

Reach Hispanics with Mobile Media to Promote Flu Vaccination



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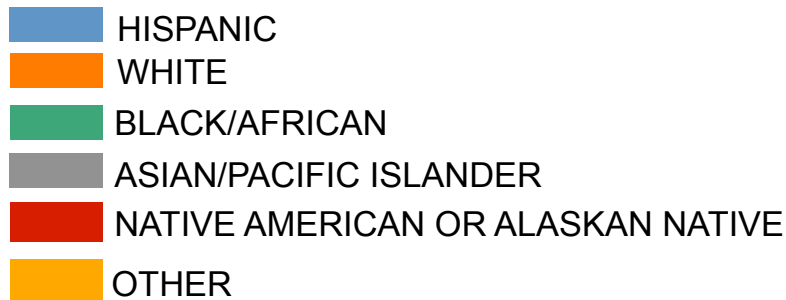


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Hispanics & Mobile Media

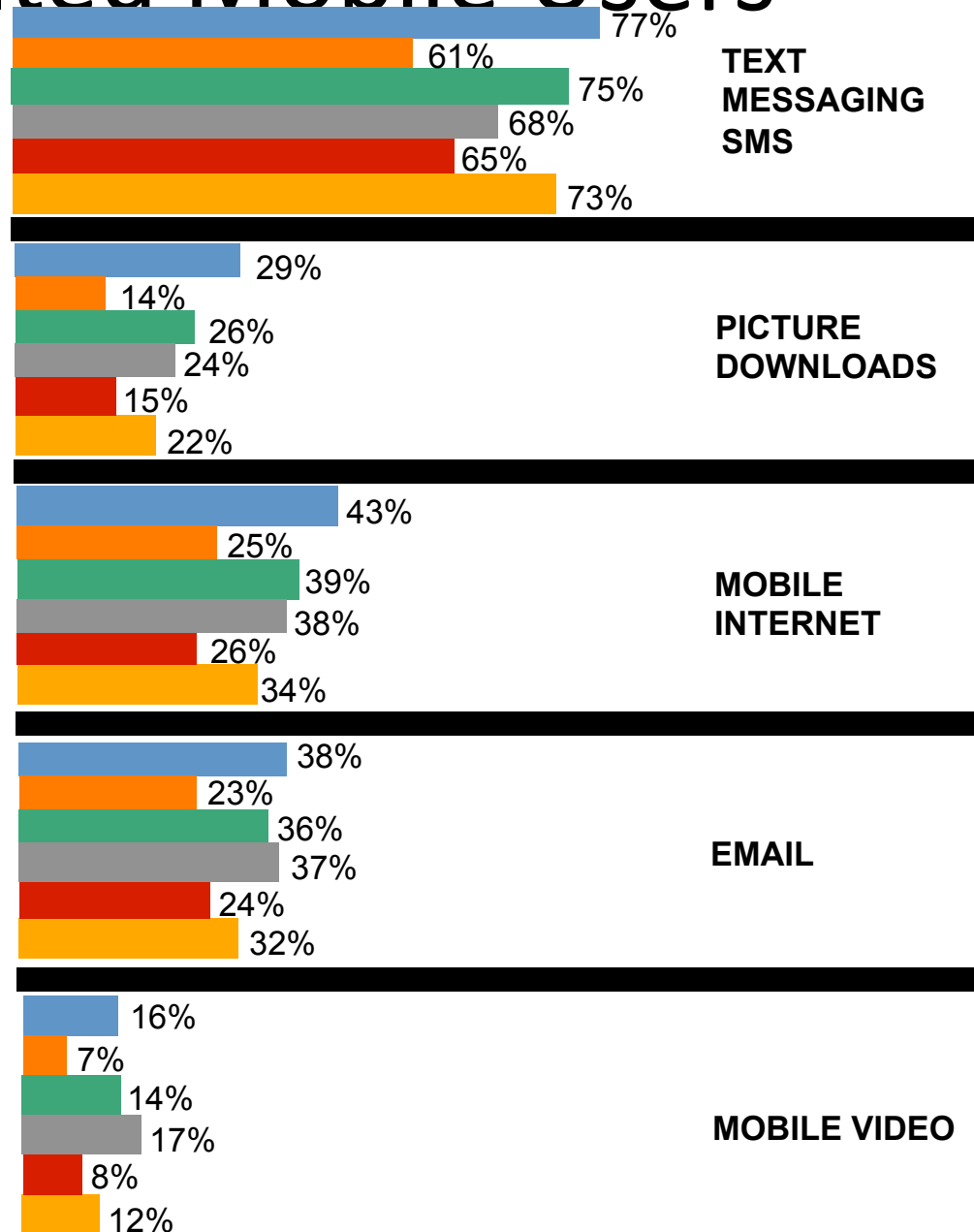
Latinos: Sophisticated Mobile Users

