

# AWARE. PREPARED. READY TO RESPOND.

Designing, executing and measuring the impact of a multi-channel market development campaign to raise anaphylaxis awareness across unique target audiences.



# CREATING A TARGETED ANAPHYLAXIS AWARENESS CAMPAIGN STRATEGY

In 2011, as a result of several high profile anaphylaxis fatalities in school, EpiPen® maker Mylan and its marketing partner Pfizer Inc made a strategic decision to embark on an initiative to raise severe allergy awareness and influence state policy makers to pass laws legalizing access to epinephrine auto injectors in places of learning.

In addition to supporting policy changes in several states, Pfizer and Mylan were also looking to further develop the marketplace through unbranded alliance partner programs. In early 2012, they turned to DMW Network partners to design a precision targeted, direct response strategy that could be tracked, measured and adapted over a two-year campaign period.

DMW Network, in conjunction with Pfizer and Mylan identified leading third-party partners from the employee health, workplace safety, medical, patient advocacy and education communities. Each partner provided direct access to highly qualified targets that could act as message ambassadors and influence school or workplace health policy.

Over a two-year span, DMW Network partners executed a series of unbranded multi-media micro-campaigns, focused on anaphylaxis preparedness, awareness and emergency response. Each micro-campaign placed an emphasis on ensuring that families, schools and workplaces had access to epinephrine auto-injectors and that key personnel were trained to use them effectively in an anaphylaxis emergency.



# PARTNERING WITH PATIENTS TO SHARE THEIR STORIES

In early 2012, DMW Network partners coordinated with The Food Allergy & Anaphylaxis Network (FAAN) to develop an online PSA campaign highlighting compelling patient and family stories. The two-part SmartCast™ video series took two distinctively different approaches.

The first installment shared the tragic story of Brian Hom and his family when a severe allergic reaction turned fatal while on vacation in Mexico. The stark lessons from the Hom family's experience delivered a message to parents that anaphylaxis risk never takes a vacation and that preparedness is required at all times.

Disney star Kenton Duty was featured in the second SmartCast™ installment. The "Shake it Up" star shared his experience with severe allergies and provided tips for teens to manage their anaphylaxis risks and stay safe on the go.

DMW Network partners in 2012 executed a similar parent-focused campaign for Kids with Food Allergies leveraging their existing technology assets.

## FAAN Campaign Results

26,168 YouTube Views Kenton Duty – 11,948 | Brian Hom – 14,220

Over 1000 Facebook Shares, Likes & Comments

775 Total PDF Downloads

9,391 Landing Page Views

3:59 Average Length of Website View

36% Mobile Viewership

Campaign Period: 9/12/12 to 11/30/12

The screenshot shows the FAAN website interface. At the top, there's a navigation bar with links for 'ABOUT US', 'EDUCATION', 'AWARENESS', 'RESEARCH', 'ADVOCACY', 'ALLERGENS', 'FUNDRAISING', and 'MEDIA CENTER'. Below this is a 'Video' section titled 'Stay Safe'. The main video player features a young man (Kenton Duty) with a red play button overlay. To the right of the video are two smaller video thumbnails with captions: 'Don't let food allergies shake your world up!' and 'Food allergies don't take vacations.'. Below the video player, there's a text block titled 'Staying safe doesn't slow down Kenton Duty of Disney's "Shake It Up."' followed by a paragraph of text. There are two buttons: 'FOOD ALLERGY ACTION PLAN' and 'LEARN MORE ABOUT ANAPHYLAXIS'. Below the text is a Facebook social media widget showing '19,959 are involved' and a grid of profile pictures. At the bottom of the page, there's a 'Spread the Word!' section with a 'Get Involved' button and a 'Join FAAN' button. A large smartphone graphic in the foreground displays a video of a man (Brian Hom) speaking.





# EMPOWERING PTA PARENTS THROUGH MULTI-CHANNEL AWARENESS BUILDING

In 2013, DMW Network partners turned their focus on the education community with a multi-channel initiative driven by the National PTA. The micro campaign was highlighted by a three part digital PSA campaign. Spokespersons ranged from a school nurse with vast anaphylaxis preparedness experience, a mother of a student with severe allergies and a Boston Children's Hospital physician expert.

The video series focused on what all parents could do to help students with severe allergies avoid accidental exposures at school and how they could help their children recognize the signs of anaphylaxis and what to do in the event of an emergency. Distribution of the series occurred in the weeks leading up to Halloween, a high-risk timeframe for accidental food allergen exposures.

Digital communications featured downloadable resources and a directive for parents to share across their communities. The micro-campaign was supported and promoted across National PTA's expansive digital and traditional channels, including their social networks, "Our Children" magazine and localized communications.

## National PTA Campaign Results



Campaign Period: 10/18/13 to 12/19/13

# HELPING SCHOOL NURSES IMPLEMENT ACTION PLANS

When it comes to managing severe allergies in places of learning, school nurses have the ability to align parents, administration, faculty and staff. In 2012, DWW Network partners worked with the National Association of School Nurses (NASN) to create a three-part member education series that shared successful anaphylaxis strategies and management initiatives.

