



SIDS & Safe Sleep Campaign: Campaign Progress Report Year Three

*September 2013 Activities
At-a-Glance*



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**SIDS & Safe Sleep Social Marketing Campaign
Progress Report**

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Introduction

MEE Productions has been commissioned by the Louisiana Department of Health and Hospitals to implement and manage a comprehensive multimedia campaign and provide community outreach and education based on social marketing principles. The goal of the campaign and community outreach activities is to educate African American mothers (ages 18 – 29) and other caregivers regarding ways to reduce the number of deaths due to Sudden Infant Death Syndrome and unsafe sleep practices.

Project Planning/Management

On September 3rd, William was notified by Sheila Robinson that the Year 3 contract had been misplaced by the State and that MEE would need to resubmit the contract. William had the contract re-processed internally and sent it overnight to Sheila on the same day.

On September 6th, William submitted MEE's invoice #20132547 and the Summary of Activities for Invoice # 20132547 document to Sheila Robinson for processing.

Also on September 6th, William submitted the "SIDS August 2013 Monthly Report" to Karis Schoellmann. On the same day, William and Karis also participated on a conference call with representatives from Our Lady of the Lake Regional Medical Center to discuss the possibility of getting billboards placed in their region.

On September 16th, William had a conference call with Karis to discuss the following: 1) the timeframe for receiving final feedback on "Nurse's Visit" radio ad so that MEE can schedule production; 2) an update on the workshop (location, registration process, promotion); 3) ideas for getting more resources on the Electronic Resource Directory; and 4) an update on the development of the Interactive Safe Sleep Environment.

Also on September 16th, William sent out an e-mail to campaign partners to announce that Nicole Soudelier (Region 3 MCH Coordinator) has secured free advertising space in *The Weekly*, a Region 3 print publication with over 26,000 copies distributed. The 4" x 6" color ads are to run during SIDS awareness month in October and help promote the SIDS/Safe Sleep Message.

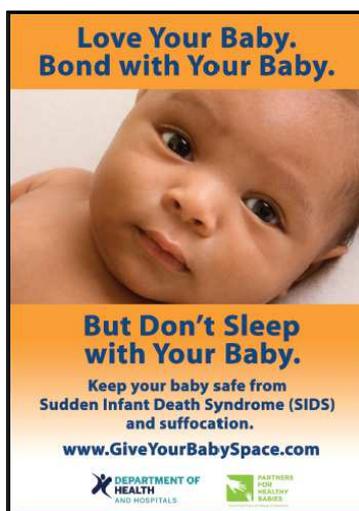
During this time period, William was in contact with both Sheila and Karis to gain an understanding of when the Year 3 contract would be approved. On September 27th, Karis notified William that BMAC had finally approved the contract and that it was proceeding through the processing phase.

Materials Development

During this time period, MEE representative (Victor Havens) finalized the new “Love Your Baby” resource flyer by adding an element of orange to the flyer to break up all the blue. On September 4th, Karis approved the flyer and MEE sent it off for printing. An image of the front and back of the new “Love Your Baby” flyer is below:



On September 3rd, William was notified that Nicole Soudelier (Region 3 MCH Coordinator) has secured free advertising space in *The Weekly*, a Region 3 newspaper. The ads were 4” x 6” and were to run in October. Working with Victor, MEE developed two newspaper ads that could be used by Nicole for the advertising campaign and sent them to Karis on September 11th. Images of the two ads are below:



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On September 16th, William was notified that Nicole Soudelier (Region 3 MCH Coordinator) had received an offer from a local business to print five (5) 4' x 8' banners. Working with Victor, MEE developed a banner graphic that was forwarded to Planet Graphics for printing. Images of the banner are below:



Website Development

During this time, MEE Creative staff continued to manage the GiveYourBabySpace.com Website. Victor continued his work on the Interactive Safe Sleep Environment as well as updates to the following areas of the Website:

- Updated the Website header to include an image of the new baby;
- Updated the listing of radio stations that will be running the campaign radio ads;
- Added an option on the Multimedia page that allows people to scan the materials order form and e-mail it to William; and
- Updated the campaign materials order form to include the new image of the "Love Your Baby" flyer.

On September 27th, William conducted a conference call with Karis to discuss the progress of the Interactive Safe Sleep Environment and to provide her with a framework of information that still needs to be developed. Based on the call, it was decided that MEE would develop a first draft of text that would explain the "right" and "wrong" answers for users. MEE Creative staff began working on the development of that text.

