



Coalition to End TB in Los Angeles County



October 19th, 2022

Agenda



- Welcome and Introductions
- Updates
- CDC Visitation Summary
- Break
- WTBD 2023 Planning
- Reminders
- Adjourn



Welcome!

- Sign in here: (MS Forms link)
<https://forms.office.com/g/GZ2rUzkyaB>
- Please state your name and the organization you are representing in the chat box
- If able, we ask that you turn on your cameras for engagement



Announcements





Organizational Updates

- Let us know what's new at your organization (trainings events, resources, staff changes, etc.)
 - Are there events you will be hosting or attending?
 - What resources and/or assistance may be needed from any of those represented here, can we provide a training/present?

TBCP Updates



- TB in Los Angeles
 - People living with HIV
 - Pediatric TB
 - Populations arriving to LA
 - Ukrainian arrivers
 - Immigrants arriving from across the border
 - People experiencing homelessness
- TBCP actions
 - Revising shelter guidelines
 - Reorganizing website to better support linkage to care
 - Supporting clinics to increase TB testing and treatment

LAC Coalition Brochure

OUR VISION

Knowledgeable and tuberculosis free communities in Los Angeles County

OUR MISSION

To build a network of community partners engaged in TB elimination activities

Coalition to End Tuberculosis (TB) in Los Angeles County

The Coalition to End Tuberculosis in Los Angeles County is a network of individuals and agencies advancing progress on tuberculosis elimination activities across Los Angeles County.



This network plans and implements activities that foster education and equitable access to screening and treatment.



WORLD TB DAY

is on March 24th every year. It raises public awareness about Tuberculosis which continues to be a global epidemic affecting millions. Although TB is preventable and treatable, it remains the 13th leading cause of death worldwide.



Our Coalition Partners



In efforts to promote and increase TB awareness, many organizations take action and participate in community outreach events including the Light up the World campaign, sharing: local data TB education and training materials, patient resources, and more.



**THINK
TEST
TREAT** **TB**

**CDC Visitation
(September 15th): Recap**

Performance Highlights: SUMMARY



33,166,824
Impressions



54,694
Clicks



0.28%
Click-through Rate
(CTR)



1.62%
Engagement Rate
(Social)



2,066
Resources
Downloads



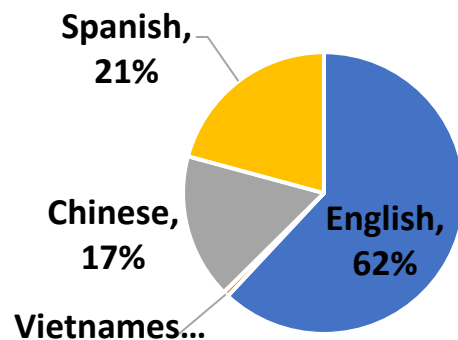
722
Warehouse Orders

Term	Definition
Impressions	A metric used to quantify the number of views derived from an ad. An impression is counted each time an ad is shown.
Clicks	The number of ad clicks on links that lead a user to a specific landing page.
Click-through Rate (CTR)	The percentage of times people saw an ad/organic social post and performed a link click. This is calculated by dividing the total number of clicks by the total number of impressions.
Engagement	A variety of actions, such as, a “share” on Facebook, a “retweet” on Twitter or a “like” on Instagram. It is any interaction occurred on the perspective platform that shows the users are interested in the post.
Engagement Rate	The percentage of times people saw an ad/organic social post and performed an engagement. This is calculated by dividing the total number of engagements by the total number of impressions.
Cost per Metrics (CPM)	The cost per a thousand impressions or views derived from an ad.

