



**3,483**  
PROGRAM  
REFERRALS



CALIFORNIA DEPARTMENT OF PUBLIC HEALTH'S

# BLACK INFANT HEALTH

**Timing:** July 2020 - August 2022

**Budget:** \$500,000 per year for two years (\$1 million total)

## BACKGROUND

The Black Infant Health (BIH) program has been advocating to improve birth outcomes for Black mothers and their babies since the program began in 1989. According to the California Department of Public Health, "Racism, as well as

social and economic stressors, play a major role in poor birth outcomes—babies born too early or too small—for Black women."

In 2021, despite its established history of offering culturally affirming support and resources, many referrals to the BIH program still relied on word

of mouth. To overcome this challenge, our team at HYPHEN (formerly JP Marketing) utilized detailed geo-targeting and strategic media buying to launch an awareness campaign that increased referrals, which helped BIH reach more Black mothers than ever before.

## OBJECTIVES



Connect Black mothers to resources, services, and support to improve health outcomes for Black babies in 14 counties in California.

## AUDIENCE(S) REACHED



Black women 16-49 years old who are currently pregnant or new mothers up to six months postpartum



## WORK PERFORMED

### Strategy

We had a number of goals, including building brand awareness, engaging Black mothers in conversation, and recruiting and enrolling those women into Black Infant Health programs. To achieve these objectives, we adapted the ADIA (Attention, Interest, Desire, and Action) Model for audience activation to educate and reach Black mothers in 14 counties in California. By tracking the cognitive stages of our audience prior to their involvement with the program, we could identify how and when to communicate effectively for our messaging to truly resonate.

Additionally, we were able to gather a number of insights from ESRI, a powerful mapping and spatial research tool that includes interactive mapping, data analysis, and reporting based on geographic information systems (GIS). We often use this resource to humanize our audience with demographics, psychographics, or behavioral attributes. In this case, we used it to identify issues of racial equity and communicate the status and progress of equity initiatives. All of this research combined helped to influence our creative and media planning decisions.

Finally, we conducted three statewide message testing focus groups - north, central and south - to ensure our creative assets would resonate with Black mothers. These focus groups were conducted virtually due to pandemic protocols and to protect the health of the focus group participants.

