

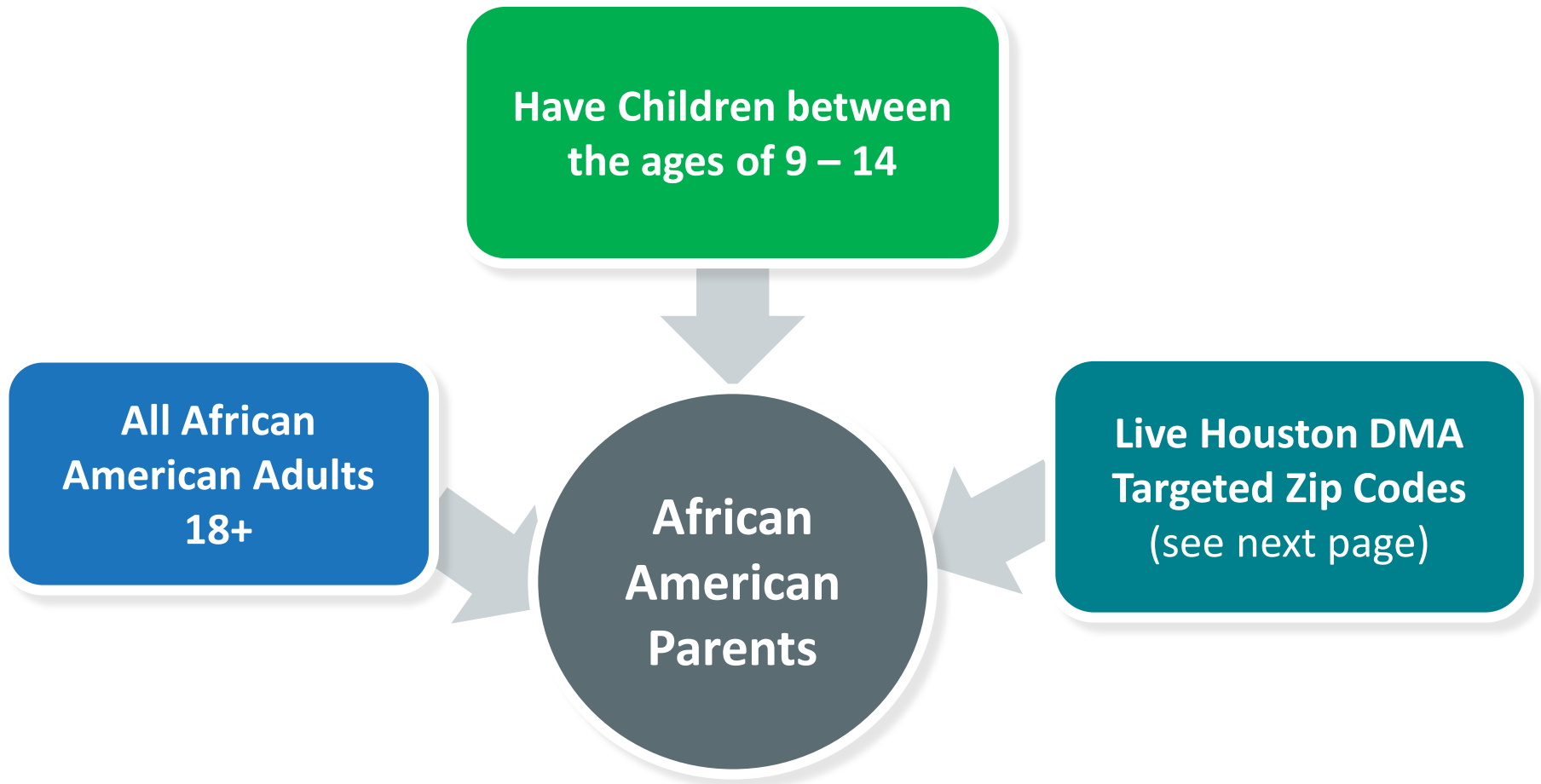


African American Parents of Children 9-14



Definition

Population Size: 26,449 – 27,519



Geography

Zip Codes and Population Numbers

ZIP CODE	Pop #	ZIP CODE	Pop #	ZIP CODE	Pop #	ZIP CODE	Pop #
77003	118	77021	933	77048	601	77078	480
77004	785	77022	535	77050	102	77081	445
77006	111	77023	290	77051	692	77085	394
77007	367	77025	193	77053	338	77087	551
77008	329	77026	815	77054	303	77088	1506
77009	417	77028	719	77055	349	77091	609
77011	204	77029	366	77056	94	77092	376
77012	227	77031	263	77057	315	77093	569
77013	294	77033	1183	77061	320	77096	312
77016	1080	77035	487	77063	318	77098	81
77017	395	77036	918	77071	646		
77018	268	77037	241	77074	458		
77019	173	77042	419	77075	622		
77020	509	77045	1012	77076	402		
		77047	824	77077	460		

Active Listeners

African American Parents in the UTHSC Targeted Zip Codes

This Population is **active in their child's lives** and wants to offer them the best opportunities, however **they don't go seeking and adopting** new medical best practices.

Instead, **they rely on the advice of their physicians** to guide the steps they should take -- i.e. they listen to them.

Once they receive the advice, they are more often than not, the type to take action and **do what their doctor has recommended.**

ACTIVE LISTENERS

Active Listeners want to provide their children with more than they had growing up and admit they sometimes **find it hard to say no to their kids**. They dream of their children going to college, uncovering new opportunities and having a secure future.

Although some within the Population feel lonely and worry about themselves, **Active Listeners are largely optimistic**. They believe in a brighter tomorrow and attribute their positive spirit to a strong sense of faith and a drive to give more to their families.



ACTIVE LISTENERS

Vaccines are recognized as a force for good but the side effects and risks can keep this Population from pursuing them. Friends, family, the internet and even TV are fraught with stories of bad things that have come from people receiving vaccines.

They can be leery of vaccinations but **they do trust their doctors to recommend essential vaccines**, leaving an avenue open to exploring the HPV vaccine.



ACTIVE LISTENERS

Active Listeners say they rarely feel sick and for the most part, they are healthy. There are **more likely to have asthma and anemia but also have hypertension/high blood pressure and high cholesterol.**

They often attempt to self-medicate before going into the doctor's office but enjoy a **high level of trust and satisfaction with their primary care physicians** once they are in the office.

