

EPICOSITY HELPS SOUTH DAKOTA RANK AMONG TOP 3 STATES FOR FLU VACCINATIONS ... FOR 6 YEARS RUNNING

SD Department of Health Flu Vaccination Campaign



THE CHALLENGE

South Dakota was experiencing a particularly rough flu season in 2009, with more than 2,000 confirmed cases thanks in part to the H1N1 pandemic. The Department of Health needed to turn it around by increasing vaccination awareness.



THE GOAL

Increase influenza vaccinations across the state, including rates among healthcare workers, adults and senior citizens, and promote free vaccines for children.



THE IDEA

The "Stopping the Flu, Starts with You" campaign took on a mind of its own – the flu bug, personified. Instead of resting on scare tactics and shock value, we took the campaign in a more approachable direction. We drew the audience in with a humanized flu bug to indicate that, even when you're minding your own business, the flu could be nearby, so it's important to get vaccinated and protect yourself. It was also important to relay that it is a personal social responsibility to get vaccinated so you don't make others who are at risk sick.



THE RESULTS

Talk about a shot in the arm! Since the campaign began, South Dakota has ranked among the top three states for vaccination rates for six years and counting. Other health departments have expressed interest in using the same campaign in their respective states. Plus, all this:

- 1.7 million Facebook impressions
- 15% increase in SD kids' flu vaccinations in the past 5 years
- Facebook fans grew from 0 to more than 5,000
- South Dakota Governor Dennis Daugaard referenced the campaign in his state-of-the-state address

