

PUBLIC EDUCATION CAMPAIGN: IT'S TIME TO IMMUNIZE, SUMMARY REPORT

JUNE 2009–DECEMBER 2012



PROTECTING CANADIANS FROM ILLNESS



Public Health
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Canada

**TO PROMOTE AND PROTECT THE HEALTH OF CANADIANS THROUGH LEADERSHIP, PARTNERSHIP,
INNOVATION AND ACTION IN PUBLIC HEALTH.**

—Public Health Agency of Canada

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EXECUTIVE SUMMARY

INTRODUCTION

This report focuses on the metrics of the Public Health Agency of Canada's (the Agency) *It's Time to Immunize* public education campaign for parents of children aged 0–2 as an indication of its continued relevance and efficient and economical use of resources. The campaign's flagship deliverable, *A Parent's Guide to Immunization* (the Guide) is **the Agency's most requested publication and demand continues to increase on a yearly basis.**

The Guide provides information on the benefits of childhood immunization in simple reader-friendly language.



PARTNERSHIP MODEL

The adoption of a partnership model, whereby the Agency reaches the target audience through a variety of health professional associations and organizations serving new parents, has significantly contributed to the success of the campaign. As of December 31, 2012, **560,503** copies of the Guide had been distributed.

The Agency has collaborated with other federal government departments including Health Canada, Service Canada and the Canada Revenue Agency (CRA), as well as provincial/territorial (P/T) governments to increase campaign uptake and dissemination of the Guide.

REACHING NEWCOMER AND ABORIGINAL CANADIANS

The Guide was published in 11 languages other than French and English, making it accessible to newcomer Canadians.

The content of the Guide has been adapted to meet the needs of First Nations and Inuit audiences: Health Canada's First Nations and Inuit Health Branch used the Guide's content to develop its *Don't Wait, Vaccinate!* campaign; in collaboration with the Government of Nunavut, the Guide has been translated into Inuinnaqtun and Inuktitut.

FUTURE DIRECTIONS

The Agency continues to build its dissemination network for the Guide. For example, the Agency signed a contract with Welcome Wagon Ltd., a direct-to-consumer marketing company, to distribute 100,000 copies of the Guide through its *Baby Welcome* program over a one year period, reaching 26 percent of new parents in 2013–14. Copies of the Guide will be distributed to new parents in communities across Canada, including rural and remote.

The Agency is expanding its efforts to promote vaccine acceptance and will be updating the Guide in 2014–2015 to better meet the needs of target audiences.

SUMMARY REPORT

BACKGROUND

Public education is one of the initiatives planned by the Agency in support of the National Immunization Strategy (NIS). On April 18, 2007, members of the Canadian Immunization Committee approved a Multi-Component Public Education Approach for Parents of Children Aged 0–2 (MCA), developed with input from the provinces/territories and stakeholder working group, to complement efforts already undertaken by local, provincial, territorial jurisdictions and other organizations to improve immunization coverage rates in children aged 0–2.

Building on the Precede-Proceed model for health program planning (which regards health behaviour as being influenced by both individual and environmental factors), the MCA outlined a combination of client-oriented interventions, provider-based interventions, and system-based approaches or enabling strategies (e.g. research and knowledge translation), with the following behavioural objectives:

- Parents and health care providers will take the appropriate actions to get infants immunized on time for the first routine immunizations at two months of age.
- Children will receive up-to-date coverage for the National Advisory Committee on Immunization (NACI) recommended number of doses for the combination of DTaP-IPV-Hib and MMR vaccinations by age two. (On-time immunization for the first routine immunizations at two months of age is a key determinant to achieving this.)

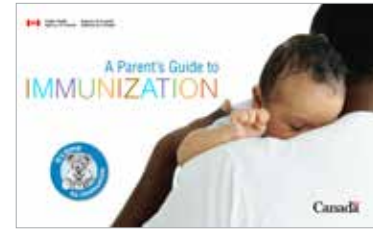
The MCA was supported by the Communicable Disease Control Expert Group in December 2008 and the Pan-Canadian Public Health Network in January 2009. To support the implementation of this approach, the Agency's Centre for Immunization and Respiratory Infectious Diseases (CIRID) and Communications and Public Affairs Branch developed the *It's Time to Immunize* campaign. Future work will build on the successful campaign activities to address provider and system-based approaches to better support the achievement of the behavioural objectives as well as to monitor and report on the impact indicators.

MULTI-COMPONENT PUBLIC EDUCATION APPROACH FOR PARENTS OF CHILDREN AGED 0–2:

- The public education immunization campaign including web tools.
- A partnership strategy to increase the reach of messages.
- Knowledge translation and outreach to health professionals highlighting the critical role they play in parents' decisions regarding immunization.

It's Time to Immunize

The official launch of the campaign took place at the Canadian Paediatric Society Conference in June 2009. Dr. David Butler-Jones introduced the campaign with a video message that is posted on the Agency's website and on YouTube. The campaign is led by the Immunization Division of CIRID.



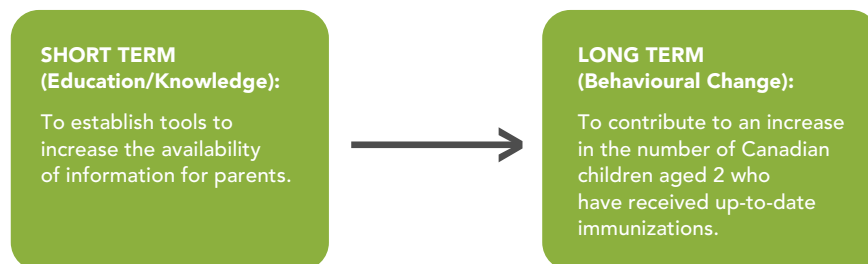
The *It's Time to Immunize* website (www.publichealth.gc.ca/immunization) features:

- Video message from the Chief Public Health Officer (www.phac-aspc.gc.ca/im/iyc-vve/im-vid-eng.php).
- Fact-based information on immunization.
- An online tool where parents can check their child's immunization schedule based on the child's age and province/territory (P/T) of residence.
- A handbook entitled *A Parent's Guide to Immunization* (the Guide) available in 13 languages—this is the campaign's primary educational tool.