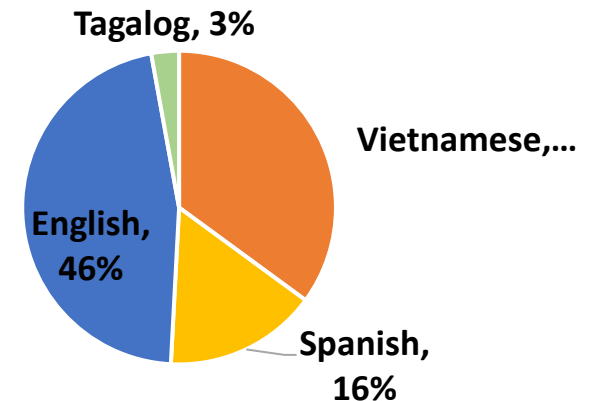
Publications Distribution

Title	Greater L.A.	California
Learn the Facts About Tuberculosis (TB) Factsheet	271	1786
How Do I Talk to My Healthcare Provider about Inactive Tuberculosis (TB)? Patient Factsheet	21	1526
Why should I be tested for Inactive Tuberculosis (TB)? Factsheet	21	1131
Talking with Your Patients about Latent Tuberculosis (TB) Infection Provider Factsheet	96	360
Inactive Tuberculosis (TB) Testing & Treatment 24"x36" Folded Poster	55	266
Inactive Tuberculosis (TB) Testing & Treatment 11"x17" Poster	17	110
Protect your family. Test for tuberculosis (Folded Poster)	0	75
Total	481	5254

Los Angeles Product Item Distribution by Language, 3/1/2022 - 8/31/2022
N=481



California Product Item Distribution by Language, 3/1/2022 - 8/31/2022
N=5254



Consumer Paid, Earned, and Owned Engagement:

KEY TAKEAWAYS

Paid Campaign*

- + The consumer paid media campaign delivered **over 24.8MM** impressions and over **33.2K** clicks.
- + Digital Display & Video delivered the most impressions at **over 12MM**, the most clicks at **over 19K** at the most cost-efficient CPM \$5.78.
- + Social garnered the second most cost-efficient **CPM at \$6.51**, but the strongest CTR at **0.37%**.
- + YouTube delivered **148% more** video views than planned (**nearly 1.2MM** compared to 480K planned video views).

Earned Media

- + **World TB Day Asian American consumer earned media outreach resulted in 18 placements, garnering about 3,992,746 total impressions.**
 - + Publications and broadcast coverage included The China Press, World Journal (3 placements), Sing Tao Daily, The Sky Link TV, and Crossings TV.
- + **AAPI Heritage Month Asian American consumer earned media outreach resulted in 5 online placements, with a combined digital reach of 821,618.**
 - + Online stories were published to The China Press, Chinaqw.com, ithc.cn, crossingsTV.com (Chinese and English placements).

Organic Social Media

- + Organic consumer social content **generated 62,925 impressions, 191 page visits, 168 clicks and 5 website actions to the *Think. Test. Treat TB* landing page.**
 - + Top performing content included the Tuberculosis Hides in Plain Sight gif, World TB content, AAPI Heritage Month content and tweets tagging @lapublichealth.
- + **Consumer content on Twitter performed best in comparison to Facebook, exhibiting the highest engagement and CTR.**
 - + The top three posts driving page visits were all from Twitter.
- + Repurposed posts from June to September **leveraged previously high-performing content from March – May, with new content pulling through "protect your loved ones/community" messaging**, where possible.

Paid Campaign

	Impressions	Views	Clicks	CTR	Engagement Rate (Social)	CPM
OOH	6,266,000					\$15.49
Social	3,661,576		13,497	0.37%	1.60%	\$6.51
Digital	12,482,115		19,206	0.15%		\$5.78
YouTube	1,988,662	1,199,304	578	0.03%		\$10.75
TV	# of Spots: 846					
Print	450,000					\$66.68
TOTAL	24,848,353	1,199,304	33,281	0.13%	1.60%	\$10.49

*Paid media levels were reduced in May as to not compete with Hepatitis Awareness Month.