During this time period, MEE also renewed the 12-month hosting package for GiveYourBabySpace.com with Host My Site.

Website Statistics

Time Period	September 2013	October 2012 – September 2013
Audience Overview		
Unique Visitors	63	686
Visits	128	1,162
% New Visits	36.7%	51.7%
Pages Overview		
Page Views	697	5,728
Unique Page Views	307	2,773
Top Pages (Page Views)	Homepage (84) Campaign Overview (22) Facts & Tips (24) Multimedia (95) Resources (51) Campaign Partners (18)	Homepage (837) Campaign Overview (274) Facts & Tips (311) Multimedia (528) Resources (354) Campaign Partners (220)
Traffic Source Overview		
Traffic Sources	Search Traffic (46.1%) Referral Traffic (9.4%) Direct Traffic (44.5%)	Search Traffic (23.2%) Referral Traffic (14.6%) Direct Traffic (62.2%)
Top Referrers	dhh.louisiana.gov 180025baby.org	dhh.louisiana.gov 180025baby.org
Location Overview		

The following map represents the cities where individuals have accessed the campaign Website. The larger the circle, the more people from that city have logged on to the Website.



Community Mobilization

During this time period, MEE staff began preparing for the Year 3 canvassing efforts by developing a Canvassing Execution Campaign Plan that will be submitted to Karis in October. MEE is proposing to conduct community canvassing activities in the following metro areas: New Orleans, Baton Rouge, Shreveport, Lafayette, Opelousas, Lake Charles, Monroe and Alexandria. Canvassing would take place in specific zip codes in these cities and be completed in three different sessions, tentatively scheduled for October 2013, November 2013 and April 2014.

Using 2010 Census data to identify Census tracts with lower than average household incomes and higher percentages of African American residents, MEE identified the following zip codes in each city for canvassing activities:

New Orleans	Baton Rouge	Lafayette	Opelousas	Lake Charles	Shreveport	Monroe	Alexandria
70056	70802	70501	70570	70601	71106	71202	71301
70058	70805	70506			71107	71203	71302
70072	70806				71108		
70094	70807				71109		
	70812				71111		
	70815						
	70816						

MEE’s plan is to conduct the first canvassing session on October 23rd, in the New Orleans zip codes listed above. The map below shows the geographical location of the targeted New Orleans zip codes:



In preparation for the October canvassing session, MEE staff has begun “contact mining” and telemarketing in order to identify day care centers, after school programs and hair and nail salons located in those New Orleans zip codes. A telemarketing script was developed that explains to organizations that a canvassing team will be in their neighborhood promoting the SIDS Risk Reduction and Safe Sleep Campaign and distributing campaign materials. Organizations are being asked whether campaign representatives can stop into their establishments, have a short dialogue about the campaign and leave materials for display or further distribution. Organizations that are unavailable for a canvassing stop are being asked if campaign materials can be sent to them in the mail.

Materials Dissemination

During this time period, MEE received a new shipment of materials and began shipping out orders. In September, MEE distributed **21,873** pieces of campaign materials. To-date, MEE has distributed 166,535 pieces of campaign materials:

Campaign Materials	Quantity Distributed
Campaign Postcard – Help Me Sleep Safe	64,500
Campaign Postcard – Are You Ready?	62,800
Campaign Flyer – Love Your Baby	20,390
Campaign Flyer – Are You Ready?	18,730
Campaign Radio Ads	115
Total	166,535

Campaign materials have been sent to contacts in the following cities (*Note: new cities to the list are highlighted in bold*):

City	Number of Materials Distributed
Abbeville	130
Alexandria	16,297
Angie	402
Baker	480
Bastrop	11,776
Baton Rouge	20,856
Bossier City	1,181
Breaux Bridge	6,801
Cecilia	201
Clinton	301
Columbia	201
Crowley	180
DeRidder	1,001
Donaldsonville	201
Franklin	840