TARGET AUDIENCES AND OBJECTIVES/INDICATORS

The campaign's primary audience includes new mothers, mothers-to-be, and parents with low social, economic and education indicators and key influencers of new mothers such as partners and peers of mothers, grandparents, and caregivers.

FIGURE 1: Campaign Objectives

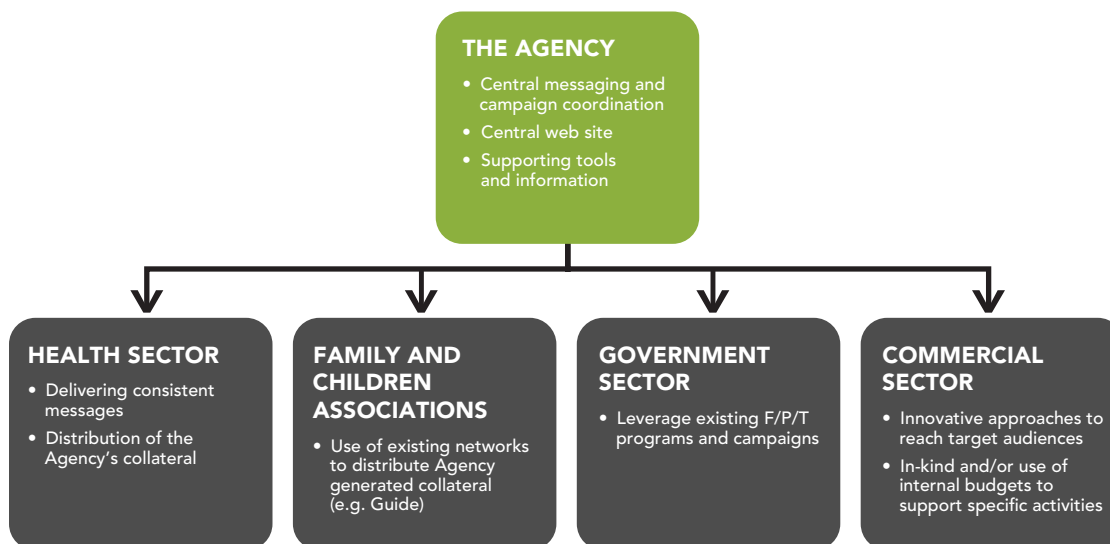


Public opinion research demonstrates that the recommendation of a health care provider consistently rates very highly as a factor that influences parental decision-making regarding immunization; therefore, public health units, health care professionals, and pre/post natal educators have been identified as secondary audiences. To this end, the Agency adopted a partnership model (outlined in figure 2) to sustain the following objectives:

1. Recruit a wide range of partners to increase the reach and frequency of consistent immunization messages to target audiences.
2. Encourage partners to provide in-kind support and to potentially fund initiatives from their own budgets for activities related to immunization.
3. Increase the level of support and engagement of health professionals in increasing immunization coverage rates in Canada.

CAMPAIGN OUTREACH ACTIVITIES VIA THE PARTNERSHIP MODEL

FIGURE 2: Immunization Partnership Model



Collaboration with other Federal Government Departments

- The campaign insert was mailed with the Universal Child Care Benefit (UCCB) cheques, through the Canada Revenue Agency (CRA), to 1.7 million households on July 20th, 2009, to 700,000 households on August 20th, 2009 and to 1.7 million households in July 2011. (Households that receive the cheque by direct deposit received this insert with the annual statement that is mailed every summer.)
- Service Canada has handled requests for paper copies of the Guide through its 1 800 O-Canada line. They have also advertised the Guide on digital display screens located in 155 Service Canada centres twice on a temporary basis and added a link to the Guide on their website on a permanent basis under "Life Events / Having a Baby / Newborn Registration Service."
- From 2009 to 2012, Service Canada distributed **over 90,000 copies** of the Guide as part of an information kit that included the Agency's and Health Canada's key publications for parents, such as *The Sensible Guide to a Healthy Pregnancy*, *Canada's Food Guide*, among others.
- Information about the importance of on-time immunization was added to the Healthy Canadians website (led by Health Canada; partners include the Agency, the Canadian Food Inspection Agency and Environment Canada) and *The Sensible Guide to a Healthy Pregnancy*. This promotion resulted in 1,265 referred visits to the *It's Time to Immunize* website.
- The Service Canada website also links directly to *It's Time to Immunize* website, which has resulted in over 9,100 visits to date.

- Links to the *It's Time to Immunize* website and the Guide were added to the Health Canada's Healthy Living section, which has resulted in over 17,000 visits.
- Other federal departmental websites sending traffic to the *It's Time to Immunize* website include Travel.gc.ca (2,550 visits), Citizenship and Immigration Canada (600 visits), and Canada.gc.ca (300 visits).

P/T Collaboration

- A modified version of the Guide was published in English, Inuktitut and Inuinnaqtun (5,000 in each language) in collaboration with the Government of Nunavut in December 2010.
- P/T communication officers were asked to add a link to the *It's Time to Immunize* website on the immunization section of their websites. The following provinces have implemented this, resulting in over 15,500 referred visits to the site overall: Ontario (8,700 visits), New Brunswick (2,400 visits), Quebec (1,975 visits), Alberta (1,150 visits), Manitoba (440 visits), British Columbia (335 visits), Nova Scotia (250 visits) Saskatchewan (225 visits), Newfoundland and Labrador (90 visits), Prince Edward Island (78 visits), and Yukon (25 visits).
- Manitoba Health, New Brunswick's Department of Health and Alberta Health Services are now providing copies of the Guide through their respective programs.

Outreach to Newcomer Canadians

- The Guide was published in 11 languages other than French and English (Arab, Chinese (simplified and traditional), Farsi (Persian), Korean, Punjabi, Russian, Spanish, Tagalog, Tamil, and Urdu) in May 2010 to reach newcomer Canadian parents.
- Information about the Guide was sent in the November 17th, 2011 edition of *In the Field* newsletter of the Ontario Council of Agencies Serving Immigrants. This newsletter is distributed to 500 mobile settlement service professionals across the province.