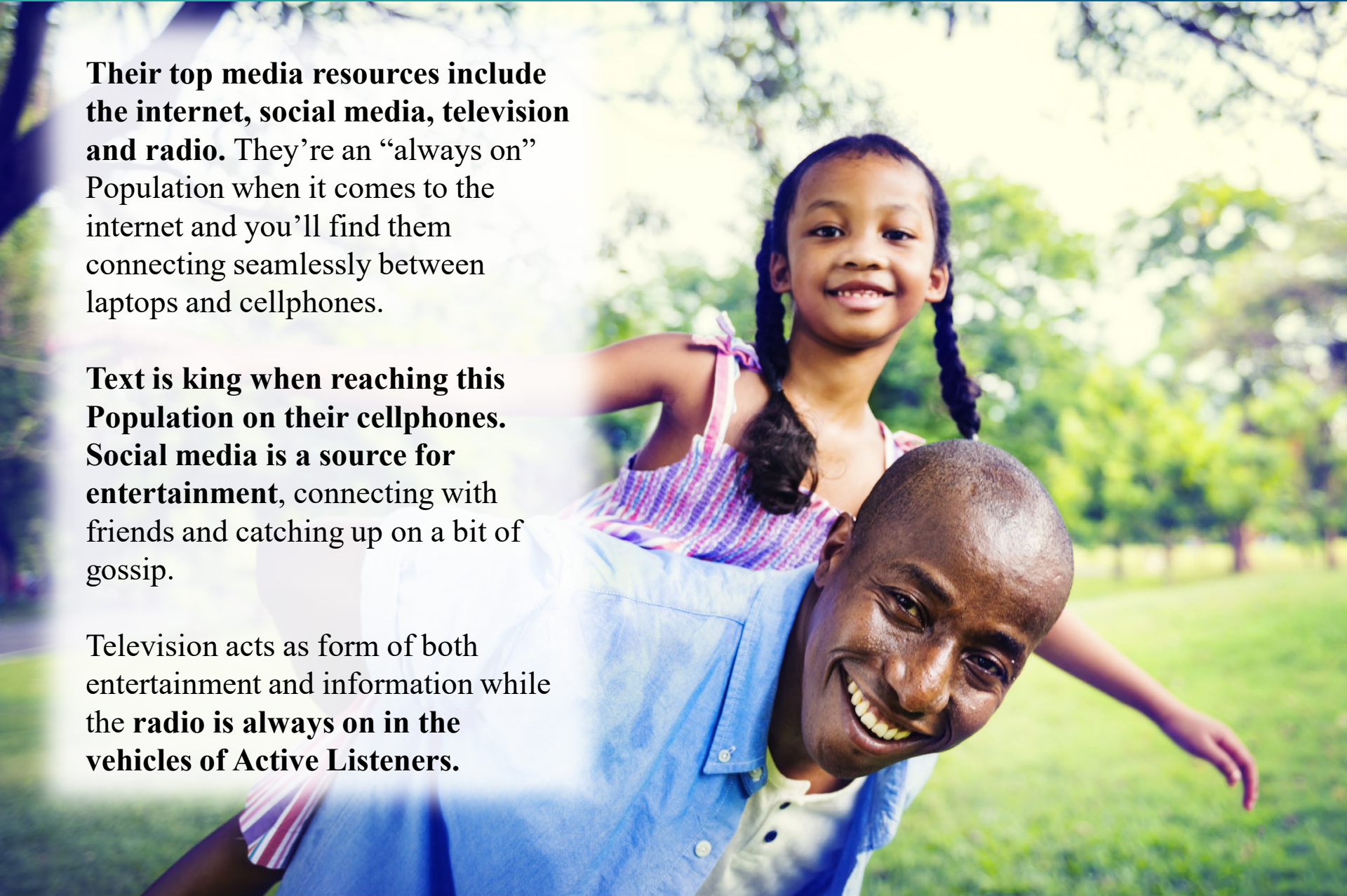


ACTIVE LISTENERS

Their top media resources include the internet, social media, television and radio. They're an “always on” Population when it comes to the internet and you'll find them connecting seamlessly between laptops and cellphones.

Text is king when reaching this Population on their cellphones. Social media is a source for entertainment, connecting with friends and catching up on a bit of gossip.

Television acts as form of both entertainment and information while the **radio is always on in the vehicles of Active Listeners.**



Who are the Active Listeners and what motivates them?

Social Determinants

- Demographics
- Education
- Income & Housing
- Employment
- Personal Finance

Lifestyle & Attitudes

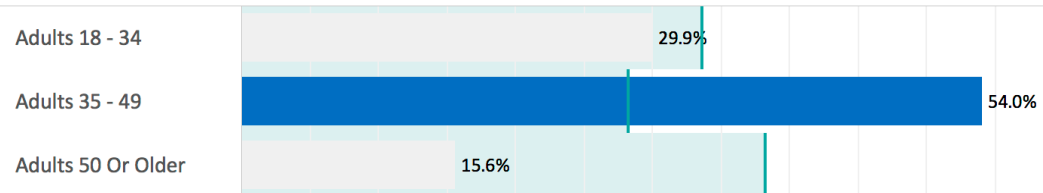
Social Leadership

ACTIVE LISTENERS

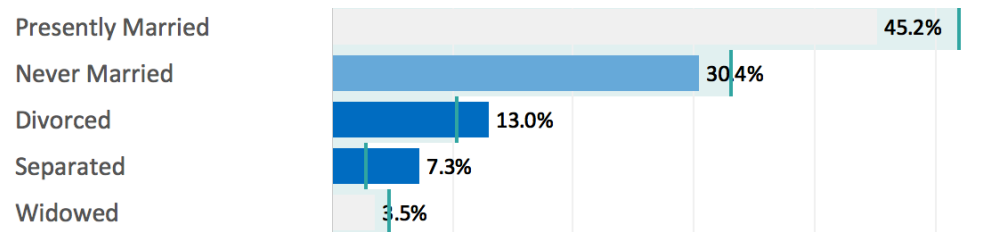
Demographics:

African American Parents in Target Zips vs. 18+ Adults in Houston DMA

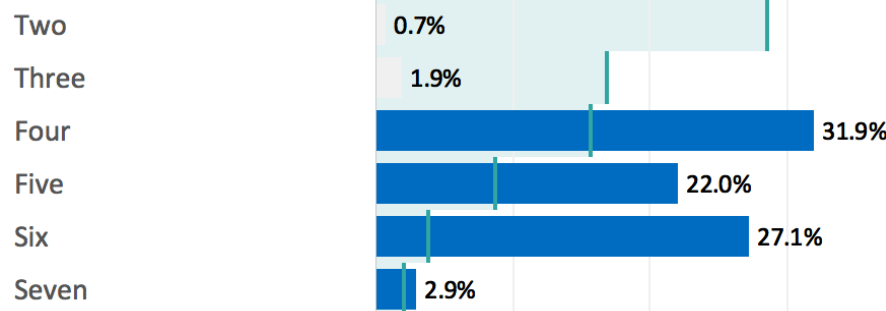
Age



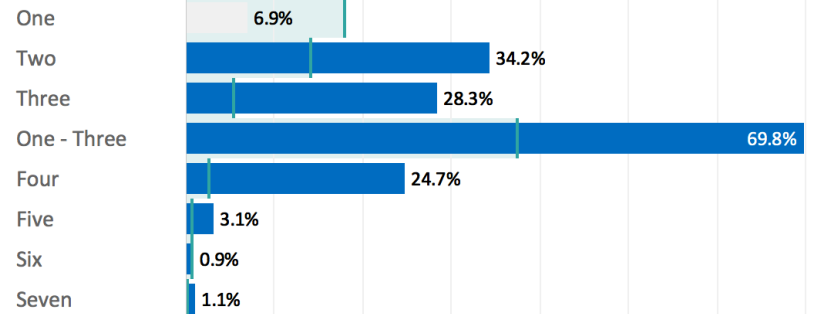
Marital Status



Household Size



Number of Children



- The majority of this Population is between the ages of 35 – 49
- 85% between 18-49
- 54.2% of the population is not married.
- 69.8% have between 1-3 children in their households and most households are comprised of between 4-6 people.

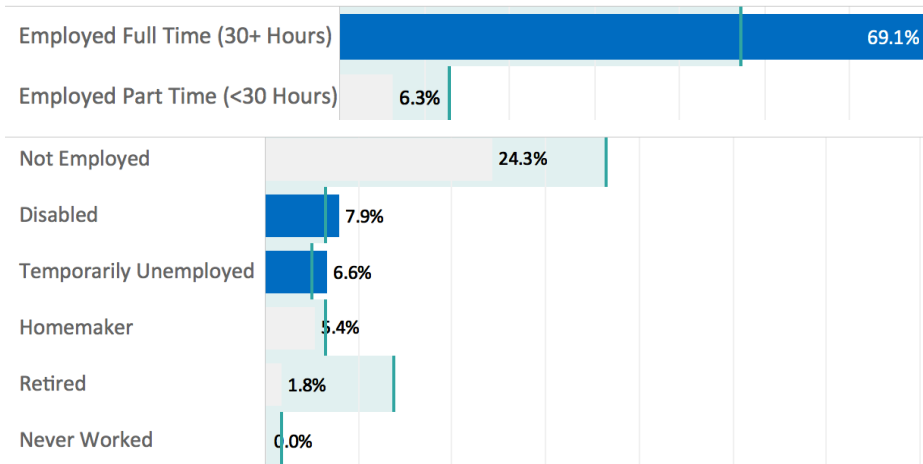
Less Likely Equally Likely More Likely

ACTIVE LISTENERS

Social Determinants:

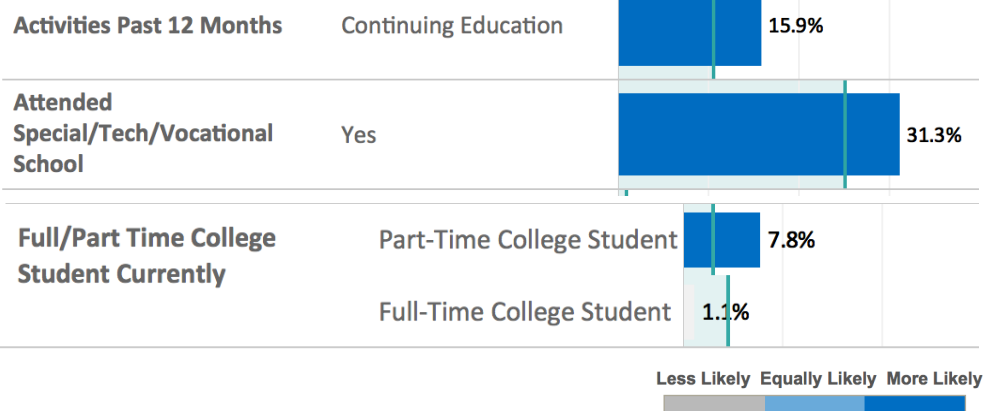
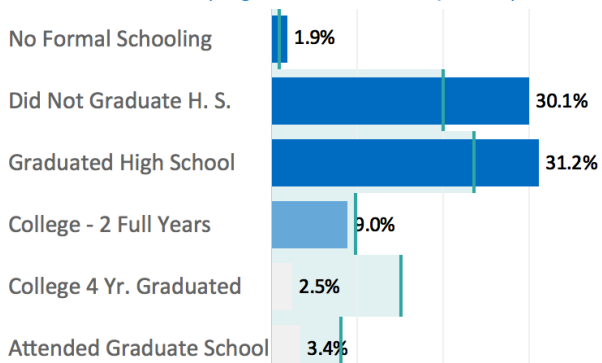
African American Parents in Target Zips vs. 18+ Adults in Houston DMA

Employment



- A quarter of the Population are not employed with disabled and temporarily unemployed making up over half of this population
- Graduating high school is the highest level of education for the majority of this population but they are pursuing continuing ed and attended a tech/votech school.

Education (Highest Level Completed)

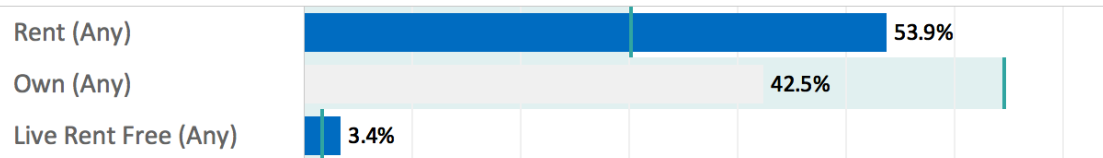


ACTIVE LISTENERS

Social Determinants:

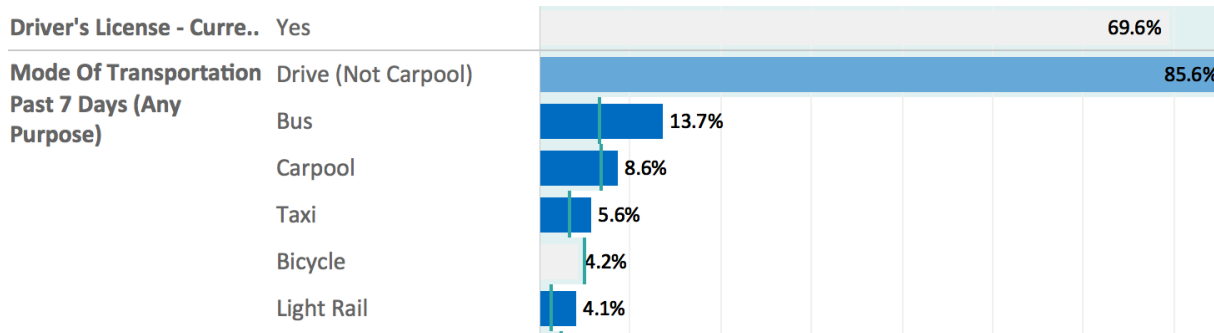
African American Parents in Target Zips vs. 18+ Adults in Houston DMA

Housing

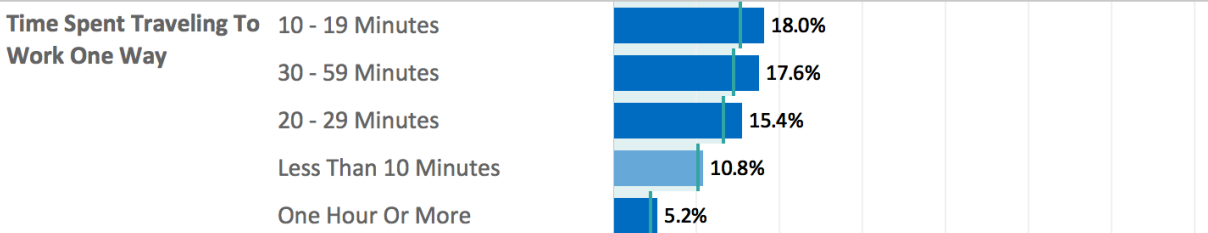


- This is mostly a population of renters with 53.9% renting.

Transportation



- 69.6% have a driver's license and drive, but there's 35% of the population that uses public transportation of means other than their own car.



Less Likely Equally Likely More Likely

ACTIVE LISTENERS

Lifestyles & Attitudes

- Active Listeners **describe themselves as bold, courageous and adventuresome** but sometimes it's a lonely journey. A quarter say they feel all alone in the world, compared to 14.9% of the overall population and they also admit worrying a lot about themselves.
- Still, they try to see the positive in life. **Over 50% say they are optimists who to try to pursue a life of challenge, novelty and change.** You could say their life philosophy is to put good out and receive good in return. Active Listeners try to live what they feel is a morally right life and believe that things always work out for the best in the end.
- While 40% believe it's more important to do your duty than for your own enjoyment, they're still a Population who enjoys being a little silly and fun. In their ideal world, they could kick back, enjoy life and not worry too much about the future. Although they appreciate a fun night out with friends, **nothing beats a night at home with their family and children.**
- They are more likely than the overall population to indulge their children with little extras and **want to provide their children with the things they didn't have in life.**

ACTIVE LISTENERS

Lifestyles & Attitudes

- When they come home from work, it's not too difficult to persuade these parents to pack their children in the car and grab candy from the corner store or snag hot fudge sundaes for a dollar from the McDonald's.
- Home is where the heart is for Active Listeners. They take pride in their home fronts, keeping up with decorating ideas- **always looking for new ideas to improve their homes** and always inviting folks over to visit.
- Beyond ensuring their residences feel comfortable, they **enjoy listening to music** (51% say it's an important part of their lives), **grilling outdoors** and even doing a little of **lawn care on the weekends**.
- **Active Listeners try to make it to church every Sunday – or at least catch a sermon on television.** Their faith is very important to them and half like watching religious television programs. **Faith is a guiding principle in many of the decisions** they make and you can expect this Population to turn to prayer and fellowship in times of both joy and sadness.

ACTIVE LISTENERS

Lifestyles & Attitudes

- **Slightly over 50% say they are perfectly happy with their standard of living.**
- **They are optimistic about their financial future, with 39% believing they will be “somewhat or significantly better off” one day.**
- But on the whole, Active Listeners **don’t feel their careers are challenging or exciting.** Compared to the overall community, they are more likely to **feel that they only go to their current job for the money** and that how they spend their time is less important than the paycheck they bring home.
- However, given the right opportunity they feel they could truly shine. **Just under half want to get to the top of their careers** but 27% are willing to sacrifice time with family and friends to get to the top of their careers. Additionally, 40% have dreams of opening their own business one day compared to 36.6% of the overall population.

