

Submission Id: 5613

Title

A Digital Campaign to Promote COVID-19 Vaccination and Clinical Trial Participation Among Vietnamese Americans

Priority 1 (Research Category)

Screening, prevention, and health promotion

Presenters

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Abstract

Context: Effective health communication is essential for health equity and promotion among underserved patient populations, especially among diverse populations with limited English proficiency. Texas has the second-largest population of Vietnamese Americans in the United States, a group facing language barriers.

Objective: To explore the implementation and impact of a digital media campaign that fosters COVID-19 vaccination and clinical trial participation among the Vietnamese American Community in Texas.

Study Design and Analysis: Community-based organizations and academic researchers describe the results of a digital media campaign comprising twelve static, four video, and four audio advertisements in both English and Vietnamese languages, tailored to engage the Vietnamese American population in Texas. The ads directed users to the vietcovid.org website, created by the Vietnamese American non-profit organization "PIVOT" (The Progressive Vietnamese American Organization), offering evidence-based information in both languages.

Setting or Dataset: The digital media campaign ran from February 15, 2022, to March 16, 2022, featuring static ads displayed on desktop and mobile websites. Additionally, video and audio ads were aired on connected TV, radio, and YouTube from May 26, 2022, to June 30, 2022.

Population Studied: The study focused on the Vietnamese American community in Texas, comprising individuals with diverse linguistic backgrounds and limited English proficiency.

Intervention/Instrument: The intervention involved a digital media campaign that consisted of static, video, and audio ads in both English and Vietnamese languages, directing users to the vietcovid.org website.

Outcome Measures: The study evaluated several outcome measures, including reach, average views per person, number of ads displayed, number of ad clicks, and website analytics such as bounce rates, website session duration, page views, and pages per session.

Results: The static ads reached approximately 800,000 English speakers and 670,000 Vietnamese speakers, while the video and audio ads reached 105,000 individuals.

Conclusions: Utilizing online outreach campaigns can significantly advance health promotion practices by meeting individuals where they are. By tracking key metrics, we gain valuable insights to enhance and refine future health communication for underserved patient populations.