Outreach to First Nations and Inuit

- An interdepartmental letter of agreement was implemented with Health Canada's First Nations and Inuit Health Branch (FNIHB) to adapt the *It's time to Immunize* campaign for First Nations and Inuit audiences. Since 2010, guides along with other tailored elements have been part of an ongoing FNIHB marketing campaign entitled *Don't Wait, Vaccinate!*
- The FNIHB campaign and guides were published and launched at the 9th Canadian Immunization Conference in December 2010. The *Don't Wait, Vaccinate!* section on the Health Canada website has received over 49,000 unique page views since the launch.
- A total of 45,494 copies of the guides were distributed between December 2010 and December 2012 and 827 have been downloaded from the Health Canada website. An additional 26,000 copies were distributed to 118 Friendship Centres across Canada, reaching Aboriginals living off reserve.



ⁱ The Guide was not available in Tamil until the following year.

Outreach to Health Professional Organizations

- The Guide was distributed with an accompanying letter signed by the Director General of CIRID to members of the Society of Obstetricians and Gynaecologists of Canada, the Association of Women's Health, Obstetrics and Neonatal Nurses, the Canadian Association of Midwives and L'Association des omnipraticiens en périnatalité du Québec (5,084 sent between May 2010 and March 2011).
- The Agency secured booth space and/or had copies of the Guide inserted in delegate bags at over 30 conferences reaching health professionals (e.g., Family Medicine Forum, Canadian Association of Midwives, Canadian Paediatric Society, Canadian Public Health Association, etc.).

Web/Social Media

- A mobile version of the immunization schedule tool was created in 2012 and has received 678 visits.
- Between January 23 and February 27, 2012, 16 messages were posted on the *Healthy Canadians* Facebook and Twitter accounts. These messages promoted a range of items such as the Guide, vaccine safety, schedules and timeliness, the mobile immunization schedule tool, and enhanced the campaign's exposure. For example, one tweet "Did you know that you can protect your baby from 13 preventable diseases through vaccination?" received **30,000 twitter views/exposures**.
- As of December 31, 2012 a total of 552,073 visits were made to the *It's Time to Immunize* section:
 - Visitors stay an average of 2 minutes 13 seconds, which is on par with the site-wide average for the Agency.
 - In 2012, engagement with the immunization schedule tool was high, with 69% of visitors interacting with the tool after landing on the schedule homepage.

Marketing to New Parents

- A 3-page editorial and ad appeared in the 2012 Fall/Winter edition of ParentsCanada's French language magazine for new parents entitled *Mon Bébé*. Distribution of *Mon Bébé* is estimated at 34,000 copies (sent in bulk for re-distribution at 32 hospitals, 50 community health centres, 138 doctors' offices, 155 postnatal classes, 12 maternity stores, 87 pharmacies and 1 parents' show).
- A full page ad in the 2012 Fall/Winter distribution of ParentsCanada's Best Wishes magazine for new parents. Distribution of Best Wishes is estimated at 140,000 copies (sent in bulk for re-distribution at 346 hospitals, 785 provincial and municipal health units, 719 doctors' offices, 49 family resource centres, 14 maternity stores, 11 baby shows and 125 pharmacies).

Please see Appendix A for a complete list of organizations the Agency has collaborated with/reached out to since 2009.

CAMPAIGN UPTAKE

Orders and Distribution of *A Parent's Guide to Immunization*

CHART 1: Quantity of *A Parent's Guide to Immunization* Ordered on the 1 800 O-Canada Line (per year)

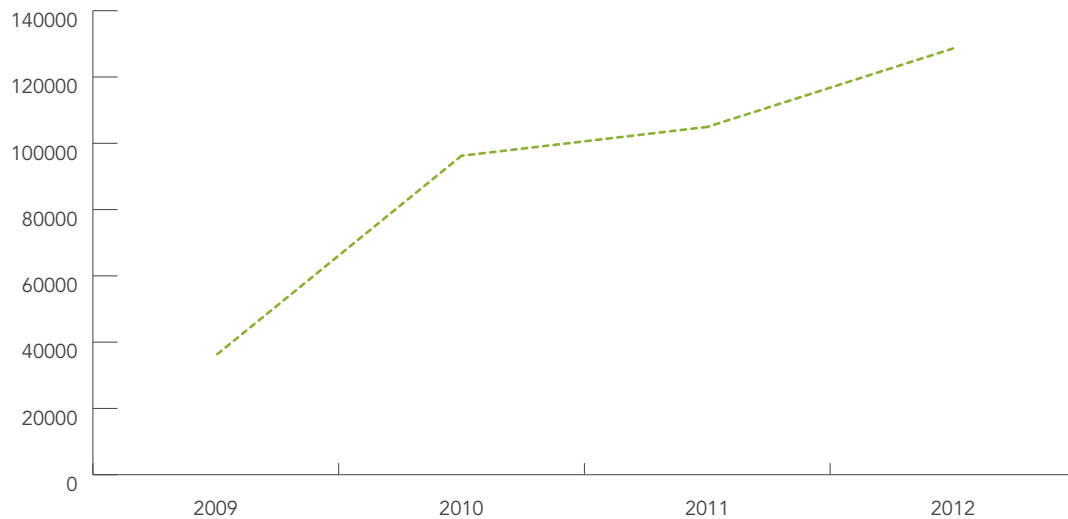
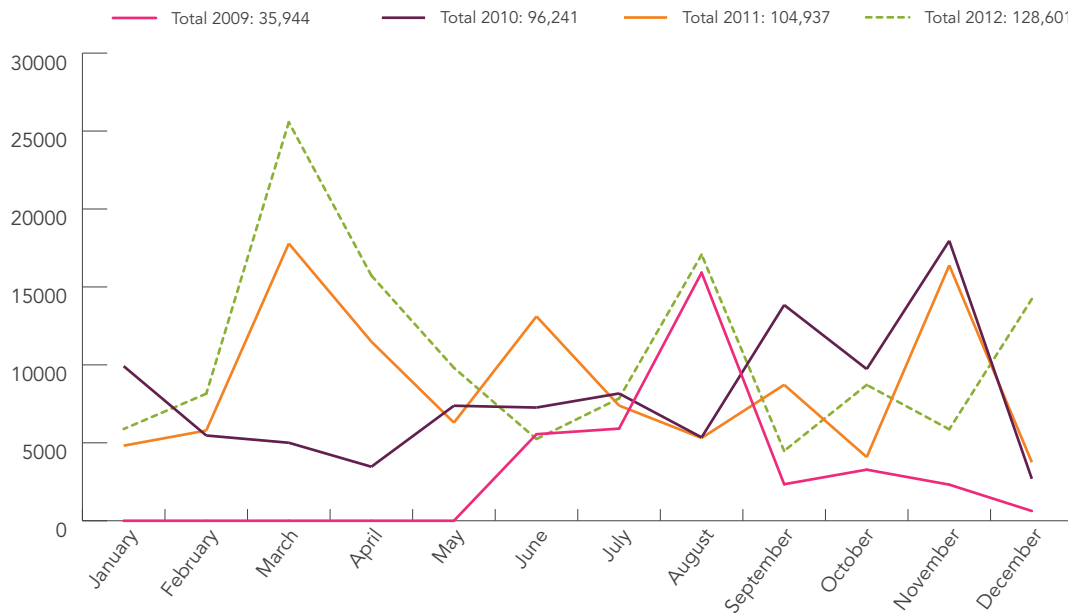