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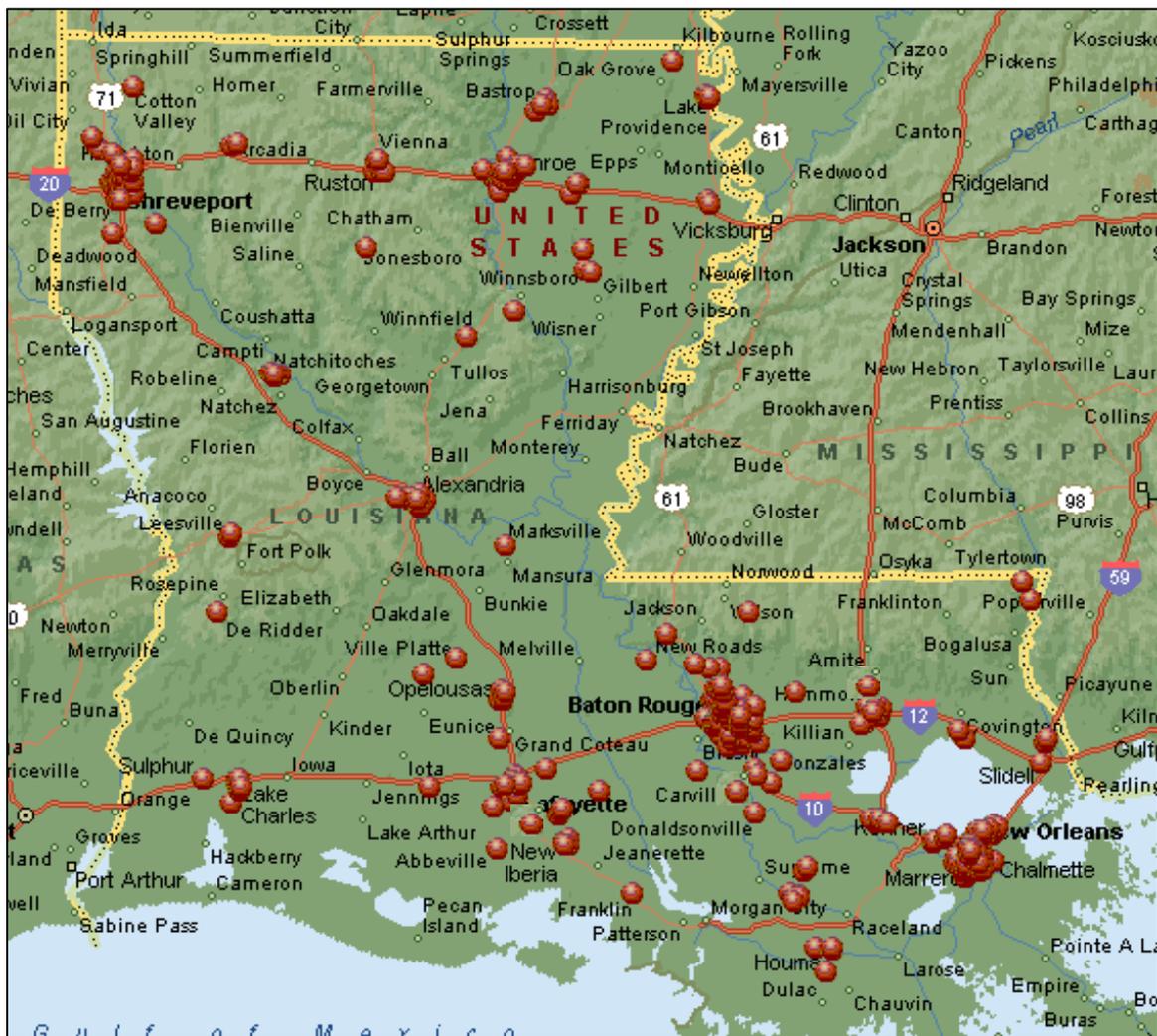


City	Number of Materials Distributed
Geismar	301
Gonzales	121
Greenwell Springs	201
Gretna	366
Hammond	560
Harvey	300
Houma	7,411
Jonesboro	1,141
Kenner	210
LaPlace	300
Lafayette	5,116
Lake Charles	10,155
Lake Providence	4,986
Leesville	821
Mamou	401
Mandeville	1,352
Marksville	480
Marrero	1,150
Metairie	4,701
Minden	461
Monroe	8,505
Natchitoches	1,401
New Iberia	1,180
New Orleans	19,372
New Roads	301
Oak Grove	241
Olla	1,001
Opelousas	4,121
Pearl River	561
Plain Dealing	200
Plaquemine	301
Port Allen	301
Prairieville	450
Rayville	1,992
Ruston	1,422
Shreveport	7,656
Slidell	1,401
St. Francisville	201
St. Martinville	350

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City	Number of Materials Distributed
Stonewall	2,401
Sulphur	200
Sunset	201
Tallulah	802
Terrytown	70
Thibodaux	5,590
Ville Platte	305
Walker	100
West Monroe	231
Winnsboro	461
Zachary	410

