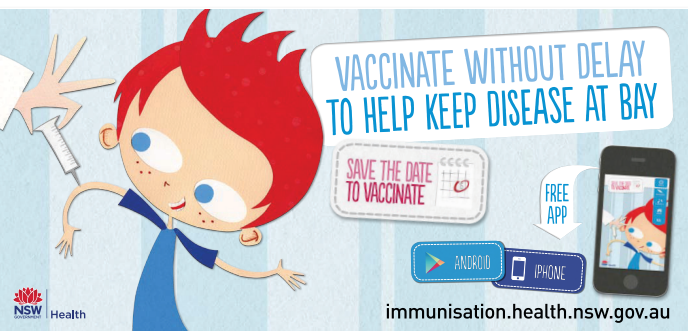


# Save the Date to Vaccinate Campaign



## Introduction

While there is a high level of participation in vaccination programs in NSW, the rate has remained short of the 95 per cent immunisation coverage target needed for effective disease control.

The *Save the Date to Vaccinate* campaign supports the NSW Health commitment to good health by improving rates of childhood immunisation against vaccine preventable diseases to protect individuals and the broader community.

## Key activities

*Save the Date to Vaccinate* is the first NSW public education campaign about immunisation since 1992, and the first campaign in Australia to address and alter parental/care provider attitudes and beliefs about immunisation.

The comprehensive integrated marketing and communications campaign targets parents and carers of children aged under five across NSW, driving the importance of vaccinating kids 'on time', in line with the recommended schedule.

Across a range of channels, the campaign addresses barriers and myths, empowering audiences by providing resources to personalise and manage their child's vaccinations for years to come.

Capitalising on the high penetration of smartphones in the Australian market, the campaign developed an app for iPhone and Android phones.

The free 'Save the Date' app provides parents with a way to create personalised immunisation schedules for each of their children, and receive reminders for when to book vaccinations.

The campaign encourages new parents to download the app, to drive ongoing compliance to the immunisation schedule and increase their likelihood to undertake timely vaccinations for children during the first four years of their life.

## Key achievements

The app has been embraced enthusiastically by parents and is consistently rated as above four stars by users in each app store. By January 2014 there had been 33,416 downloads and 45,300 children registered, despite there only being eight weeks of advertising activity.

By May 2015, it's estimated the app will have around 88,500 users, potentially benefiting over 119,000 children, and continuing to drive higher rates of immunisation and improving preventive health outcomes across NSW.

## Acknowledgements

This project is a result of a successful collaboration between the Immunisation Unit of Health Protection NSW, and the Strategic Relations and Communications Branch at the NSW Ministry of Health.