Features used in the past 30 days by ethnicity



Key mobile data services used on device in past 30 days by ethnicity U.S. subscribers (n = 71,210).

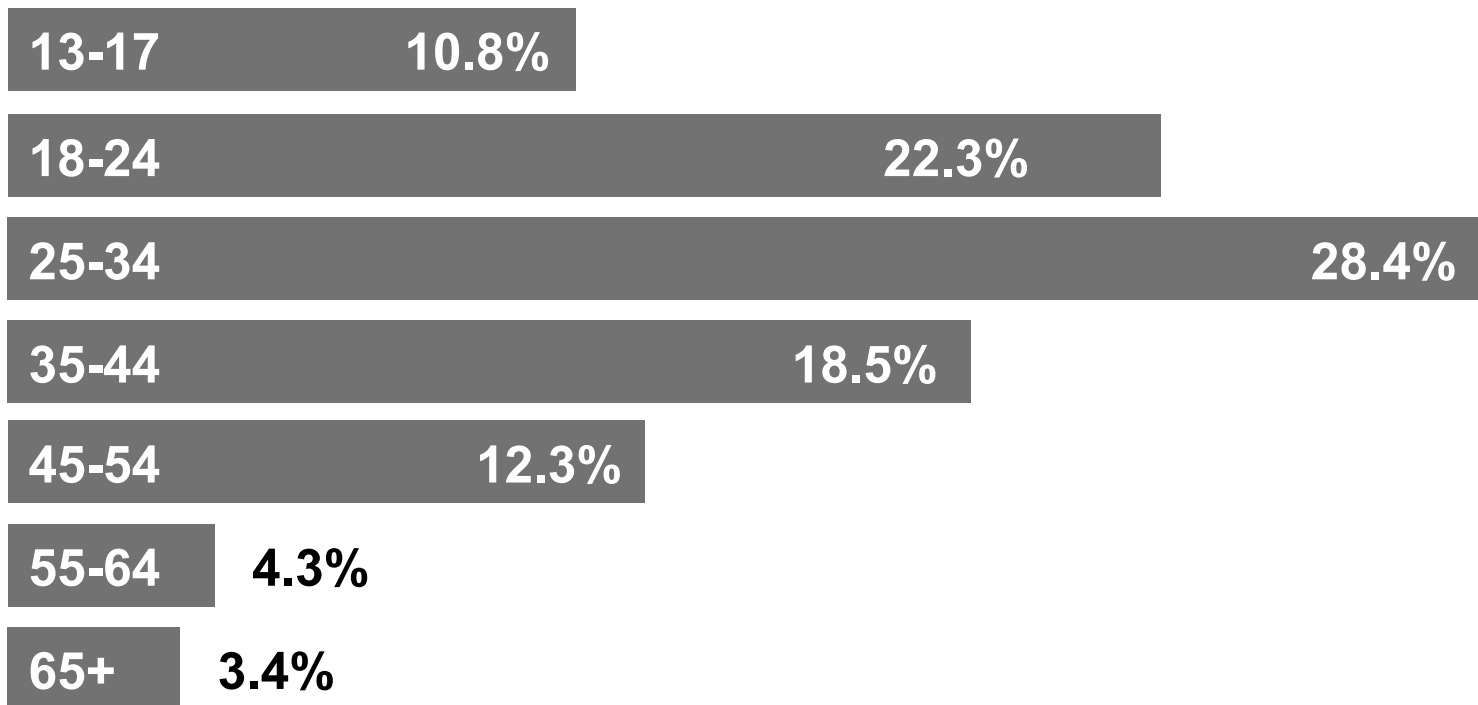
Source: The Nielsen Company





Hispanic Mobile Phone Users

US Mobile Phone Users by Age, February--March of 2010
(millions and percent of total)