CHART 2: Quantity of *A Parent's Guide to Immunization* Ordered on the 1 800 O-Canada Lineⁱⁱ

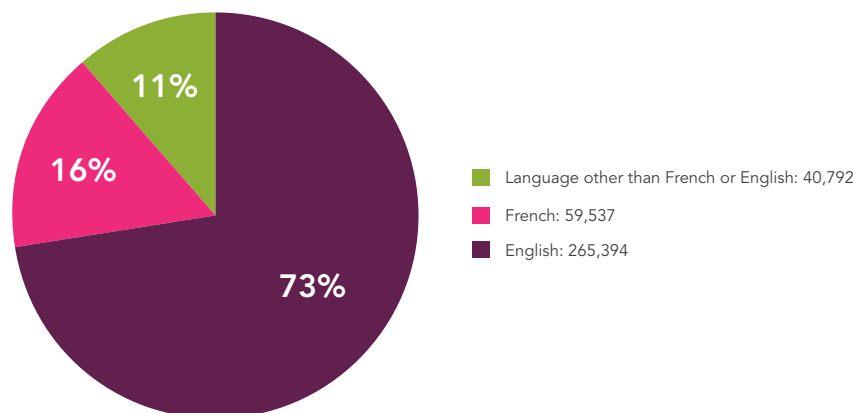


ⁱⁱ Languages other than French and English were only available as of May 2010 (Tamil was not available until the following year).

There are some notable fluctuations in the data:

- August 2009 saw the first significant spike in total guides ordered. This can most likely be attributed to the inclusion of the campaign insert in the UCCB cheque mail-outs during late July and late August.
- Spikes occurred in March 2011 and 2012, likely as a result of initiatives implemented for National Immunization Awareness Week, when Immunize Canada was contracted by the Agency to promote the Guide and other immunization publications among its networks.
- A significant amount of social media campaigning took place between February and April 2012, which also likely contributed to the high number of guides ordered in March 2012.
- There are spikes that may be attributable to other events. For example, the spike seen in November 2011 coincides with a major measles outbreak in Quebec.

