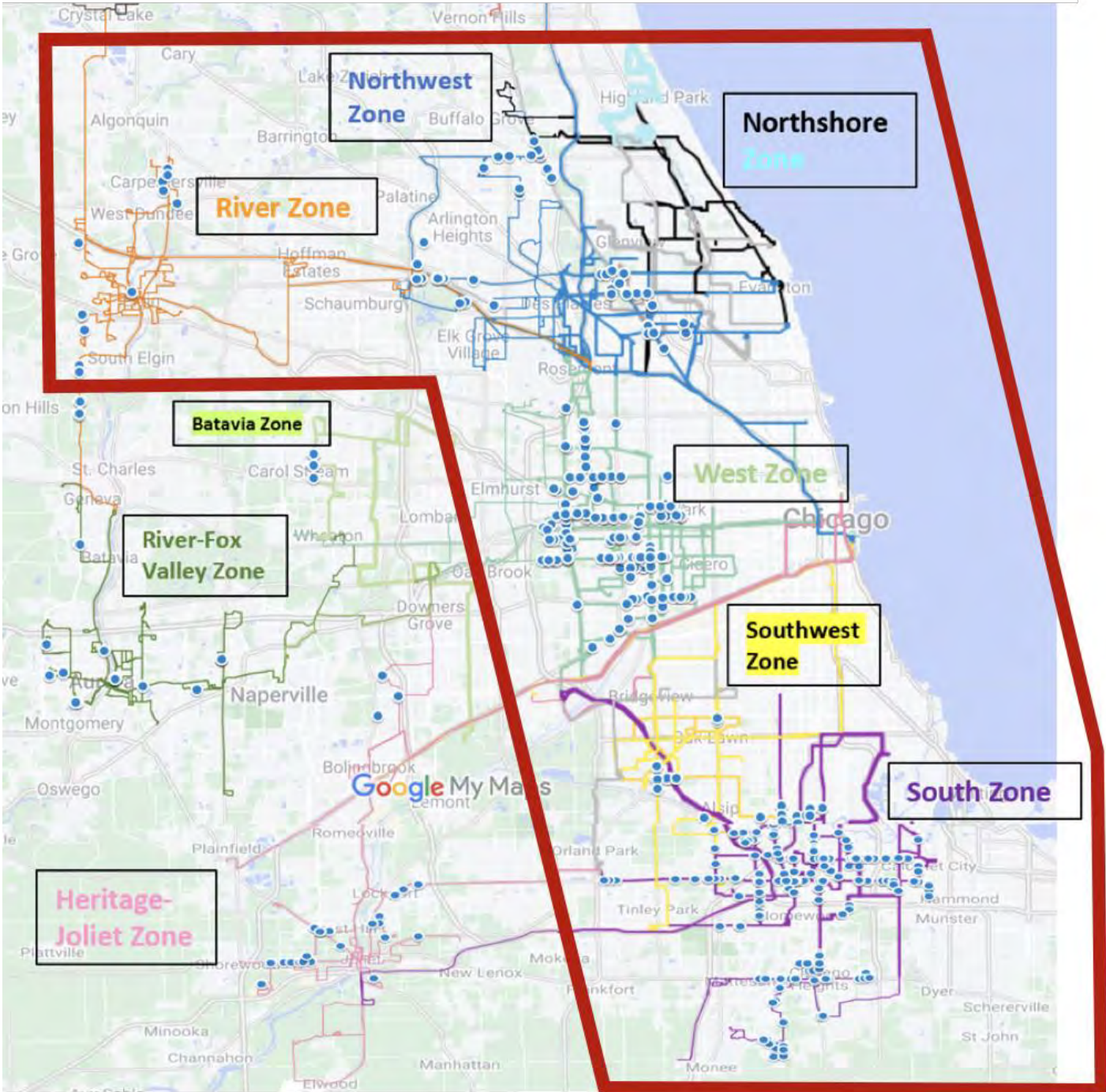


Cook County DEPT.  
of  
Public Health

**BUILDING  
HEALTHIER  
COMMUNITIES**

# Bus Ads

## PACE Bus Routes



**COOK COUNTY**  
**HEALTH**



Cook County DEPT. of  
**Public Health**

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

# Community Newspapers

The [Lawndale News](#) targets young Hispanics/Latinos (city and suburbs), who are bilingual, educated, computer savvy, middle to high-income individuals. The [Weekly Citizen](#) targets African American residents (city and suburbs), who are newspaper readers, upper income, higher education, professional/managerial occupations. Descriptions taken from publications' websites.

Two Insertions  
Total Circulation  
• 240,000

**Noticiero Bilinguo**  
**LAWNDALE**  
news  
www.lawndalenews.com

LAWNDALE Bilingual News - Thursday, November 23, 2023 - Page 3

**COVID**  
**GRUPE**  
**CULEBRILLA**  
**RSV**  
**HEPC**

**¿ESTÁ AL DÍA CON SUS VACUNAS?**

Disfrute de sus momentos, proteja sus recuerdos. Asegúrese de estar al día con todas las vacunas recomendadas.