Each talk show style episode included insights from district and county health officials, NASN leadership, school nurses and parents. Over the course of 30 days, video content was distributed via member targeted HTML emails and NASN's social channels. Downloadable resources that could be used to help shape and implement anaphylaxis policies compliant with state laws were included.

An emphasis on epinephrine auto injector access, training and replenishment was a consistent theme across each program.

## NASN Campaign Results

8,776 Total "Unique" Visitors

5,631 Total "Unique" Visitors: Episode 1

1,455 Total "Unique" Visitors: Episode 2

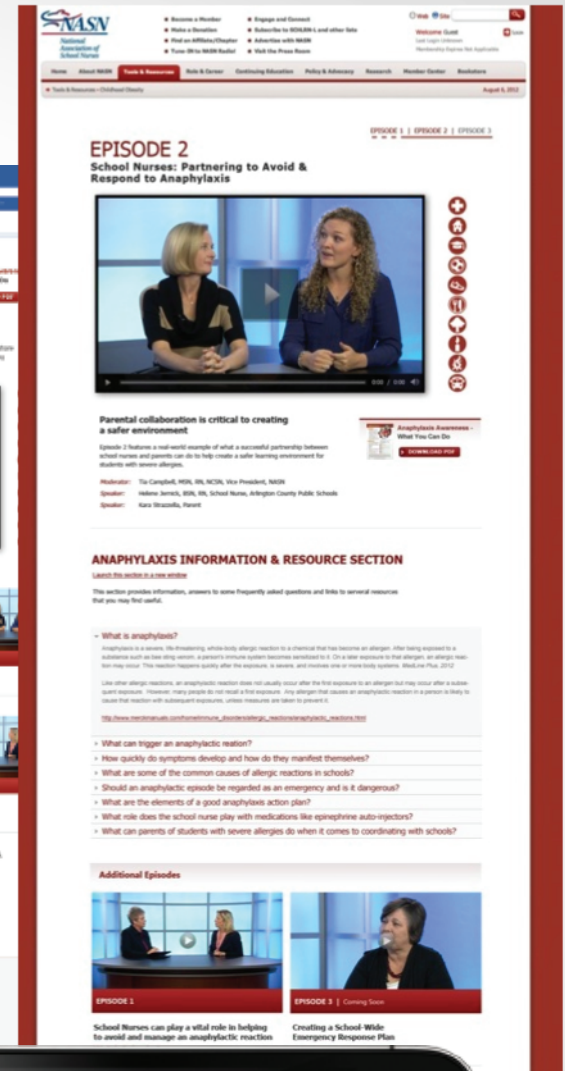
1,181 Total "Unique" Visitors: Episode 3

4,141 Total PDF Downloads

6:25 Average Time on Landing Page

7% Mobile Viewership on Website

Campaign Period: 11/13/12 to 1/15/13



## Delivering Post-ED Guidance: Helping Anaphylaxis Patients Avoid Future ED Visits

Every member of the emergency care team has an opportunity to empower anaphylaxis patients and their families to help them better understand how they can learn to manage their allergies.



Click Here for  
Downloadable Resources

Play Video Now



# TRANSITIONING PATIENTS FROM THE EMERGENCY ROOM TO ALLERGY MANAGEMENT

Whether it's an anaphylactic reaction to an insect sting, latex or a food allergen, Emergency Department personnel in most cases are the first medical professionals to identify severe allergies. In late 2013, DMW Network partners collaborated with the American College of Emergency Physicians (ACEP) to help members guide first time anaphylaxis patients toward a specialized care and an allergy action plan.

Using emergency physician and PA spokespersons that have developed successful post-care strategies at their institutions, a 3-part series of ACEP colleague-to-colleague video messages were distributed to membership via DMW Network's SmartCast™ platform. Each spot provided tips to help ensure that ED patients and families were set on a course of allergy testing and long-term management so they could avoid future anaphylaxis events.

Included in each communication was a downloadable patient tip sheet that could be branded by the institution and distributed upon discharge. Epinephrine auto-injector education was a key component throughout the campaign.

## ACEP Campaign Results

1,389 Total "Unique" SmartCast Viewers

2:57 Average Time on Landing Page

3,637 Total Resource Downloads

41% Mobile Viewership

2013 Promotion at Annual Member Conference

Campaign Periods: 11/21/13 to 12/13/13



# PROMOTING ANAPHYLAXIS WORKPLACE COMPLIANCE

Anaphylaxis events in schools grabbed the majority of the headlines in 2011. However, severe allergic reactions in the workplace remained a critical occupation safety issue. Insect stings, latex and food allergies all present challenges to businesses and institutions of all sizes. Beginning in 2012, DMW Network partners developed a Webcast series for the American College of Occupational and Environmental Medicine (ACOEM).

The six-part series, hosted by ACOEM Executive Director Barry Eisenberg, featured occupation health thought leaders from Johns Hopkins, Disney, Delta Airlines, US Preventive Medicine and the National Safety Council. Episode topics ranged from developing proactive workplace anaphylaxis policy, OSHA compliance, emergency response and epinephrine auto-injector training.