Note: total = 15.15 million; numbers may not add up to total due to rounding

Source: comScore, provided to eMarketer, May 12, 2010



Hispanics Accessing the Wireless Web

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Going online with a handheld by race

% of all respondents in each group

	White		Black		Hispanic	
	2007	2009	2007	2009	2007	2009
Percent of those who have ever gone online with a handheld	21%	28%	29%	48%	38%	47%
Percent of those who on a typical day go online with a handheld	9	17	12	29	18	29
% with cell phones	75%	84%	73%	83%	84%	89%

Source: Pew Internet & American Life April survey conducted from March 26-April 19, 2009. N=2,253. Margin of error is +/- 2. Survey conducted in English.



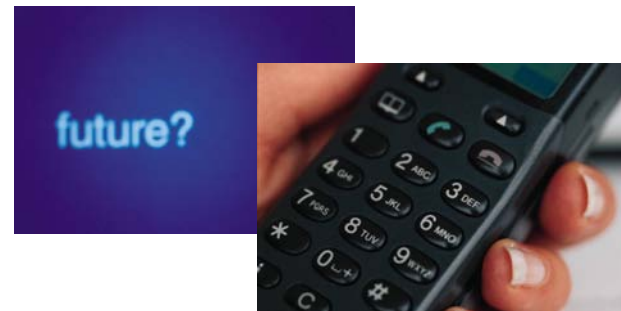
Učenie a výučba v medicíne

- V medicíne sa učenie a výučba odlišujú od ostatných profesií tým, že učenie sa deje v praxi a nie v učebnici. Preto je dôležité, aby študenti získali praktické skúsenosti a boli schopní aplikovať svoje vedomosti v reálnom svete.
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Why the Future is Mobile

- Text (or SMS) messaging is growing in all age groups.
- 98% of all phones are text message capable
- Facilitates interactive communication and community
- High open rates, close to “guaranteed read”
- Cost-effective, fast, and produces good results
- Recipients opt-in, aren’t interrupted



Limitations of SMS Text Messaging

- 160-character limit = little space to make a case for taking action
- Mobile carriers charge both the sender and recipient for each text message
- When a text subscriber switches phone numbers or carriers, he or she will be opted out of an organization's list automatically



How Can Your Organization Use Mobile?

- As a component of a larger integrated communications program
- To raise awareness
- As an instrument for research
- To extend a current campaign
- To get recipients to take action (i.e. get a flu shot; get an eye exam; or get BMI)



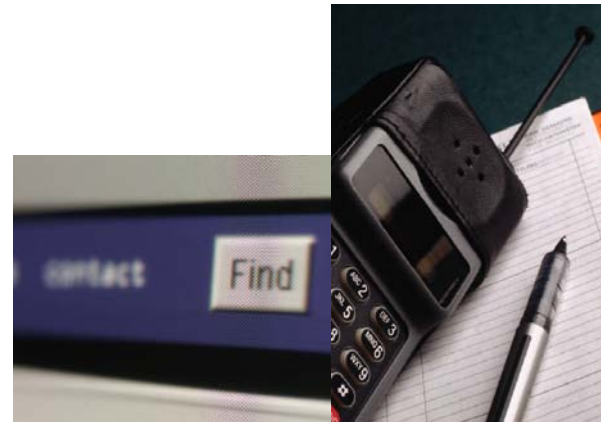
What is SMS?