The map below provides a visual representation of locations that have received campaign materials to-date:



Radio Advertisements

There were no radio ads running during the month of September; however, MEE finalized the radio placement schedule for October 2013. A total of \$7,070.50 worth of radio ads will be placed on the following stations:

1. KMJJ 99.7 FM (Shreveport/Bossier City) = \$2,120.00
2. KVMA 102.9 FM (Shreveport/Bossier City) = \$1,300.00
3. KNEK 104.7 FM (Lafayette) = \$780.00
4. KRRQ 95.5 FM (Lafayette) = \$869.50
5. KJMH 107.5 FM (Lake Charles) = \$1,125.00
6. KRVV 100.1 FM (Monroe) = \$522
7. KVMX 101.9 FM (Monroe) = \$ 354

Placement Schedule

Shreveport/Bossier City							
Source(s)	Weeks	Month	Spots	Rate	CPP	% Reach	Freq.
KMJJ 99.7 FM	2	Oct.	56	\$37.86	\$23.14	47.00%	8.8
KVMA 102.9 FM	4	Oct.	52	\$25.00	\$41.67	22.30%	6.0
Total	6		108			60.30%	9.1

Lafayette							
Source(s)	Weeks	Month	Spots	Rate	CPP	% Reach	Freq.
KNEK 104.7 FM	2	Oct.	40	\$19.50	\$4.25	77.10%	10.7
KRRQ 95.5 FM	2	Oct.	60	\$19.32	\$10.25	55.50%	6.1
Total	4		100			89.10%	13.1

Lake Charles							
Source(s)	Weeks	Month	Spots	Rate	CPP	% Reach	Freq.
KJMH 107.5 FM	2	Oct.	30	\$34.00	n/a	n/a	n/a
KJMH 107.5 FM (Streaming Ads)	2	Oct.	30	\$3.50	n/a	n/a	n/a
Total	4		60				

Monroe							
Source(s)	Weeks	Month	Spots	Rate	CPP	% Reach	Freq.
KRVV 100.1 FM	2	Oct.	34	\$15.35	\$4.84	52.12%	8.4
KVMX 101.9 FM	2	Oct.	32	\$11.06	\$10.29	25.44%	5.6
Total	4		66			54.87%	8.3

On September 20th, Karis e-mailed William her feedback on the “Nurse’s Visit” radio advertisement at which time MEE’s Creative staff began to finalize the content in preparation for production.

Additional Value

MEE Representative (Thierry Fortune) finished reaching out to the radio stations about interview opportunities or MCH Coordinators. On September 11th, Thierry sent William and Karis an e-mail containing the following information about the interviews:

Shreveport - KVMA and KMJJ

Contact: Paul T. Farnham, Jr.
Key Account Manager, KRMD-FM, KMJJ-FM, KQHN-FM, KVMA-FM & KRMD-AM
Cell: 318-347-6311
Office: 318-549-8549
E-mail: paul.farnham@cumulus.com
Needs 2 day notice and get called on his cell phone. He can arrange the recording with the production manager (John Sherman) and the DJ.

Lafayette - KNEK-FM & KRRQ-FM

Contact: Lawrence Williams
Account Executive, KNEK - KRDJ - KRRQ - KSMB - KXKC
Office: 337-232-1311
Direct #: 337-408-9234
E-mail: lawrence.williams@cumulus.com
Talking to production manager to schedule interviews.
Wrote, “When you find out what days you want to do the interviews, let me know.”

Lake Charles - KJMH (Acct Mgr. Thom Hager)...

Contact: Erik Tee, Brand Manager
Office: 337- 433-1641 Ext.42
E-mail: eriktee@townsquaremedia.com
Erik T has been alerted by Acct Mgr.
He will do a brief interview which he can Blog on the Website at no additional charge.

Monroe - KRVV & KMOVX

Contact: Meg Keene
Account Exec, KNOE, KJLO, KLIP, KRVV, KMLB, KRJO
Phone: 318-398-1627
Cell: 318-355-4970
E-mail: knoemeg@gmail.com
Meg wrote, “I can schedule an interview with the States local Medical Director any Monday or Wednesday morning in October on KJLO/KLIP/KMOVX. KRVV does not have a live DJ in the mornings when we do all of our interviews (we air Ricky Smiley Show 6am-9am).”