ACTIVE LISTENERS

Social Leadership

- While Active Listeners feel they are **warm and welcoming** - they **aren't easily swayed by other people's opinions, don't mind taking risks** and are more likely than the overall community to **feel that, on the whole, people get what they deserve in life.**
- **68% would be willing to volunteer for a good cause** and 42% say if they felt strongly about an issue, they would participate in a protest versus 25.6% of the overall population.
- Compared to the overall population, they are more likely to support the legalization of marijuana and more people within this Population consider themselves to be pro-choice than pro-life.

What are their health beliefs and health motivations?

- Vaccine Beliefs & Attitudes
- Overall Health
- Health & Wellness
- Medications
- Exercise & Nutrition

ACTIVE LISTENERS

Vaccine Beliefs & Attitudes

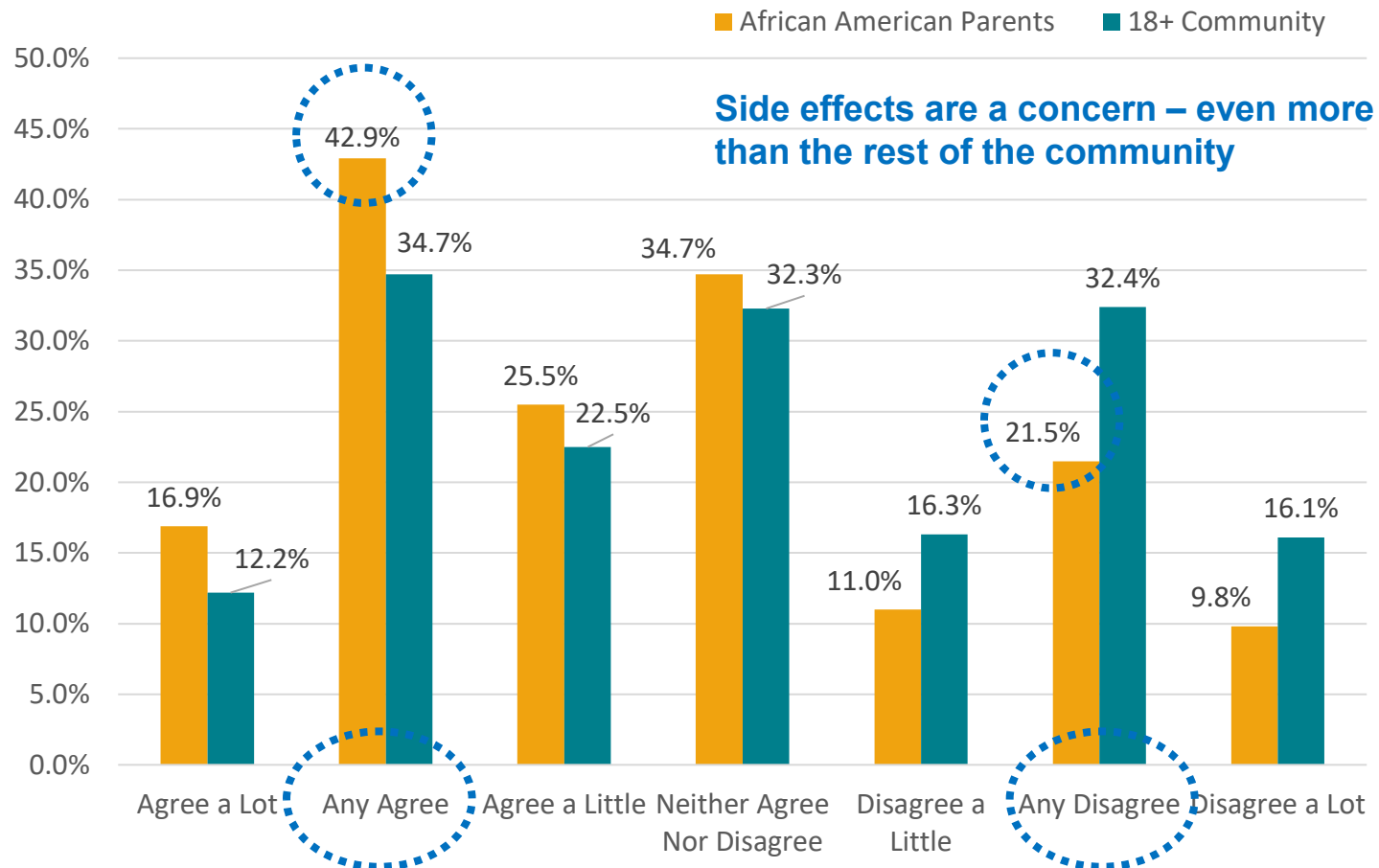
Overall, when it comes to vaccines, this Population understands their importance and trusts medical professional's recommendations but they might need a push to help them into action.

- **65.8% trust their doctor to recommend vaccines** essential to their health but they aren't early adopters when it comes to researching vaccines on their own.
- **23.7% say they are the first among their peers to investigate vaccines** that are recommended but not required.
- **56% of Active Listeners agree that epidemics would return** and become a problem in vaccinations stopped
- **40.5% feel that the benefits of a preventative vaccine outweigh the risks.** Even though this is lower than the general population (49.4%) it is still 40%.
- While many within the Population claim healthcare advertising isn't effective, over a third of this Population are **willing to ask their doctor for a vaccine they've seen or heard advertised.**
- In the past 12 months, **63.6% of Active Listeners received no vaccines.** 32.3% had a flu shot and 1% received the hepatitis vaccine.

ACTIVE LISTENERS

Vaccine Beliefs & Attitudes

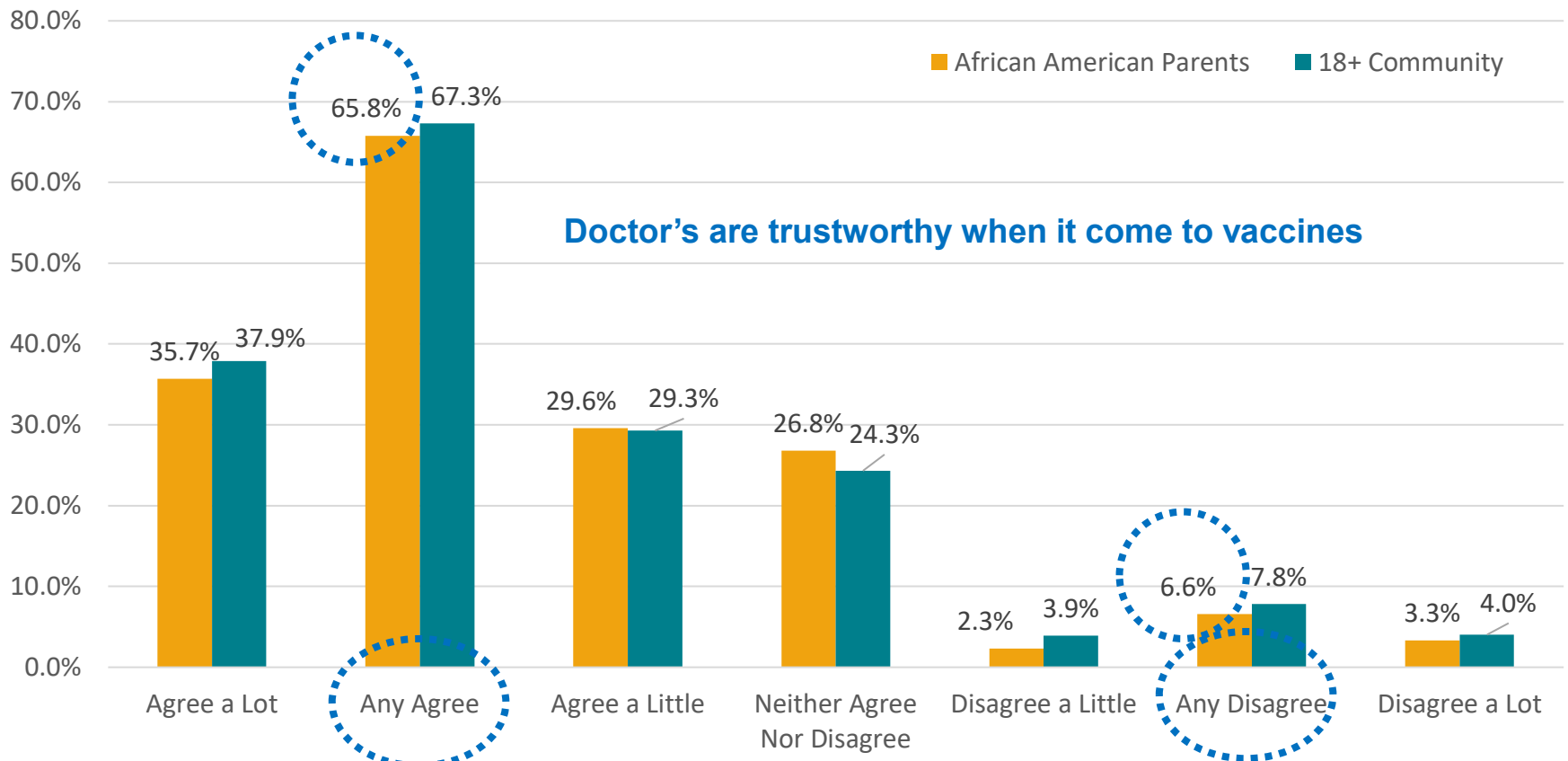
“I’m Concerned About Possible Side Effects Related to Vaccinations”



