Using Wiki Surveys to Rapidly Test Philly CEAL's Health Messages Promoting COVID-19 Vaccination Boosters Among Philadelphia Residents

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Overview

- About Philly CEAL
- Rapid Message Testing Approaches
- Study Objectives
- Methods
- Findings
- Conclusions and Next Steps



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About Philly CEAL

- A community-wide alliance led by University of Pennsylvania's School of Nursing and Philly Counts with 43 community partners
- Works to provide the Philadelphia community with resources to:
 - Reduce COVID-19 disparities in testing, vaccination, and participation in clinical trials
 - Prevent the spread of misinformation



Rapid Message Testing Approaches

- + Health campaigns that test messages with their audience are more likely to be effective (Noar, 2006)
- + During emergent outbreaks, messages can become outdated before the message testing process is complete
- + Raid message testing approaches are needed (Gaysynsky et al., 2022)
- Wiki surveys are a rapid A/B quantitative message testing approach that simultaneously allows audiences to provide qualitative feedback (Niederdeppe et al., 2019; Salganik & Levy, 2015)





Study Objectives

- + To rapidly **test** and **collect community-generated messages** to promote the COVID-19 bivalent booster and vaccination for children
- + Assess **feasibility** of using wiki surveys for rapid message testing
- + Utilize top ranked messages to **inform the design** of social media posts



Participants

- + Eligible participants were adults ages 18+ who lived or worked in Philadelphia
- + We recruited previous Philly CEAL survey completers (493), community partners (27), and VaxUpPhilly family ambassadors (24)
- + All surveys completed between January 26 and March 22, 2023





Survey Procedures

- + Screening questions, informed consent, and demographic and vaccination status questions were collected on Qualtrics
- + We tested and collected messages using a wiki survey on the *All Our Ideas* platform
- + Invitations were sent out in weekly batches
- + \$10 gift card incentive provided for completed responses



Figure 1. Survey Flow



Items completed in: Qualtrics All Our Ideas



All Our Ideas Wiki Survey allourideas.org



Wiki Survey

- + We reviewed participant-generated messages three times per week
- + Relevant messages were revised for grammar and clarity and added to the message pool
- + Subsequent participants then voted on these new messages



Message Score

+ All Our Ideas automatically calculates a message score (Salganik & Levy, 2015)

Manage this page

Which message would most encourage parents to get their children vaccinated against COVID-19?	Score 😧 🕈	Source +	Status 🕈
Vaccination is the best way to protect your child from serious illness against COVID-19.	64	User	Activated
The best way to protect your child from serious illness is to get them vaccinated.	63	User	Activated
Protect your children from serious health complications of COVID-19 by getting them vaccinated.	63	User	Activated
Each reinfection increases the chance of serious long-term complications from COVID-19. Get yourself and your family vaccinated today!	61	User	Activated
COVID-19 vaccines are the best way to protect your child from serious illness requiring hospitalization.	60	Seed	Activated
Protect your child against serious illness by getting them vaccinated against COVID-19	59	User	A ativestand

Message Score

- + All Our Ideas automatically calculates a message score (Salganik & Levy, 2015)
- + The score estimates the probability that the given message will be selected over a randomly selected message
- + Ranges from 0 (message always expected to not be selected) to 100 (message always expected to be selected)





Findings

Participant Characteristics (N = 199)

- + Mean age = 37.4 years (SD=11.3)
- + 27% were African-American/Black, 60% were White
- + 74% were women, 22% men, 3.5% were nonbinary
- + 75% had at least a Bachelor's degree





Findings

COVID-19 Vaccination Status (N = 199)

- + 94% had at least one COVID-19 vaccine
- + 89% had at least one booster
- + 62% of those with at least one child under 18 had all children fully vaccinated





Findings

Message Ratings and Contributions

- + Number of message ratings received:
 - + 18,384 for pediatric vaccination messages
 - + 13,897 for booster vaccination message
- + 43 unique messages were participant-contributed
 - + 33 pediatric vaccination messages contributed
 - + 10 booster messages contributed





Pediatric Vaccination Messages

Statement	Score
Vaccination is the best way to protect your child from serious illness against COVID-19.	64
The best way to protect your child from serious illness is to get them vaccinated.	63
Protect your children from serious health complications of COVID-19 by getting them vaccinated.	63
Each reinfection increases the chance of serious long-term complications from COVID-19. Get yourself and your family vaccinated today!	61
COVID-19 vaccines are the best way to protect your child from serious illness requiring hospitalization.	60
Protect your child against serious illness by getting them vaccinated against COVID-19.	59
Vaccination is the best way to protect your child and those around them from serious illness related to COVID-19.	59
Covid-19 vaccines and boosters are the best way to prevent illness and long-term symptoms.	59
COVID-19 vaccines prevent children in Philadelphia from getting seriously sick if they do get COVID-19.	58
Getting COVID can lead to health complications later in life . Vaccines are the best preventive measure against them.	57

Shaded statements are participant-generated

Booster Messages

Statement	Score
Don't gamble with your health. Stay up to date with your Covid-19 boosters.	64
Each reinfection increases chances of serious and long term COVID complications. Get the	61
booster to protect yourself and your community .	01
COVID damage can be silent and stealthy. Protect your long-term health by boosting against	58
new variants and curbing the spread.	00
You can get your COVID-19 and flu vaccine on the same day, during the same doctor's visit!	58
Both vaccines are safe and effective.	50
COVID-19 vaccines protect against severe disease, hospitalization, and death, so it's	56
essential to stay up to date with your booster dose!	50
To protect yourself and your loved ones, get the COVID-19 booster to protect against	55
variants that may threaten your community.	00
The pandemic is not over, people are getting sick from COVID-19 variants daily. Protect your	55
community by getting a booster dose!	55
To protect yourself and your community, stay up to date with COVID-19 vaccinations.	55
Both COVID-19 and the flu are spreading this winter. To protect your community , get tested	55
and stay up to date with vaccinations.	55
Help protect vulnerable people in your community by getting your free COVID-19 booster	55
shot.	55

Shaded statements are participant-generated

Conclusions

- + Data collected over 10-week period in 2023
- + Participant-generated messages were perceived as more effective for encouraging Philadelphia residents to get boosted or get their children vaccinated
- + Wiki surveys are a feasible approach for rapidly testing messages on timely topics
- + High-performing messages were easily integrated into Philly CEAL's social media messaging





Examples of Philly CEAL's social media posts using top-ranked messages

...



Don't gamble with your health. Stay up to date with your Covid-19 boosters!

Visit bit.ly/3r5stsp to find a free, walk-in COVID-19 vaccines and boosters #VaxUpPhilly



1:01 PM · May 1, 2023 · 118 Views





Vaccination is the best way to protect your child from serious illness against COVID-19!

...

Visit **bit.ly/3r5stsp** to find a free, walk-in COVID-19 vaccine or booster doses. **#VaxUpPhilly**



8:01 AM · Apr 13, 2023 · 124 Views

Limitations

- + We are unable to link ratings to individual participants so we do not know if there are differences among certain groups of our population
- + Some participants may have voted more than others and disproportionately influenced results
- + Our sample was not representative of Philadelphia residents or those who have not received a booster or had their child vaccinated
- + Response rate was lower than anticipated, and data collection took more time than we originally thought



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Thank you!

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