CHART 3: Guides Ordered by Language

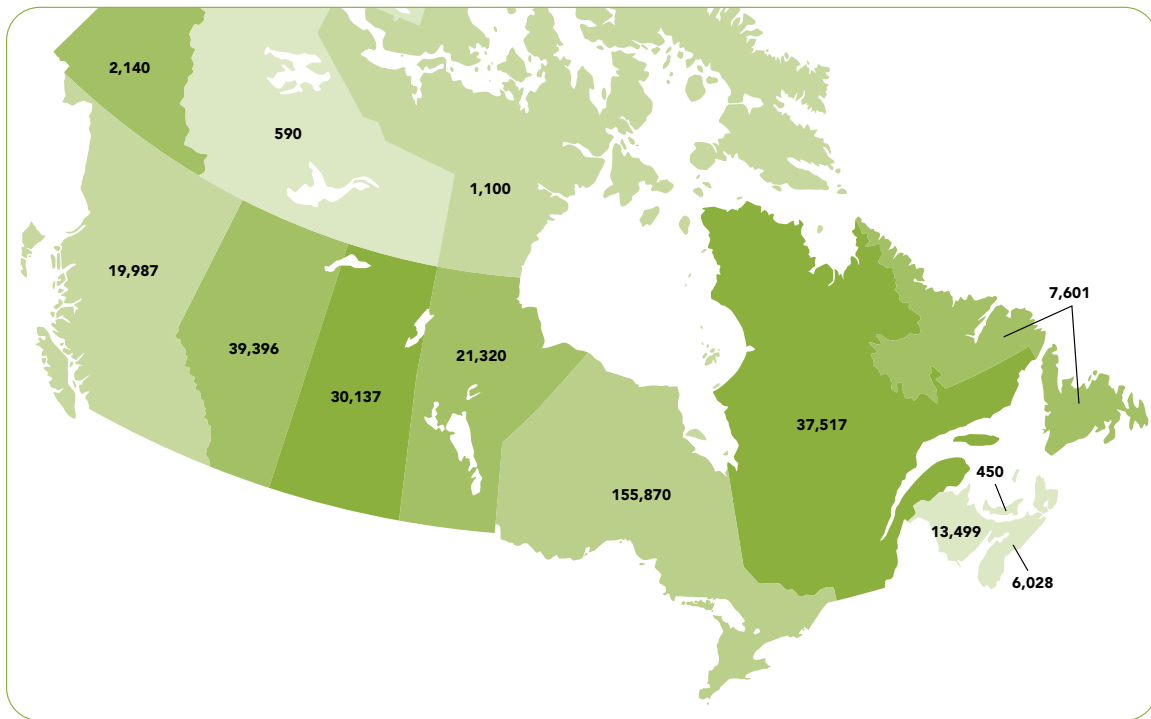
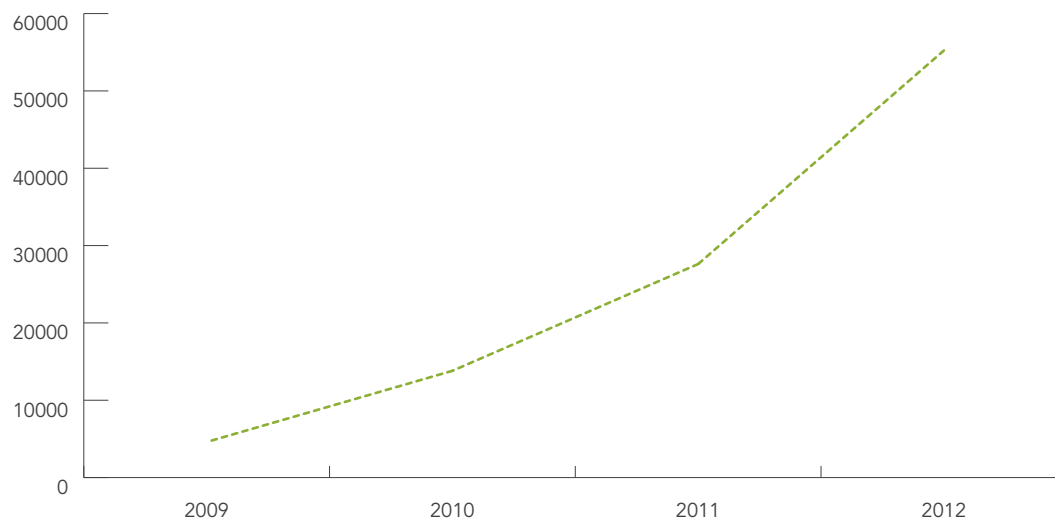


Please see Appendix B for complete data from Service Canada's 1 800 O-Canada line.

Uptake Among P/Ts, Community Organizations

There is significant uptake of the Guide among the P/Ts, with some provincial health departments providing copies of the Guide through their respective programs (e.g., Manitoba, New Brunswick and Alberta). The Guide has also been ordered by a wide range of organizations including but not limited to:

- Hospitals, clinics, community health centres;
- Service centres for pregnant women and new mothers;
- Public health offices;
- Midwifery units;
- Nursing stations;
- Friendship centres;
- Libraries;
- Schools; and
- Pharmacies.

FIGURE 3: Guides Distributed by Service Canada via Bulk Orders by P/T (As of December 2012)**CHART 4:** Total Number of People Using the Immunization Schedule Tool (2009-2012)
(per year)

Fast-Growing Demand for Mobile-Friendly Content

In 2012, there were a total of 7,411 mobile visits to the immunization schedule tool via the regular HTML site, versus 2,656 mobile visits in 2011, representing a 179% increase in mobile traffic. Please see Appendix C for complete website statistics.

To address this demand for mobile-friendly content, the Agency will support the Canadian Public Health Association, Immunize Canada and the Ottawa Hospital Research Institute to develop a free mobile application that will allow Canadians to use their smartphones or mobile devices to store their children's and their own vaccination records, schedule and receive appointment reminders and access trusted, plain language information on the vaccines they are receiving. The project seeks to improve on-time vaccination rates for Canadian children and adults and raise awareness of the importance of childhood and adult immunizations.

CONCLUSION

Continued Need

Parents' need for more detailed risk/benefit information with respect to immunization has been a frequently stated barrier to informed decision-making.ⁱⁱⁱ The need to address risk/benefit perception of parents is ongoing as there are on average 380,000 new births every year in Canada and many new parents who have never experienced a vaccine preventable disease (VPD) might not appreciate the potential severity of the risk these diseases pose.

Parental concerns over potential side effects and conflicting messages in media and online about vaccine safety are contributing to vaccine hesitancy, which can lead to delayed vaccine schedules and missed vaccinations. Declining immunization rates can result in a loss of herd immunity and increased health care costs associated with VPD complications.

As per the Canadian Paediatric Society's Practice Point *Working with Vaccine-Hesitant Parents*,^{iv} health care professionals must use clear language to present evidence of vaccine benefits and risks. The Guide is a good resource for answering parental vaccine questions using clear language that avoids academic language pitfalls.

F/P/T Support

F/P/T jurisdictions support the development of a coordinated pan-Canadian strategy to address "vaccine hesitancy" (i.e., addressing the complex array of "human/social" issues and factors such as knowledge, attitudes, behaviours, fears and concerns, as well as "institutional" issues and factors, such as the convenience, accessibility and cost of immunization that contribute to reluctance on the part of the public to participate in immunization programs).^v

Since the launch of the campaign, there has been a growing demand across Canada for the paper version of the Guide as well as a significant increase in the use of the online tool.

ⁱⁱⁱ Lagarde, F. Summary of Public Opinion on Immunization in Canada. Public Health Agency of Canada. May 2005.

^{iv} MacDonald, Noni and Jane C. Finlay. *Working with Vaccine-Hesitant Parents*. Paediatric Child Health 2013;18(5):265-7

^v National Immunization Strategy Task Group. The Report of the National Immunization Strategy Task Group (NIS-TG) to the Communicable and Infectious Disease Steering Committee (CIDSC) of the Pan-Canadian Public Health Network (PHN). Public Health Agency of Canada. March 2013.