ACTIVE LISTENERS

Vaccine Beliefs & Attitudes

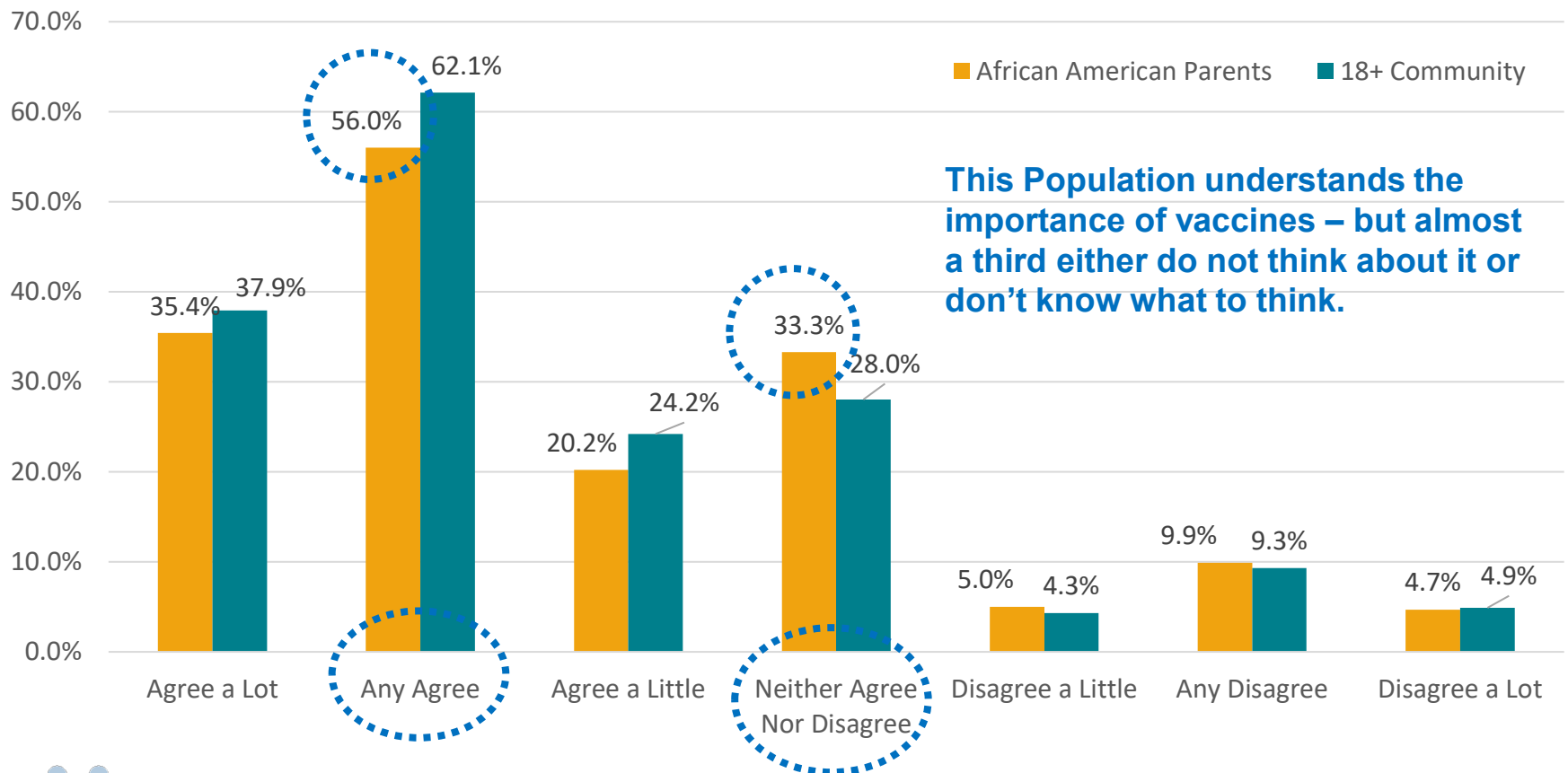
“I Trust My Doctor to Recommend Vaccines Essential to My Continued Health”



ACTIVE LISTENERS

Vaccine Beliefs & Attitudes

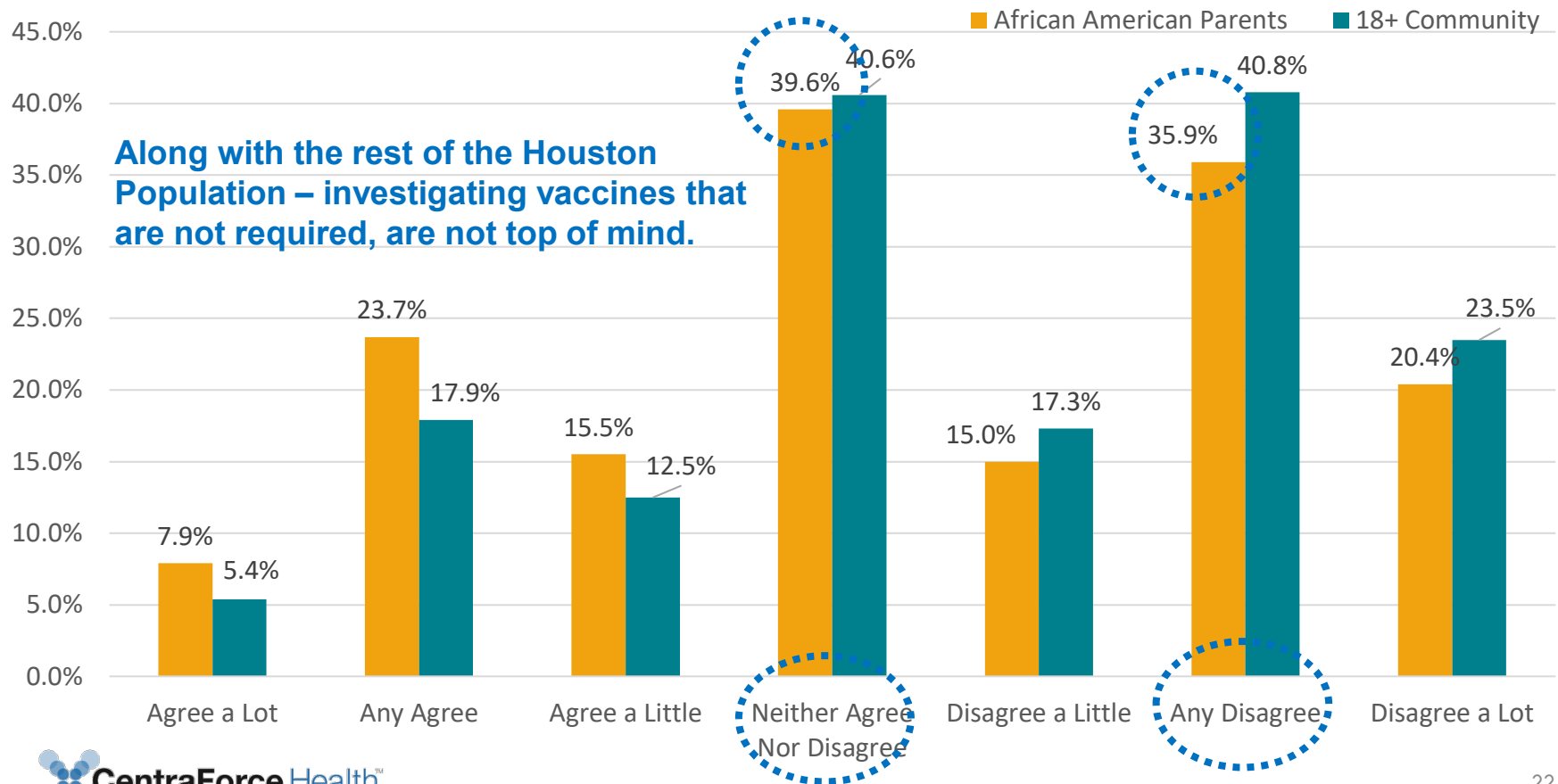
“If Required Vaccinations Stopped, Epidemics Would Return/ Become a Problem”