- SMS = *short message service*. Text messages are 160-character messages that can be sent and received on a mobile phone
- Every mobile campaign requires **two elements**: a ***short code*** (where the text is being sent) and a ***keyword*** (the word sent in the text body that subscribes the sender to receive future texts)



Planning an SMS Text Messaging Program

- Remember, SMS should be a part of a larger communications program
- Before beginning, consider the following:
 - Target Audience
 - Objectives
 - Budget



Call to Action

- Incorporate a call to action in your messaging to make it clear exactly what you want recipients to do
- Phone numbers should use a click to call feature
- If leading recipients to your site, make sure you have a mobile site or that your traditional site is optimized for mobile web browsing



CDC Mobile Site



Your Mobile Source for Credible Health Information

[1] Features

- [Balamuthia](#)
 - [Worksite Wellness](#)
 - [Museum Day](#)
 - [GIS Exchange](#)
-

[2] Emergency Preparedness and Response

- [Hurricanes](#)
 - [Haiti Earthquake](#)
 - [Responding to Terrorist Bombings](#)
-

[3] Seasonal Flu

- [Summary of Updates in 2009 ACIP Recommendations](#)
 - [Key Facts About Flu](#)
-

[4] Travelers' Health

- [In the News: 2010 Measles Update](#)
 - [Outbreak Notice: Hand, foot, and mouth disease in Asia](#)
 - [Outbreak Notice: Polio Outbreak in Tajikistan, Cases in Russia, Risk of Spread to other Central Asian Countries](#)
-

[5] Contact CDC

Options to Obtain a Short Code

Most to least expensive and amount of time required:

- **Option 1: A vanity short code** - Most expensive option. Usually spells out a content provider's name, brand, an associated word or is an easy to recall number or sequence, e.g. DISNEY=347639 or 88888.
- **Option 2: A dedicated short code** - Costs less, but can also take a lot of time and will likely be cost prohibitive for most nonprofits (monthly maintenance costs can be close to \$1000 dollars)

Short Code Options (Cont.)

- **Option 3: A shared dedicated short code** – A group of companies or organizations get together to share a dedicated short code. Each organization would still have their own keyword to inform their own individual audiences
- **Option 4: A shared short code** - Under this scenario, which is less expensive, you would sign up to use a third party code that may be being used by other businesses and organizations.
- **Option 5: Sending text messages directly via your desktop or phone** - This is the least expensive option, but if your company or nonprofit needs to reach a large number of clients, this may not be the best option.

Textmark Example

- Pricing for using a service like Textmark depends on both the amount of keywords and size of your subscriber list
- Depending on your needs, Textmark offers monthly billing rates that range from \$20 to \$500.
- \$20 a month= access to 1 keyword that can be used to broadcast messages to up to 100 people.
- \$500 a month lets you use 50 keywords to reach up to 2,500 people.
- In both cases, you can send your subscribers an unlimited amount of texts per month.

Welcome to TextMarks Lite - free ad-supported text messaging platform. [Visit our main site for ad-free service.](#) Free trial available!

TextMarks 41411 Mobilize your world.

User/Phone: Password: [Forgot your password?](#) [Already used 41411?](#) Remember me **LOGIN**

[HOME](#) [TOUR](#) [BUZZ](#) [DEVELOPERS](#) [HELP](#)


Send Alert

Send a text alert to all subscribers (12282):

Concert Tickets on sale now - only \$35, usually \$75. Only at tickets41411.com

(120/160 characters used)

Send



SMS Alerts Made Easy

- » Reach your audience instantly
- » Setup and manage mobile alerts
- » Use your cell as a marketing tool

Sign up for Free

Making a Web Application?
[We have an easy to use API](#)

Choose a category below to see TextMarks examples:

Keyword Examples: SFDANCECLASSES, NYCSWIMCENTER, CHICAGOYMCA

Measuring Your SMS Success

- 14% click through or follow up is considered good
- If 10% of your overall traffic to your mobile site is coming from SMS, you're in good shape
- Response rate to SMS polls/questions
- You can set up a unique phone number to include in all SMS campaigns (that will still take callers to you main line) to measure the amount of subscribers that call



How to get a flu vaccine

How to get a flu vaccine

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Flu Vaccine Finder Find flu clinics near you

The 2009-2010 flu season is over;
The Vaccine finder is closed for now.

