

SPREAD THE WORD. **NOT THE FLU.**

GET VACCINATED.



A Message from the South Dakota Department of Health



SOUTH DAKOTA 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

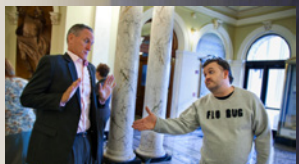
Increase influenza vaccinations across the state, including rates among healthcare workers, adults and senior citizens, and promote free vaccines for children.



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.



VIEW RESULTS



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THE RESULTS

SOUTH DAKOTA ranked in the top three states for vaccination rates for five years and counting

- South Dakota reached a 57.4% vaccination rate in one recent year, ranking No. 1 among all states
- Number of flu cases in South Dakota fell by 69% in just four years
- Vaccination of children in South Dakota rose 15% in five years
- Gov. Dennis Daugaard referenced the campaign in his state-of-the-state address
- Other states' health departments have expressed interest in using the same campaign in their respective states
- More than 13 million total Facebook impressions since the launch of the campaign



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

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