Effective Collaboration

Through effective collaborative strategies, the Agency has demonstrated efficiency and economy in its use of resources, while expanding campaign outreach. For example, through the CRA, the Agency was able to reach millions of households across the country via inserts in the Universal Child Care Benefit mail out. This service was provided free-of-charge by the Canada Revenue Agency. The only cost to the Agency was for printing. Another example of cost effective targeted approach to reach new parents is the contract that was put in place with Welcome Wagon. It is anticipated that 26 percent of new parents in Canada will receive copies of the Guide in 2013–14 through this contract.

A Parent's Guide to Immunization is **the Agency's most requested publication and demand continues to increase on a yearly basis**. This campaign has demonstrated excellent output measures. For example:

- **560,503** copies of the Guide were distributed by Service Canada and the Immunization Division;
- The electronic version of the Guide received a total of 202,414 views. The use of social media is another strategy that has yielded high outreach numbers with received **30,000 twitter views/exposures of the message** to raise awareness about the importance of immunization.

NEXT STEPS

For the 2013–14 fiscal year and beyond, campaign work will build on the successes of previous client-oriented interventions and partnerships, but CIRID will also develop provider and system-based interventions to better meet the multi-component behavioural objectives through the following measures:

National Immunization Awareness Week (NIAW)

NIAW 2013 took place from April 20–27, 2013. The theme set by the Pan-American Health Organization (PAHO) was *Protect Yourself. Protect Others. Get Immunized*. The focus of the 2013 campaign was on immunization myth busting and promoting and distributing the Guide:

- Overall, 11,194 people saw the Agency's Facebook posts during NIAW.
- There was a 304% increase in traffic (881 visits) to the *Immunization Fact and Fiction* page compared to the previous week (218 visits).

Promoting Vaccine Acceptance

The Immunization Division has entered a contract with Dalhousie University, where researchers will do a comprehensive literature review of peer-reviewed articles on vaccine hesitancy issues and best and promising practices in addressing them. This will inform the development of practice tools and other knowledge transfer activities.

Launch of a New Mobile App

The Agency is supporting the Canadian Public Health Association, Immunize Canada and the Ottawa Hospital Research Institute to launch a new Mobile Vaccine Tracking Application (APP) for Canadians in 2014. The application will allow parents to track their and their child's immunization record electronically, allowing easy and timely access to valuable information.

Reaching Newcomer Parents

As of April 2013, the Guide will be distributed in 13 different languages via the Child Care Support Programs for newcomer parents receiving training in the Language Instruction for Newcomers to Canada (LINC) programs. The Agency is collaborating with Childminding Monitoring Advisory and Support (CMAS) and the provinces where this initiative is taking place to facilitate linkages with local public health departments.

Reaching First Nations, Inuit and Métis Populations

The Agency will collaborate with FNIHB and Friendship Centres to disseminate the information on the *Don't Wait, Vaccinate!* marketing campaign.

Marketing and Social Media

A search engine marketing campaign using Google AdWords took place between January 28 and March 31, 2013, bringing over 10,200 visits to the website. Since 69% of these visitors were new, the campaign objective of increasing awareness of the website was achieved. The Immunization Division continues to consult the Communications and Public Affairs Branch to undertake activities to build on last year's campaign. The activities include Healthy Canadians Facebook posts, an insert in the Universal Child Care Benefit (summer 2013) and ensuring visibility of It's Time to Immunize messages at Service Canada Centres.

A contract has been signed with Welcome Wagon Ltd., Canada's premier direct-to-consumer marketing company. Welcome Wagon will distribute approximately 100,000 copies of the Guide through its "Baby Welcome" program over a 1 year period, reaching 26% of new parents in 2013–14.

Updating the Guide

The Agency is planning to review and update the Guide in 2014-2015.

Monitoring Outcomes

CIRID plans to undertake review of the public opinion research literature to measure change related to campaign objectives to:

- Increase the proportion of parents who report having enough information on immunization.
- Reduce the proportion of parents who indicate "not knowing where to get information" and "lacking adequate information on the benefits and risks of immunization."
- Reduce the proportion of parents who report that their biggest challenge is remembering to have immunization done/make an appointment.

APPENDIX A: LIST OF ORGANIZATIONS THE AGENCY HAS COLLABORATED WITH/REACHED OUT TO SINCE 2009

Federal Government Departments:

- Canada Revenue Agency
- Citizenship and Immigration Canada
- Health Canada
- Human Resources and Skills Development Canada
- Service Canada

P/T Governments:

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Québec
- Saskatchewan
- Yukon

Non-Governmental/Health Professional Organizations:

- The Aboriginal Nurses Association of Canada
- Assembly of First Nations
- L'Association des omnipraticiens en périnatalité du Québec
- Association of Medical Microbiology and Infectious Disease Canada
- Association of Women's Health, Obstetric and Neonatal Nurses
- Best Start Resource Centre
- British Columbia Association of Pregnancy Outreach Programs
- Canadian Association of Midwives
- Canadian Association of Schools of Nursing
- Canadian Paediatric Society
- Canadian Public Health Association
- College of Family Physicians of Canada
- Community and Hospital Infection Control Association
- Community Health Nurses of Canada
- HealthAchieve
- Immunize Canada
- Ontario Council of Agencies Serving Immigrants
- Saskatchewan Prevention Institute
- Society of Obstetricians and Gynaecologists of Canada

Companies

- Welcome Wagon and ParentsCanada

APPENDIX B: DATA FROM THE 1 800 O-CANADA SERVICE AS OF DECEMBER 31, 2012

TABLE 1

ENQUIRIES ABOUT "A PARENT'S GUIDE TO IMMUNIZATION"	
YEAR 2009	
June (June 24–30)	27
July	253
August	263
September	165
October	4,772
November	59
December	28
Total for 2009	5,567
YEAR 2010	
January	29
February	29
March	46
April	46
May	50
June	57
July	71
August	65
September	84
October	82
November	96
December	31
Total for 2010	686
YEAR 2011	
January	61
February	55
March	93
April	89
May	54
June	43
July	158
August	117
September	75
October	55
November	68
December	35
Total for 2011	903

ENQUIRIES ABOUT "A PARENT'S GUIDE TO IMMUNIZATION"

