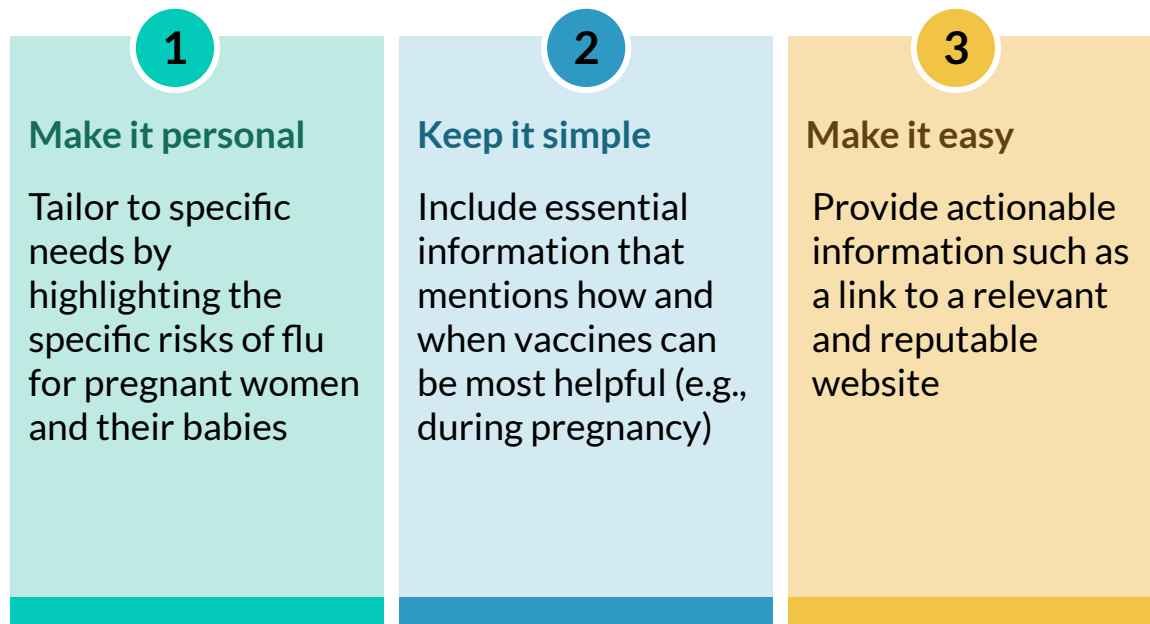


Project Summary: The Department of Health and Human Services (HHS) wanted to strengthen maternal immunization programs and increase uptake of recommended vaccines among pregnant women. In 2017, the National Vaccine Program Office (NVPO) developed a digital advertising campaign aimed at increasing site visits to Vaccines.gov, an informational website operated by NVPO. NVPO wanted to determine the relative effectiveness of different messaging to increase site visits. The Office of Evaluation Sciences (OES) worked with NVPO to craft variations of a social media ad that targeted pregnant social media users.

Intervention Description: Four variations of the ad were tested for 18 days in November 2017 through an individual level randomized test, whereby zip codes (blocked by state) were randomly assigned to one of the four conditions. The text and image varied to focus on either benefits of vaccination for the baby only, or the baby and expecting mom. The four conditions were: (1) Baby-only message with baby-only image, (2) Baby-and-mom message with baby-only image, (3) Baby-only message with baby-and-mom image, and (4) Baby-and-mom message with baby-and-mom image.

The ads were designed with three principles in mind: ***make it personal, keep it simple, and make it easy***. More information on designing effective communications can be found [here](#). The way these principles were applied to the ads is described below:



For more information on this intervention or to start a conversation, please contact oes@gsa.gov.

The OES project page for this project can be accessed [here](#).

Condition 1: Baby-only Message and Baby-only image

A screenshot of a Facebook post from the National Vaccine Program Office. The post is sponsored and features a fact about getting vaccines during pregnancy. It includes a heart-shaped ultrasound image of a fetus, a link to Vaccines.gov, and interaction buttons for Like, Comment, and Share.

NVPO National Vaccine Program Office
Sponsored · 🌐

FACT: Getting vaccines during pregnancy is the best way to protect babies from getting the flu and whooping cough.



Pregnant | Vaccines.gov
Learn about the vaccines women ... [Learn More](#)
vaccines.gov

👍 Like 💬 Comment ➦ Share

Include essential information that mentions how vaccines can be most helpful during pregnancy

Tailor to specific needs by highlighting the specific risks of flu for babies

Personalize message using only an image of a baby sonogram

Provide actionable information such as a link to a relevant and reputable website

Condition 4: Baby + Mom Message and Baby + Mom Image

A screenshot of a Facebook post from the National Vaccine Program Office (NVPO). The post is sponsored and features a teal border. The text reads: "FACT: Getting vaccines during pregnancy is the best way to protect expecting moms and their babies from getting the flu and whooping cough." Below the text is a photograph of a pregnant woman in a blue hospital gown holding a tablet that displays a fetal ultrasound image. At the bottom of the post, there is a link to "Pregnant | Vaccines.gov" with a "Learn More" button and the URL "vaccines.gov". The post shows 1 like and options to Like, Comment, and Share.

Include essential information that mentions how vaccines can be most helpful during pregnancy

Tailor to specific needs by highlighting the specific risks of flu for both babies and their moms

Personalize message by including an image of both baby and mom

Provide actionable information such as a link to a relevant and reputable website