ACTIVE LISTENERS

Vaccine Beliefs & Attitudes

“I’m First Among My Peers to Investigate Vaccines that are Recommended but Not Required”



ACTIVE LISTENERS

Overall Health

- Active Listeners perceive themselves to be healthy and feel positive about their healthcare future. **Over 75% describe their current health as “good” or “very good”**. One percent feel their current health is “poor”.
- They feel their stress levels are about the same as a year ago and feel **“somewhat optimistic” about their future health**. In fact, 29.7% feel “very optimistic”!
- Compared to most people, they feel better informed about their health and are “mostly in control” over their health.
- **Almost one third rate regular medical check-ups/annual exams as extremely important**, however, fewer Active Listeners had an annual exam in the last year compared to the overall population with 58.1% visiting the doctor for a yearly checkup versus 62.1% of the overall.
- Active Listeners have a similar BMI range to the overall community, with 40.7% of parents being in the overweight range and 31.2% are within the normal BMI range.

ACTIVE LISTENERS

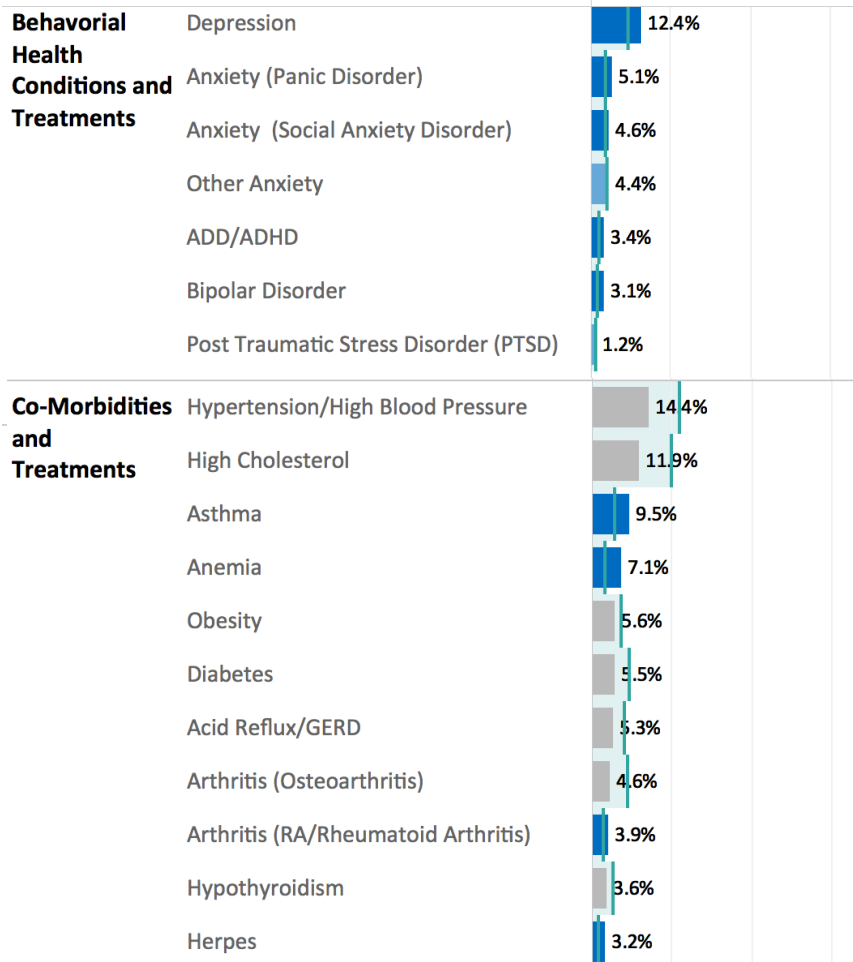
Overall Health

- **Overall, Active Listeners have few illnesses or conditions which prevent them from leading healthy, active lives.** As they grow older, obesity and other complications related to diet may end up being their largest cause for concern.
- Active Listeners are more likely than their peers to **go to the doctor when ill, take preventative medicines and feel it's important to have regular checkups.** 63.6% say they rarely get sick and more than half drag themselves for a shift at work even when they're struggling through the sniffles.
- In the past 12 months, **8.2% used the emergency room at least once** and 7% used a hospital.

ACTIVE LISTENERS

Overall Health

Conditions Professionally Diagnosed



- 12.4% of the Population has been treated for Depression and 14.1% for some type of Anxiety

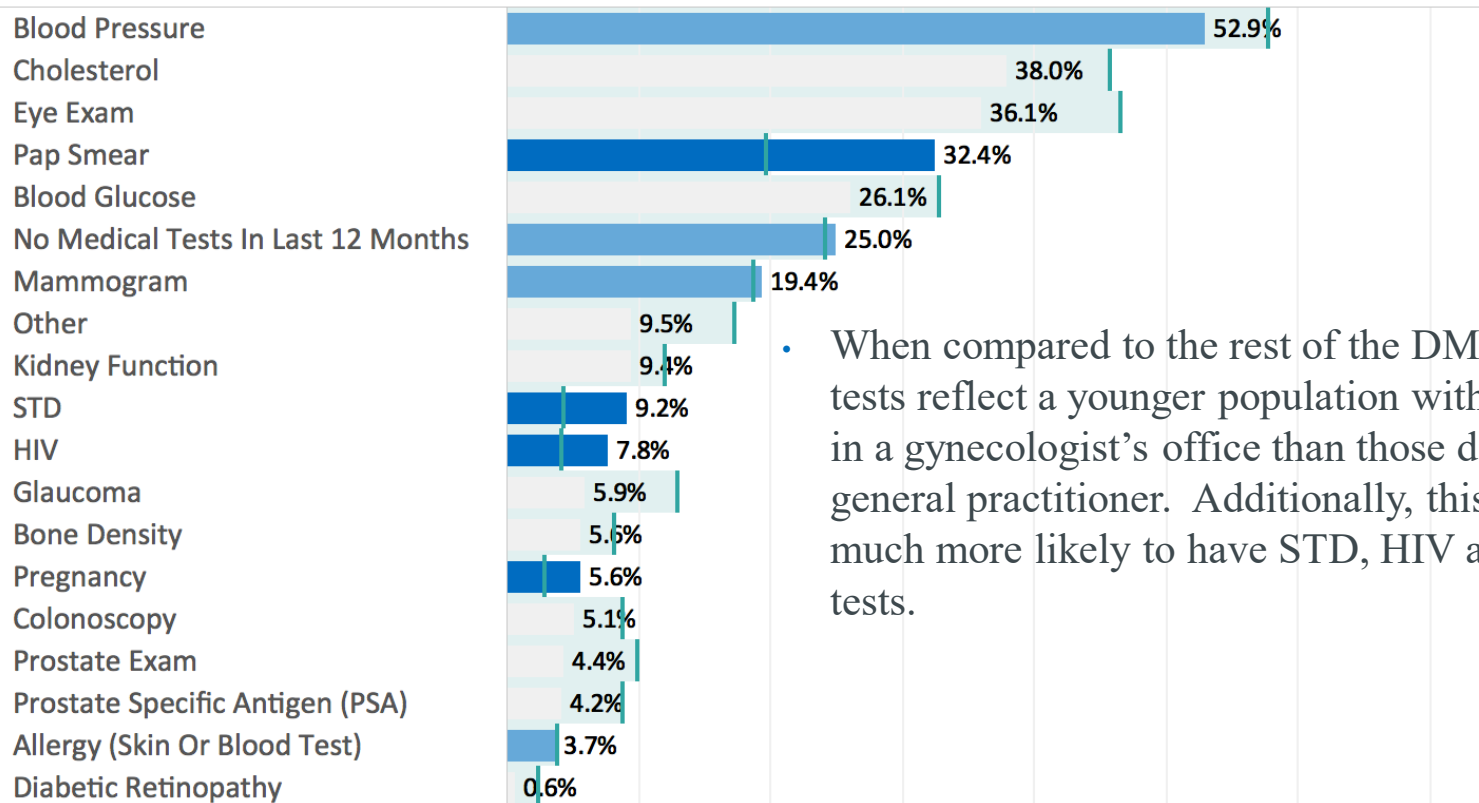
- Compared to the total DMA, this Population appears to be physically healthier overall probably due to being younger.