YEAR 2012	
January	54
February	62
March	45
April	73
May	44
June	54
July	57
August	56
September	44
October	45
November	42
December	35
Total for 2012	611
Total	7,767

TABLE 2

ORIGIN OF ENQUIRIES	CALLS	PERCENTAGE
Alberta	624	8.0%
British Columbia	855	11.0%
Manitoba	285	3.6%
New Brunswick	664	8.5%
Newfoundland and Labrador	90	1.2%
Nova Scotia	278	3.6%
Northwest Territories	14	0.2%
Nunavut	9	0.1%
Ontario	3,620	46.6%
Prince Edward Island	87	1.1%
Quebec	905	11.7%
Saskatchewan	313	4.0%
Yukon Territory	12	0.2%
Foreign	7	0.1%
Unknown	4	0.1%
Total	7,767	100%

TABLE 3

QUANTITY OF "A PARENT'S GUIDE TO IMMUNIZATION" ORDERED			
	FRENCH	ENGLISH	TOTAL
YEAR 2009			
June (June 24–30)	n/a	5,553	5,553
July	n/a	5,910	5,910
August	2,428	13,488	15,916
September	228	2,115	2,343
October	344	2,934	3,278
November	633	1,684	2,317
December	25	602	627
Total in 2009	3,658	32,286	35,944
YEAR 2010			
January	221	9,695	9,916
February	62	5,408	5,470
March	96	4,909	5,005
April	436	3,030	3,466
May	3,730	3,483	7,213
June	1,568	3,944	5,512
July	1,815	4,784	6,599
August	1,076	4,051	5,127
September	4,630	8,098	12,728
October	1,064	6,507	7,571
November	1,113	14,534	15,647
December	25	2,658	2,683
Total in 2010	15,836	71,101	86,937
YEAR 2011			
January	248	4,092	4,340
February	703	4,044	4,747
March	2,729	10,060	12,789
April	1,145	9,066	10,211
May	1,620	4,544	6,164
June	1,683	10,334	12,017
July	1,160	4,458	5,618
August	585	4,120	4,705
September	629	7,530	8,159
October	601	2,767	3,368
November	1,042	12,829	13,871
December	876	2,203	3,079
Total in 2011	13,021	76,047	89,068

QUANTITY OF "A PARENT'S GUIDE TO IMMUNIZATION" ORDERED

	FRENCH	ENGLISH	TOTAL
YEAR 2012			
January	847	4,988	5,835
February	786	6,183	6,969
March	6,602	16,742	23,344
April	1,932	10,459	12,391
May	1,512	2,648	4,160
June	1,036	3,881	4,917
July	1,284	6,160	7,444
August	5,566	11,256	16,822
September	1,171	3,271	4,442
October	708	6,681	7,389
November	1,183	4,044	5,227
December	4,395	9,647	14,042
Total in 2012	27,022	85,960	112,982
Total	59,537	265,394	324,931

TABLE 4

QUANTITY OF "A PARENT'S GUIDE TO IMMUNIZATION" ORDERED IN OTHER LANGUAGES

	ARABIC	CHINESE	FARSI	KOREAN	MANDARIN	PUNJABI	RUSSIAN	SPANISH	TAGALOG	TAMIL	URDU	TOTAL
YEAR 2010												
May	1	53	1	51	53	1	1	3	1		1	166
June	200	150	200	151	150	200	150	200	150		200	1,751
July	210	173	145	135	168	188	145	165	125		113	1,567
Aug.	80	35	10	0	10	50	1	27	0		10	223
Sept.	72	182	51	101	152	101	111	132	61		151	1,114
Oct.	171	258	208	163	273	233	158	325	169		203	2,161
Nov.	280	290	180	185	270	240	240	265	240		125	2,315
Dec.	0	0	0	0	1	4	0	2	0		0	7
Total 2010	1,014	1,141	795	786	1,077	1,017	806	1,119	746		803	9,304
YEAR 2011												
Jan.	30	51	50	10	10	61	50	20	65	80	50	477
Feb.	51	106	101	111	116	80	86	161	120	55	55	1,042
Mar.	403	881	551	328	456	581	361	586	306	71	471	4,995

QUANTITY OF "A PARENT'S GUIDE TO IMMUNIZATION" ORDERED IN OTHER LANGUAGES

	ARABIC	CHINESE	FARSI	KOREAN	MANDARIN	PUNJABI	RUSSIAN	SPANISH	TAGALOG	TAMIL	URDU	TOTAL
Apr.	157	90	115	65	120	215	60	170	115	60	115	1,282
May	20	20	20	20	5	20	5	20	0	0	0	130
June	106	10	6	0	20	206	0	500	0	126	120	1,094
July	425	141	166	51	164	158	105	126	117	136	185	1,774
Aug.	78	68	56	36	67	96	38	37	47	36	46	605
Sept.	22	128	2	52	163	77	13	65	12	7	22	563
Oct.	66	55	150	50	55	70	50	70	50	50	50	716
Nov.	365	432	205	130	310	240	120	345	140	110	120	2,517
Dec.	312	35	35	35	40	50	15	122	10	10	10	674
Total 2011	2,035	2,017	1,457	888	1,526	1,854	903	2,222	982	741	1,244	15,869
YEAR 2012												
Jan.	0	10	0	0	10	0	30	0	0	0	0	50
Feb.	112	154	77	82	87	197	87	58	137	92	97	1,180
Mar.	270	270	250	260	271	260	260	215	60	50	60	2,226
Apr.	450	466	20	220	260	490	250	465	240	240	240	3,341
May	551	500	500	500	500	550	500	501	550	500	500	5,652
June	22	152	22	12	22	13	12	5	22	22	22	326
July	101	50	100	0	0	50	0	100	0	0	1	402
Aug.	0	100	0	0	100	50	0	0	0	0	0	250
Sept.	0	20	0	0	0	0	0	0	20	0	0	40
Oct.	60	250	84	150	150	150	79	205	50	50	100	1,328
Nov.	64	64	74	64	59	64	39	49	54	54	54	639
Dec.	5	60	0	0	0	110	0	0	10	0	0	185
Total 2012	1,635	2,096	1,127	1,288	1,459	1,934	1,257	1,598	1,143	1,008	1,074	15,619
Total	4,684	5,254	3,379	2,962	4,062	4,805	2,966	4,939	2,871	1,749	3,121	40,792