Targeted communications were distributed to ACOEM's medical officer audience over the course of two years with downloadable resources. The National Safety Council joined the campaign and promoted content throughout its' 50,000 member network. DMW Network partners tracked and measured engagement to develop actionable insights.

## ACOEM Campaign Results

2,388 Total "Unique" Visitors: SmartCasts & Webinars

4:02 Average Time on Landing Page

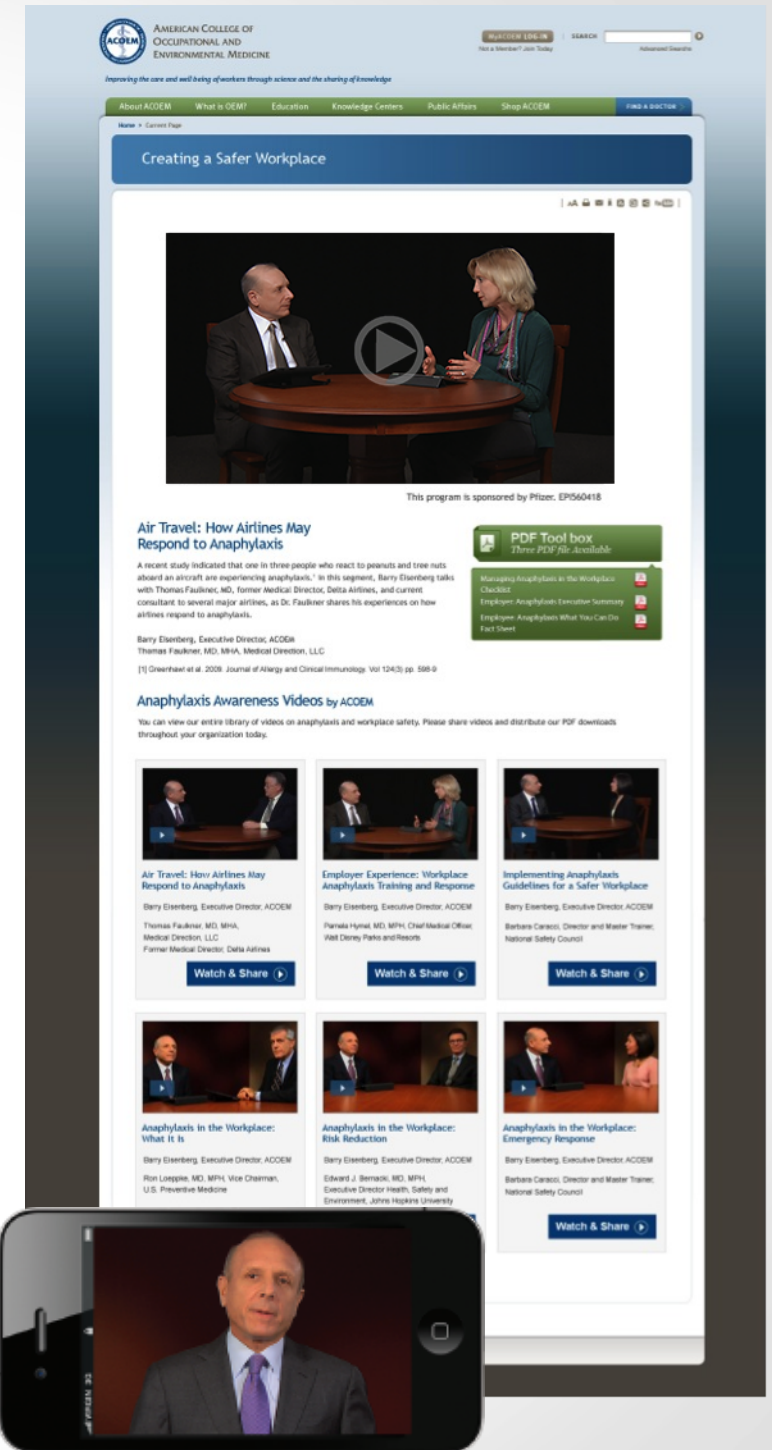
1,911 Total Resource Downloads

8:35 Average Webinar Episode View Time

9% Mobile Viewership

2013 Distribution to 50K National Safety Council Members

Campaign Periods: 9/12/12 to 9/28/12 and 5/15/13 to 6/19/13



The screenshot shows the ACOEM website interface. At the top, the ACOEM logo and navigation menu are visible. The main content area features a video player titled "Creating a Safer Workplace" with a play button overlay. Below the video, there is a section titled "Air Travel: How Airlines May Respond to Anaphylaxis" with a description and a "Watch & Share" button. To the right, there is a "PDF Tool box" section with a "Download PDF" button. Below the main content, there is a section titled "Anaphylaxis Awareness Videos by ACOEM" with a grid of video thumbnails, each with a "Watch & Share" button. A smartphone is shown in the foreground, displaying a video player with a man speaking.

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