We'll be back this fall!

powered by Google

VISIT FLU.GOV SHARE THIS WIDGET

Text4Baby

- National Healthy Mothers, Healthy Babies Coalition and the US Office of Science and Technology Policy are spearheading “text4baby,” a free mobile health initiative aimed at low-income, pregnant women and new mothers
- Women can sign up for the program by texting BABY, or BEBE in Spanish, to 511411. Users enter their due date and receive three texts per week before the baby's birth, as well as for the first year of parenthood
- Messages include health tips timed for the mother's pregnancy or the baby's age. Users can also sign up online on the main campaign site
- All the major carriers in the country signed on and agreed to let these texts be free for their users

Additional Resources

- Mobile Marketing Best Practices:
<http://www.diosacommunications.com/mobiletechnologybestpractices.htm>
- <http://www.cdc.gov/mobile/>

The screenshot shows the CDC mobile website interface. At the top, it says 'CDC Home' and 'Centers for Disease Control and Prevention' with the tagline 'Your Online Source for Credible Health Information'. There is a search bar and a navigation menu with letters A-Z and a hash symbol. The main heading is 'Mobile at CDC'. Below this, there are three main sections: 'CDC Mobile Web site', 'H1N1 Flu Mobile Texting Pilot', and 'Text size: S M L XL'. The 'CDC Mobile Web site' section includes a sub-heading 'Your Mobile Source for Credible Health Information' and a paragraph stating that CDC's health information is now available on mobile devices, with a link to m.cdc.gov. The 'H1N1 Flu Mobile Texting Pilot' section has an 'Overview' sub-heading and a paragraph explaining the pilot program, including a 'LEARN MORE' button. The 'Text size' section has buttons for 'S', 'M', 'L', and 'XL'. The 'Contact Us' section provides the CDC's address, phone numbers (800-CDC-INFO and 800-232-4636), TTY number, and email address. At the bottom right, there is a 'FLU.GOV' logo with the tagline 'Know what to do'.

CDC Home
Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Mobile at CDC

CDC Mobile Web site
Your Mobile Source for Credible Health Information

CDC's health information is now available on your mobile device. Visit m.cdc.gov on your mobile phone or PDA for information on seasonal flu, H1N1 flu, public health emergencies, and more.

This site is designed to be easily read and navigated from mobile devices and will soon feature even more health and safety topics.

H1N1 Flu Mobile Texting Pilot

Overview
Sign up now to have important CDC information about H1N1 flu and other topics delivered directly to your mobile phone! In September 2009, CDC launched a three-month text messaging campaign pilot to share important, timely health information directly to users. Your feedback is very important to us and we look forward to receiving your input during this pilot.

To subscribe to the pilot, text HEALTH to 87000. Once you sign up for this pilot, you will be asked a few questions and begin receiving short health tips from CDC. Subscribers can expect to receive about three health messages a week during the three-month pilot. Standard text messaging rates will apply. You can opt out at any time by simply replying HEALTH QUIT.

On this Page

- CDC Mobile Web site
- H1N1 Flu Mobile Texting Pilot
 - Overview
 - Frequently Asked Questions
 - OMB Information
 - Related Links

Text size: S M L XL

- Email page
- Print page
- Bookmark and share
- Get email updates
- Subscribe to RSS

Contact Us:

- Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
- 800-CDC-INFO
(800-232-4636
- TTY: (888) 232-6348
24 Hours/Every Day
- cdcinfo@cdc.gov

FLU.GOV
Know what to do

Summary

- Latinos use of mobile technology is increasing every year
- Opportunity for health messaging campaign is powerful in collaboration with other organizations to leverage cost
- Messaging is not seen as intrusive and can encourage healthy behaviors
- Evaluation of messaging can be managed through comprehensive social marketing plan



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THANK YOU FOR JOINING US TODAY

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