APPENDIX C: DATA FROM THE WEBSITE AS OF DECEMBER 31, 2012 (NO DATA PRIOR TO SEPTEMBER 2009)

TABLE 1

TRAFFIC TO THE IMMUNIZATION SITE AS OF DECEMBER 31, 2012

Number of visits	552,073
Average time on site (in minutes)	2:13
Pages per visit	2.40

TABLE 2

TRAFFIC TO THE "PARENT'S GUIDE TO IMMUNIZATION" WEBSITE (NO DATA PRIOR TO SEPTEMBER 2009)

DATES	GUIDE WEB PAGES VIEWS (ENGLISH)	GUIDE WEB PAGES VIEWS (FRENCH)	GUIDE PDF DOWNLOADS (ENGLISH)	GUIDE PDF DOWNLOADS (FRENCH)
YEAR 2009				
September	4,592	1,001	312	56
Q2 sub-total	4,592	1,001	312	56
October	5,781	1,293	224	35
November	4,494	1,025	146	27
December	2,138	436	68	12
Q3 sub-total	12,413	2,754	438	74
YEAR 2010				
January	2,945	611	135	13
February	2,688	543	84	20
March	3,231	716	27	7
Q4 sub-total	8,864	1,870	246	40
April	2,997	480	28	11
May	2,704	412	11	0
June	2,007	464	N/A	0
Q1 sub-total	7,708	1,356	39	11
July	2,020	383	0	0
August	2,571	475	0	0
September	3,053	541	1	0
Q2 sub-total	7,644	1,399	1	0
October	4,214	628	0	0
November	3,465	723	0	0
December	2,169	475	0	0
Q3 sub-total	9,848	1,826	0	0

**TRAFFIC TO THE "PARENT'S GUIDE TO IMMUNIZATION" WEBSITE
(NO DATA PRIOR TO SEPTEMBER 2009)**

DATES	GUIDE WEB PAGES VIEWS (ENGLISH)	GUIDE WEB PAGES VIEWS (FRENCH)	GUIDE PDF DOWNLOADS (ENGLISH)	GUIDE PDF DOWNLOADS (FRENCH)
YEAR 2011				
January	3,470	767	0	0
February	3,480	743	N/A	N/A
March	3,952	775	32	2
Q4 sub-total	10,902	2,285	32	2
April	3,628	654	2	N/A
May	3,386	645	N/A	N/A
June	3,269	527	N/A	N/A
Q1 sub-total	10,283	1,826	2	N/A
July	4,511	986	N/A	N/A
August	4,465	901	11	N/A
September	4,763	976	35	5
Q2 sub-total	13,739	2,863	46	5
October	4,583	1,358	110	15
November	4,395	1,386	105	11
December	3,189	1,215	41	10
Q3 sub-total	12,167	3,959	256	36
YEAR 2012				
January	6,095	1,590	102	12
February	5,639	1,567	71	12
March	4,966	1,579	64	23
Q4 sub-total	16,700	4,736	237	47
April	5,121	1,735	69	18
May	4,841	1,703	56	11
June	4,428	1,445	36	5
Q1 sub-total	14,390	4,883	161	34
July	4,388	1,473	57	7
August	4,666	1,473	59	6
September	4,824	1,658	56	9
Q2 sub-total	13,878	4,864	172	22
October	5,981	2,099	57	12
November	6,395	2,336	61	8
December	4,778	2,335	31	9
Q3 sub-total	17,154	6,770	149	29
Total	160,282	42,132	2,091	356

TABLE 3

USE OF THE "IMMUNIZATION SCHEDULE TOOL"	PAGE VIEWS OF RESULTS PAGE (PEOPLE WHO USED THE TOOL)
YEAR 2009	
September	580
Q2 sub-total	580
October	1,159
November	2,044
December	819
Q3 sub-total	4,022
YEAR 2010	
January	1,294
February	1,046
March	1,207
Q4 subtotal	3,547
April	1,070
May	1,029
June	824
Q1 sub-total	2,923
July	840
August	1,179
September	1,422
Q2 sub-total	3,441
October	1,739
November	2,025
December	1,297
Q3 sub-total	5,061
YEAR 2011	
January	2,452
February	2,186
March	1,449
Q4 subtotal	6,087
April	2,129
May	2,567
June	2,614
Q1 sub-total	7,310
July	3,112
August	3,845
September	3,674
Q2 sub-total	10,631
October	2,972
November	3,185
December	2,404
Q3 sub-total	8,561

	PAGE VIEWS OF IMMUNIZATION SCHEDULE HOMEPAGE	PAGE VIEWS OF TOOL RESULTS PAGE (PEOPLE WHO USED THE TOOL)	CONVERSION RATE	CONVERSION CHANGE OVER PREVIOUS MONTH
YEAR 2012				
January	5,411	3,805	70.3%	+2.5%
February	4,848	3,206	66.1%	-4.2%
March	4,569	3,136	68.6%	+2.5%
Q4 sub-total		10,147 (+67%)	Avg.= 68%	
April	4,826	3,427	71.0%	+2.4%
May	4,472	3,089	69.1%	-1.9%
June	3,991	2,787	69.8%	+0.8%
Q1 sub-total		9,303 (+27%)	Avg.= 70%	
July	4,733	3,459	73.1%	+3.3%
August	5,181	3,535	68.2%	-4.9%
September	5,484	3,498	63.8%	-4.4%
Q2 sub-total		10,492 (-1.3%)	Avg.= 68%	
October	6,206	4,158	67.0%	+3.2%
November	5,886	3,883	66.0%	-1.0%
December	3,736	2,838	76.0%	+10.0%
Q3 sub-total		10,879 (+27%)	Avg. = 70%	
Total since launch		92,984		