Less Likely Equally Likely More Likely

ACTIVE LISTENERS

Overall Health

Medical Tests Taken (Past 12 Months)



- When compared to the rest of the DMA, the medical tests reflect a younger population with more tests taken in a gynecologist's office than those directed by a general practitioner. Additionally, this population is much more likely to have STD, HIV and Pregnancy tests.

Less Likely Equally Likely More Likely

ACTIVE LISTENERS

Health & Wellness

- More than half say they do not seek help from a doctor or nurse unless they are *really* ill in part because **69.5% first try to remedy their illness with an over-the-counter drug before making an appointment** and almost half turns to family and friends for advice.
- Their hesitation in making appointments for illness may explain why 63% say they always do what their doctor tells them to do – they’ve waited so long that they are really feeling unwell! Once they are in the exam room, **40% say they rely on their doctor to guide them through medical illness** and half expect the treatments their doctor prescribes to work nearly all the time.
- Also – **a third of this Population dislikes needles too much to consider a drug treatment that uses injections.** That’s 22% more likely than how the rest of the Houston population feel.
- **In the doctor’s office, you might find this Population browsing the brochures and magazines about medication options** as they mostly agree that the pharmaceutical healthcare information at the doctor’s office is credible and useful.

ACTIVE LISTENERS

Health & Wellness

- **Doctors are seen as a great personal resource for healthcare, as are nurses.**
31.3% are willing to challenge their doctor's recommendations, which is -23% less likely than the rest of the Houston population
- Prior to coming in for a doctor's appointment 22.8% do a bit of online research .
- After seeing a physician:
 - 41.4% were motivated to fill a prescription
 - 38.5% said they took their medication as prescribed
 - 21.8% went in for x-rays, medical tests or vaccines.
 - 9.0% searched online about a condition or switched to a different prescription.

ACTIVE LISTENERS

Medications

- Active Listeners **are more likely to take non-prescription medication when they get sick compared the overall community.** Additionally, 43.7% say they take an OTC drug at the first sign of pain or discomfort compared to 23.8% of the overall population. In the past three months, they **spent less than \$50 on OTC and prescription medications.**
- Only 30% believe prescription drugs are more effective than OTC with 61% hesitant to take prescription drugs with side effects that concern them. This could be because at this point in their lives, they do not have the kind of morbidities that need prescription therapy.
- **Almost two-thirds believe that vitamins and other nutrients really make a difference in a person's overall health** with 43.9% say they frequently take preventative medicine compared with 27% of the overall population.

ACTIVE LISTENERS

Exercise & Nutrition

- In the past week, **most Active Listeners said they exercised at least one day.** Favorite exercises for this Population include walking, basketball and weight training. Most of their exercise is at home as less than one-third belong to a health club or gym.
- **Their top motivations for wanting to stay in shape or lose weight are to live a long life and look good for the future.** After all, 37% believe it's important to look attractive to the opposite sex.
- **56% say they are trying to eat healthier foods these days and 40% would rate their diets as *very healthy*.** However, 49% admit they like to treat themselves to foods they know are not good for them and 54% say they'll eat the foods they like regardless of calorie content!
- **Foods cooked with lots of spices are a favorite in their households and when they have time, cooking is something for which they have a true passion.** They try to eat at home but point to a busy lifestyle as a reason for stopping at the drive-thru. Their favorite spots are McDonald's, Chick-Fil-A and Burger King.

How do Active Listeners consume media?

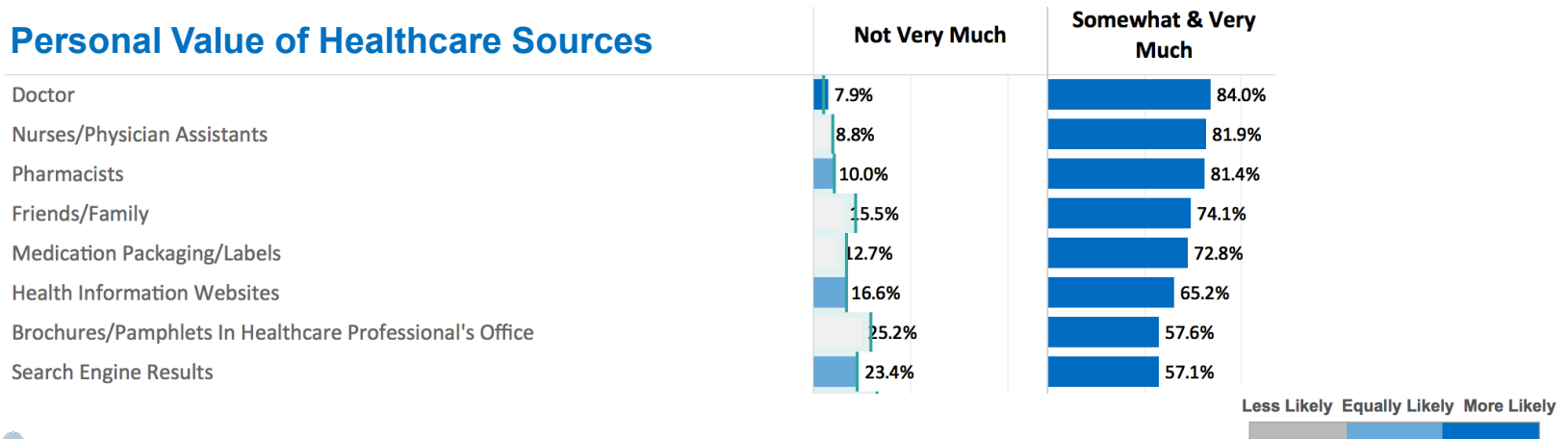
- Healthcare Information and Advertising
- Online & Technology
- Social Media
- Mobile
- TV/Cable
- Events, Email & Spaces

ACTIVE LISTENERS

Healthcare Advertising & Communication

- How do you connect with Active Listeners on medical advice? People. Active Listeners **prefer to have face-to-face conversations when it comes to their (and most likely their children's) healthcare needs.**
- Just as Active Listeners rely on teachers to offer tips on how to get their children to study for an upcoming test, **they rely on physicians, pharmacists and nurses to educate them on healthcare.** The titles and experience physicians, nurses and pharmacists hold carry weight with this Population who view them as valuable sources of information. **They are also very reliant on family and friends for health information.**

Personal Value of Healthcare Sources



ACTIVE LISTENERS

Healthcare Advertising & Communication

- **When at the doctor's office or in Walgreens, Active Listeners register the advice and information from these sources as authoritative and knowledgeable.** Doctors are also viewed as trustworthy and many report having a great relationship with their physician, which may also play a role in their willingness to listen to physicians.
- However, it is not always possible to have in-person conversations around healthcare advice. Other places this Population sees as valuable healthcare resources include **search engine results (19.2%), government websites (18%) and health information websites (24%).**
- **Brochures and items in doctor's offices and pharmacies can also be good tools** for this Population to have in-hand as they are rated "somewhat valuable" to this group.
- **The internet is a solid place to provide Active Listeners information but skip direct mail.** 37% don't consider the medium valuable for healthcare information.