Communications Workshop

On October 22nd, MEE is facilitating a free half-day professional development communications workshop designed to improve participant’s ability to communicate with African American parents and caregivers and provide them with maternal health information in a way that is effective and culturally-relevant. The hands-on, interactive workshop will help maternal health providers, and other medical and service providers to more effectively conduct community outreach in order to raise community-wide awareness about safe sleep practices by influencing existing attitudes and community norms.

MEE conducted a series of internal meetings to begin developing the workshop presentation along with the documents for the participant activities. MEE participants in the meetings included MEE Vice President William Juzang; MEE Senior Vice President Thierry Fortune; MEE President Ivan Juzang; MEE Vice President of Communications Pamela Weddington; and MEE Assistant Project Manager Adia Harmon. Adia also began researching catering options for the workshop.

On September 24th, Karis sent out an e-mail promoting the workshop to a list of invitees. Invitees were asked to contact MEE in order to RSVP for the workshop. MEE fielded RSVPs via the phone and e-mail. On September 27th, William e-mailed Karis the following update of 23 invitees that had sent in an RSVP for the workshop:

	Name	Program	RSVP
1	Patrice Sims	Regional MCH Coordinator	
2	Nicole Soudelier, RN	Regional MCH Coordinator	Yes
3	Christine Cornell, RN	Regional MCH Coordinator	
4	Nancy Roach, RN, BSN	Regional MCH Coordinator	Yes
5	Linda Pickett, RN, BSN	Regional MCH Coordinator	
6	Annelle Tanner, RN, MSN, EdD	Regional MCH Coordinator	
7	Melissa Morton, RN, BSN	Regional MCH Coordinator	Yes
8	Amy Pyles, RN	Regional MCH Coordinator	Yes
9	Marty Hennegan, RN, BSN	Regional MCH Coordinator	Yes
10	Caroline Wise	BFH-Family Planning	Yes
11	Brianna White	BFH- Family Planning	
12	Ashley Burman	BFH-Family Planning	
13	Sonya Meyers	BFH- Home visiting- NFP	
14	Marion Deming	BFH-NFP RN Supervisor from the Region 1 Home visiting	Yes
15	Jeanne Foret	BFH-NFP RN Supervisor from the Region 3 OPH team	
16	Terrelle Foster	BFH NFP- Supervisor from the Region 2 Team	

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17	Marci Brewer	BFH-Breastfeeding	Yes
18	Leslie Lewis	BFH-Nutrition	Yes
19	Becky Majdoch	BFH- HEDC	
20	Karen Webb	BFH- Sexual Violence etc	Yes
21	Caroline Brazeel	DHH-BFH- Various- Tobacco	Yes
22	Monica McDaniels	DHH-WIC-Nutrition	
23	Karen Chustz	DHH-WIC-Nutrition	Yes
24	Amy Nolan	LPHI- Tobacco	Yes
25	Brendetta Age	DHH-Tobacco	Yes
26	Brandi Bourgeois	DHH- Chronic- Tobacco	
27	Kristie Bardell	DHH- Chronic	
28	Lindsey deBlieux	DCFS-Public Info Director	
29	Trey Williams	DCFS- Communications Director	
30	Christina Stephens	DHH-BMAC	
31	Mary Kay Slusher	DHH-BMAC	
32	Mechaune Butler	DHH- Dental Health	
33	Jenny McGuinness	Trumpet	Yes
34	Dustin Kingsmill	Trumpet	
35	Caitrin Alb	Tulane Women's Center-Breastfeeding	
36	TBD	Tulane Women's Center	
37	Greg Rattler	Fatherhood Consortium	Yes
38	Petrice Sams-Abiodun	Fatherhood Consortium	Yes
39	Kim Williams	Healthy Start – City of NO	
40	Alexa Erck	BFH- SUID	Yes
41	Geoff Nagle	BrightStart - Louisiana's Early Childhood Advisory Council	
42	Lindsay Ursey	Early Childhood	Yes
43	Karen Washington	DCFS- OCS	Yes
44	Jan Byland	DCFS-Child Welfare Program	
45	Gail Kelso	DCFS- Child Development & Early Learning	
46	Derek Little	Dept of Ed.	
47	Robin Gruenfeld	Best Baby Zone	

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48	Judy Harrison	Director of Child Trust Fund	
49	Ursula Vance	Prams	Yes
50	Shirley Washington	Prams	Yes
51	Adrienne Finley	Prams	Yes