Organic Social

	Number of Posts	Impressions	Likes	Clicks	Retweet/ Shares	Engagement Rate	CTR
Twitter	67	50,214	252	136	159	2.33% (1% industry benchmark)	0.27% (0.26% channel benchmark)
Facebook	62	12,711	195	32	52	2.12% (2% industry benchmark)	0.25% (0.59% channel benchmark)
TOTAL	129	62,925	447	168	211	2.29%	0.27%

Highlights By Market: CALIFORNIA

	Paid Media	Earned**
Upper Funnel (exposure)	<p>CONSUMER*</p> <ul style="list-style-type: none"> Impressions: 13,244,928 TV Spots: 454 CPM: \$8.97 <p>HCP</p> <ul style="list-style-type: none"> Impressions (display only): 634,159 Email Opens (newsletter only): 27,430 CPM: \$102 	<p>CONSUMER</p> <ul style="list-style-type: none"> Number of placements: 8 Reach (print & digital): 1,114,000 Households (TV): 530,828 <p>HCP</p> <ul style="list-style-type: none"> All HCP placements reached national audiences.
Lower Funnel (engagement)	<p>CONSUMER*</p> <ul style="list-style-type: none"> Clicks: 10,373 CTR: 0.13% <p>HCP</p> <ul style="list-style-type: none"> Clicks: 760 CTR: 0.11% <p>Website metrics related to HCP paid media</p> <ul style="list-style-type: none"> Website traffic (English): 145 Website action: 11 Conversion rate: 7.59% <p>Website metrics related to Consumer paid media unable to be separated by market given SAINT code set up.</p>	n/a (unique links weren't used with earned media)

*Consumer metrics include Print, TV, OOH, YouTube, Digital Display & Video.

** Earned media metrics only include placements that were unique to the market.

SkyLink TV: Los Angeles



Asian Garden Mall: Los Angeles



LED Truck: Los Angeles



Limitations

- **Short turnaround from time of campaign launch**
 - Participants may not have had opportunity to carry out cued behaviors yet
- **Small, localized evaluation that may not reflect perspectives of individuals from other campaign markets**
- **Closed-ended survey options may not capture nuances of different experiences across participants**
- **Subject to social desirability and recall biases**
- **Other TB-related activities could have confounding effects**
- **Not feasible to test all campaign materials**

Preliminary Takeaways: HCPs

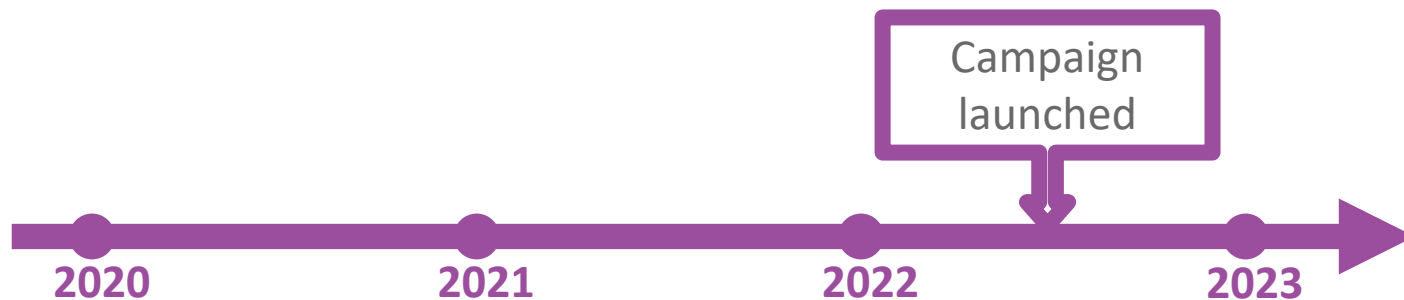
- **Health departments were effective messengers**
- **HCPs more often reported taking less burdensome actions**
 - Discussing TB with patients and colleagues/friends were the least frequently selected actions
- **All HCPs reported already routinely testing patients for TB**
- **Providers exposed to the campaign more often responded they are “very likely” to engage in TB prevention behaviors**

Preliminary Takeaways: Consumers

- **Healthcare providers and social media were effective dissemination channels**
- **Consumers exposed to the campaign correctly answered the TB knowledge question more than those not exposed**
 - Fewer differences between exposure groups were observed for risk questions
- **Consumers exposed to the campaign more often responded they are “very likely” to engage in TB prevention behaviors**

Next Steps Big Picture

- **Conduct further evaluation activities**
 - Did reported HCP behaviors change over time in areas the campaign was implemented?
- **Porter Novelli DocStyles Survey**
 - Conducted each year among 1,000 family practitioners and internists with additional samples of nurse practitioners, physician assistants, pediatricians
 - Included questions for HCPs about LTBI testing and treatment since 2020



Lessons Learned...so far!