**VISITE**  
**BoostUpCookCounty.com**  
PARA MÁS INFORMACIÓN.

Cook County Public Health BUILDING HEALTHIER COMMUNITIES

**citizen**  
weekly

CITIZEN

**COVID**  
**FLU**  
**RSV**

**ARE YOU UP TO DATE ON YOUR VACCINATIONS?**

Stay healthy Cook County. Get up to date on all recommended immunizations.

**GO TO**  
**BoostUpCookCounty.com**  
FOR MORE INFO.

Cook County Public Health BUILDING HEALTHIER COMMUNITIES

Two Insertions  
Total Circulation  
• 160,000



COOK COUNTY HEALTH



Cook County DEPT. of Public Health

BUILDING HEALTHIER COMMUNITIES

# Earned Media

Immunization Awareness



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



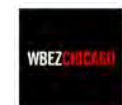
COOK COUNTY  
**HEALTH**

# Earned Media

- Focused on communicating the importance of holiday season vaccination amid growing COVID/flu/RSV rates.
- Resulted in 30 placements across print, digital and broadcast media generating **13M impressions**:
  - ✓ 2 radio interviews aired 10x providing a total listenership of 2.2M
  - ✓ 6 digital placements delivered a reach of 10M, with syndication in Springfield
  - ✓ 14 release pickups from Southwest Messenger Press print publications with a collective circulation of 70K+



Illinois Public Media  
will npr PBS



**CRAIN'S**  
CHICAGO BUSINESS.



**COOK COUNTY**  
**HEALTH**



Cook County DEPT.  
of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**

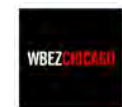


# Earned Media (cont'd)

- Measles and low vaccination rates in media recently and Dr. Hasbrouck has been an ongoing media source.
- CCDPH had a measles outbreak in the fall.
- Demonstrates the importance of the Boost Up Immunization Awareness Campaign.
- We continue to refer people to [www.boostupcookcounty.com](http://www.boostupcookcounty.com) to download CDC Immunization Schedules and to find vaccination sites and resources.



Illinois Public Media  
will npr PBS



**CRAIN'S**  
CHICAGO BUSINESS



COOK COUNTY  
**HEALTH**



Cook County DEPT. of  
Public Health

**BUILDING  
HEALTHIER  
COMMUNITIES**

# Vaccination Clinics

CCDPH Nursing



Cook County DEPT. of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



COOK COUNTY  
**HEALTH**

# Vaccination Clinics

We provided free COVID and Flu vaccines at our Saturday walk-in clinics for ages 6 months and up.

Dates	Locations
12/2/23	North Riverside Health Center
12/9/23	Cottage Grove Health Center
12/16/23	Robbins Health Center
01/06/24	Blue Island Health Center
01/20/24	North Riverside Health Center
01/27/24	Cottage Grove Health Center
02/03/24	Arlington Heights Health Center
02/17/24	Robbins Health Center
02/24/24	Cottage Grove Health Center

## Upcoming Community COVID-19 and Flu Vaccine Clinics

## Clínicas Comunitarias de Vacunación Contra la Gripe y el COVID-19

**Walk-ins welcome.**

Vaccines available for ages 6 months and up.

**SATURDAYS from 8AM-4PM**

**Se admiten visitas sin cita previa.**

Vacunas disponibles para edades de 6 meses en adelante.

**SÁBADOS de 8AM-4PM**

**January 6th | 6 de enero**

Blue Island Health Center  
12757 S. Western Ave., Blue Island

**January 20th | 20 de enero**

North Riverside Health Center  
1800 S. Harlem Ave., North Riverside

**January 27th | 27 de enero**

Cottage Grove Health Center  
1645 S. Cottage Grove Ave., Ford Heights

**February 3rd | 3 de febrero**

Arlington Heights Health Center  
3250 N. Arlington Heights Rd., St. 300, Arlington Heights

**February 17th | 17 de febrero**

Robbins Health Center  
13450 S. Kedzie Ave., Robbins

**February 24th | 24 de febrero**


Cottage Grove Health Center  
1645 S. Cottage Grove Ave., Ford Heights

**Vaccines are free of charge.**


**Las vacunas son gratuitas.**

**Insurance accepted but not required.**


**Se acepta seguro médico en pero no es obligatorio.**



**COOK COUNTY HEALTH**



Cook County  
Public Health



CountyCare  
A MEDICAID HEALTH PLAN



**COOK COUNTY HEALTH**



Cook County DEPT. of Public Health

**BUILDING HEALTHIER COMMUNITIES**

# Thank you



Cook County DEPT  
of  
Public Health

**BUILDING**  
**HEALTHIER**  
**COMMUNITIES**



COOK COUNTY  
**HEALTH**