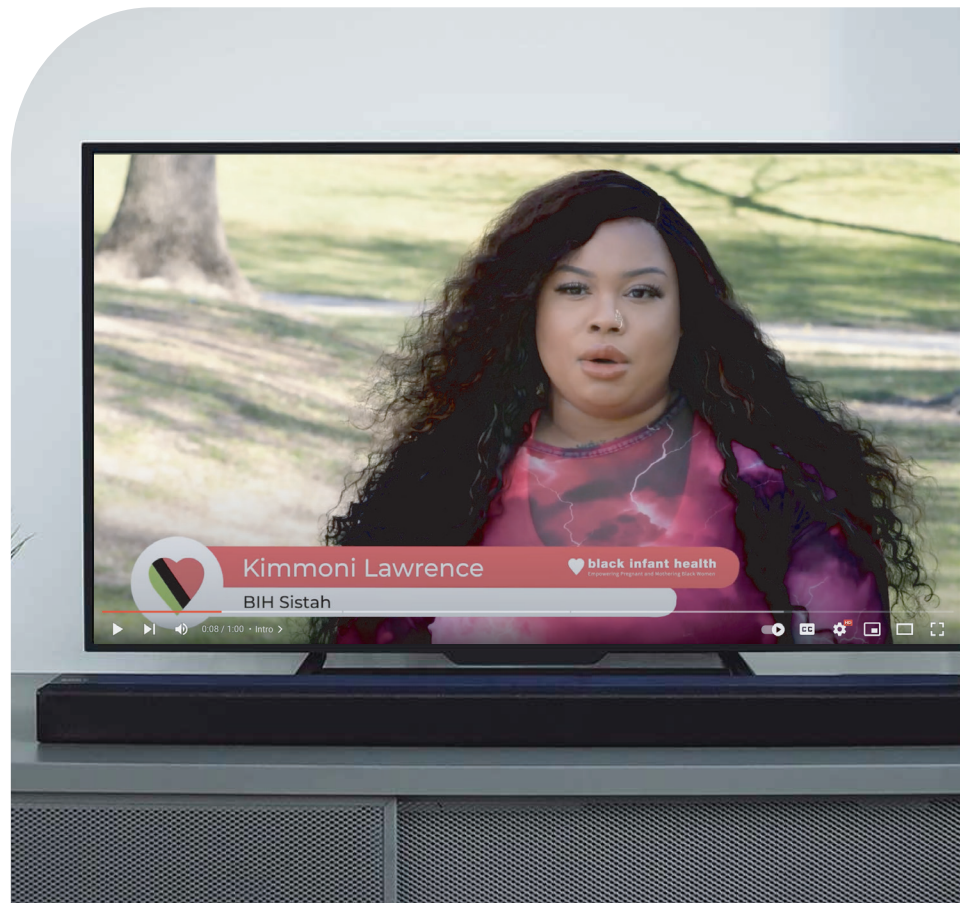
## Creative Development & Production

Our campaign messaging paired the empowerment-focused philosophy of the BIH program with the simple, heartwarming imagery of new and expecting Black mothers and their babies. Our creative team produced billboards, radio spots, web/social ads, and video content for use on digital platforms, including a series of testimonial videos where past BIH participants shared their pregnancy stories and encouraged other Black mothers to join in on the comradery.



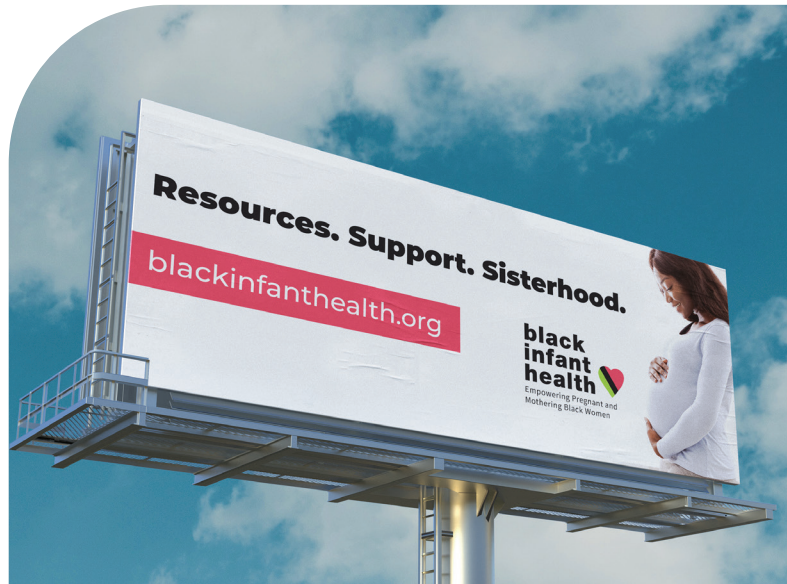
## MEDIA PLANNING & BUYING STRATEGIES

At the start of our work on this campaign, the BIH media strategy centered around traditional mediums, like outdoor advertising and radio spots. As a result, there weren't any trackable metrics to indicate the reach of their messaging. Our team recommended a variety of digital-focused strategies where each stage incorporated the calculation and review of metrics and conversion rates to ensure we were optimizing the campaign in real-time, as well as informing future campaigns.



Most notably, our media team launched a geo-focused media strategy with a self-referral component that allowed viewers to submit an information request through online platforms. In this approach, we worked through HIPAA compliance-related challenges, as we were not allowed to ask our audience about medical conditions like pregnancy to target our audience. On top of that, Meta platforms, like Facebook and Instagram, shifted their policy so that marketers were no longer allowed to earmark audiences based on ethnicity. Our solution to these obstacles was to create affinity audiences where we could pinpoint specific content users were consuming online in order to direct our messaging toward relevant audiences. For instance, if a viewer was looking at parenting advice on their social media platforms, we could assume they somehow fit into our demographic or, at minimum, knew someone in their network that could benefit from our content.

In addition, our team was able to tap into a network of micro-influencers across the state to produce a series of testimonial videos for platforms like YouTube, Facebook, and Hulu. These would play alongside relevant content and would help to spread awareness precisely where it was needed the most.



PROJECTED OUTCOMES  
**1,100 LEADS**  
**\$300 COST PER LEAD**

ACTUAL OUTCOMES  
**3,483 LEADS**  
**\$95 COST PER LEAD**

CAMPAIGN  
OUTPERFORMED  
THE ESTIMATED  
LEAD VOLUME BY  
**216%**

### Results Achieved:

Overall, our campaign outperformed the estimated lead volume by 216% and cost per lead efficiency by 68%. In other words, our team at HYPHEN (formerly JP Marketing) delivered more than 30 million total campaign impressions resulting in 3,483 program referrals. And, even through all the obstacles we faced with social media policy changes and HIPAA compliance, we're proud to say our approach worked. Facebook proved to be the best-performing platform for generating leads, with a 62% overall lead volume and 35% more cost-effective leads compared to the campaign overall.

At the start of this campaign, our goal was to increase referrals to BIH and help connect the program to as many pregnant women and mothers within the Black community as possible. Our goal was to increase referrals to BIH and help connect as many pregnant women and mothers to resources and support as possible with the funding available. In a time period that still included pandemic protocols, the goal was exceeded by more than double.