- Observances, such as World TB Day and AAPI Heritage Month provide an opportunity to reach priority audiences and create a rallying point for partners.
- Digital ads were the most cost-effective dissemination channel, social media ads had higher click-through rates.
 - However, a diverse media mix that includes TV, out-of-home, and print advertisement is important to extend the reach of the campaign as broadly as possible.
- Health departments are critical partners for healthcare providers
 - Providers exposed to the campaign more often responded they are “very likely” to engage in TB prevention behaviors
- Healthcare providers and social media were effective dissemination channels for consumers
 - Consumers exposed to the campaign more often responded they are “very likely” to engage in TB prevention behaviors



UNITING 
FOR UKRAINE
INFORMATION FOR TB PROGRAMS

To learn more, visit:

<https://www.cdc.gov/tb/programs/unitingforukraine.htm>

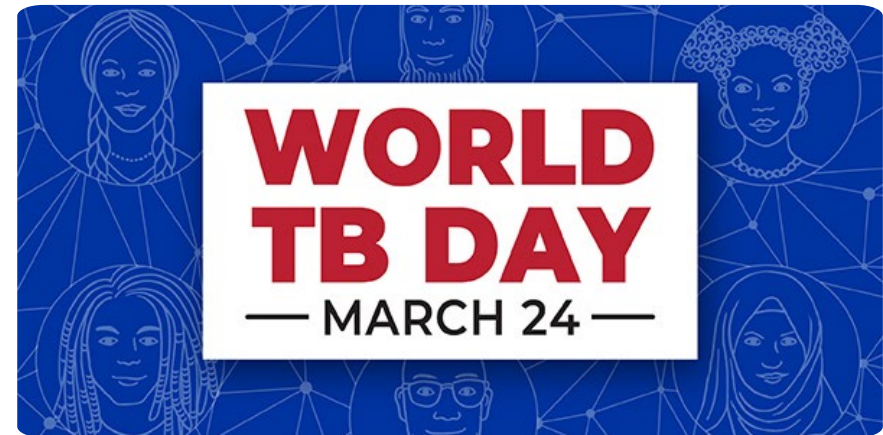


Break



Summary of Last Meeting - Projections for World TB Day

- Population: Latinx community
- Where: In-person and virtual
 - Possible locations included:
 - Parks & Recreation Locations (can someone provide the contact?)
 - Soccer games
 - CA Endowment
 - Grand Park
- Social Media campaign topics: TB 101 & LTBI
 - Where can we create these posts?
 - Canva
 - Word



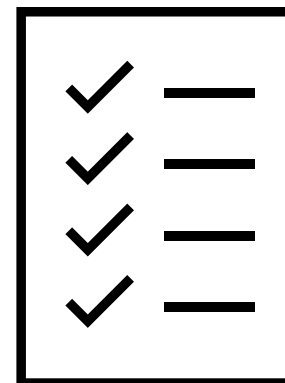
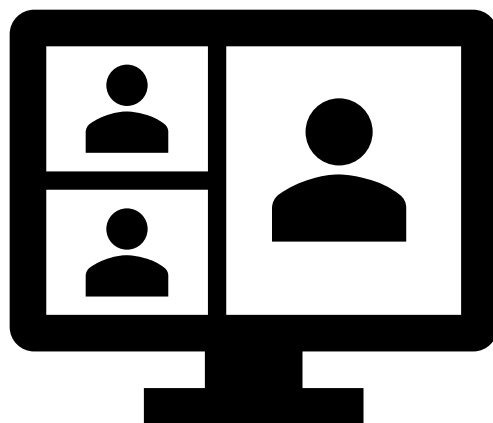
Let's Make a Game Plan!: Lessons Learned from LTBI Campaign 2022



Next Steps:

- Anyone have any connections to location areas we can host an in-person event? If so, please provide their information or feel free to reach out to them if possible.
- Who would like to help create Social Media content?
- What should be our deadline for each item?

Next Meeting



Wednesday, November 16th at 10am – 11:30am