ACTIVE LISTENERS

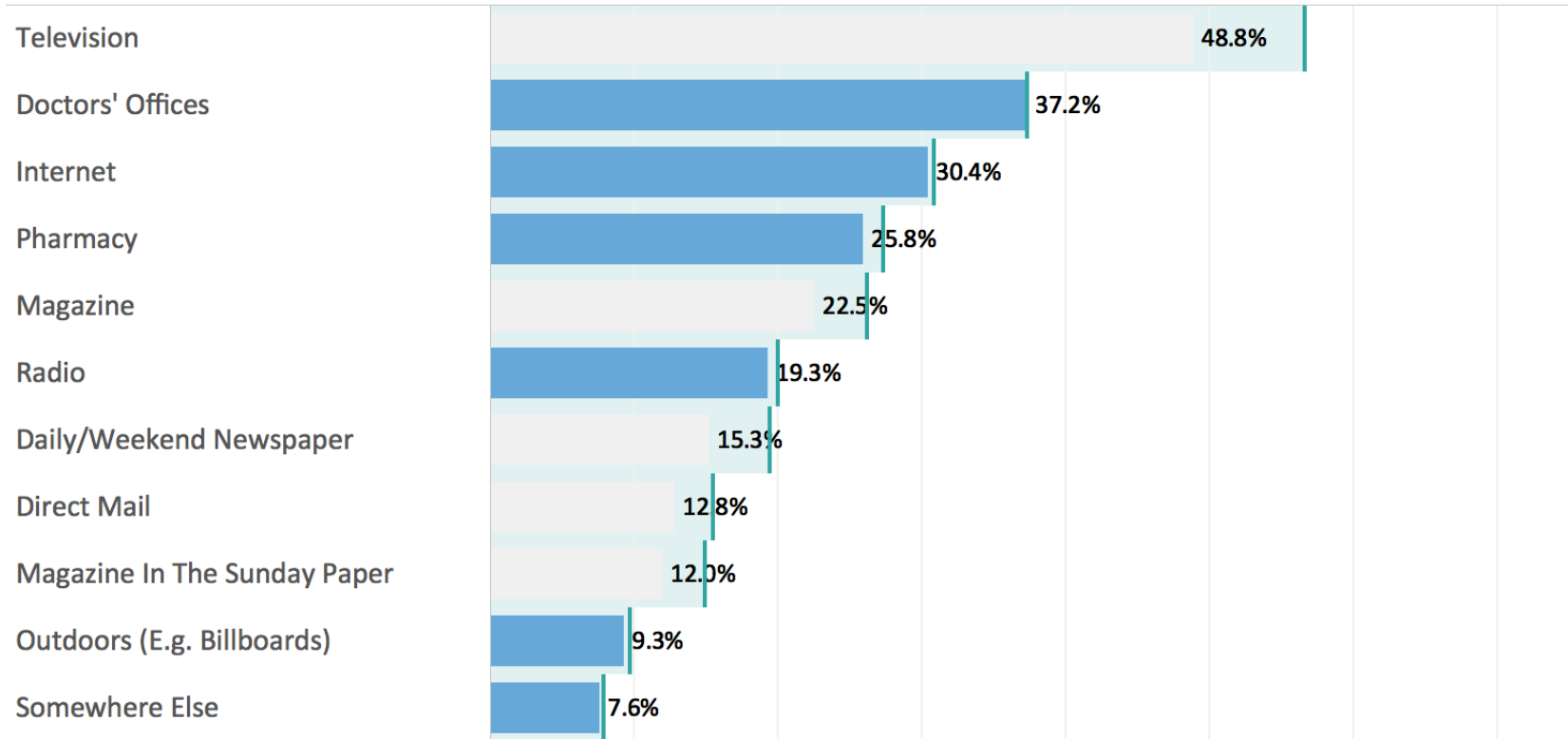
Healthcare Advertising & Communication

- It seems that you can't go anywhere without seeing an advertisement for some sort of drug or healthcare product and the Active Listeners is not immune to viewing healthcare advertisements. **48% say they recall seeing advertisements on the television over the past year.**
- **Pharmacies and doctor's offices**, where there is often nothing to do but wait and watch, are also places this **Population recalls seeing advertisements for healthcare.**
- After viewing a healthcare advertisement, 32% of the Active Listeners say they were motivated to schedule a doctor's appointment. **52% feel advertising helps them choose products to purchase** and 45% say they remember advertised items when they are out shopping.

ACTIVE LISTENERS

Healthcare Advertising & Communication

Places Saw or Heard Healthcare Advertisement



Less Likely Equally Likely More Likely

ACTIVE LISTENERS

Online & Technology

- If you visit the homes of AAP, you'll likely see kids giggling over “Funny Fail” videos on YouTube while their parents gossip about a relative’s latest Facebook status. **In these homes, the internet is *the* activity to enjoy.**
- **78.5% own laptops, 55.6% desktop and 70% have tablets in their homes.** They use the web to do everything from researching new recipes to paying the rent. The web has been so transformative that Active Listeners claim it’s completely changed the way they spend their free time, book travel and do shopping.
- **Over 50% say the internet is the first place they turn to for information** and that they rely on the web to keep up with family and friends.
- While the constant companion of the internet has offered them the opportunity to meet new people and increased their desire to learn about new topics, some find the “always on” side of technology has made life more difficult. 40% of the Population wish they could completely disconnect from the web once in a while. **30% even admit that they spend less time sleeping because of the prevalence of the internet in their lives.**

ACTIVE LISTENERS

Online & Technology

- Disconnecting seems perfectly reasonable when you see how many hours they pour into the internet. **21% of the Population spend 20 or more hours browsing the web per week.**
- They connect most frequently at home (85%) and while online **you'll find them visiting Facebook, YouTube, Netflix, Pandora and Amazon** among others. Their preferred browsers are Internet Explorer, Chrome and Safari. Websites that offer local information are more interesting to this Population.
- **Using the web has also impacted their other media usage.** They spend less time reading print publications thanks to the internet and 40% say when they see something interesting on the television, they'll go online to learn more about it. Netflix, YouTube and games have infiltrated their family's entertainment focus and for 41.7% of the Population, the web is now the prime source of entertainment.

ACTIVE LISTENERS

Online & Technology

- When it comes to researching healthcare information online, Active Listeners have no qualms about making a visit to “Dr. Google”. **44.9% say they turn to the internet first when researching health** and wellness and 53.6% believe the internet provides them with a wealth of resources when searching for health and wellness information.
- **Researching online also gives them the confidence** they need to speak to their physicians about their medical conditions. Disagreeing with a diagnosis or intervention is made more powerful when they’ve prepared themselves with research first.
- However, they are cautious about buying into an internet diagnosis. **35% do not believe that the internet is a good way to confirm a diagnosis.**
- **50% say they are more likely to visit a health website that was recommended by a doctor** and 44% agree that online videos help them understand complicated healthcare subjects. Since over 50% have visited YouTube in the past 30 days, online videos may be a key way of sharing information with this Population.

ACTIVE LISTENERS

Social Media

- Over 60% of Active Listeners use social media sites. Social media allows this Population to take a break from their busy schedules, voice their opinions to likeminded people, receive recommendations and advice and make new friends. **Interestingly, 41.7% say they use social media to keep in touch with professional contacts versus 7% of the overall population.** In fact, in the past 30 days, 16% visited their LinkedIn account.
- The urge to constantly scroll through their feeds is hard to contain. 30% spend up to two hours per day on social media while **14.3% admit browsing their social feeds for 3-4 hours per day.** Over 35% check into social sites three or more times per day. Additionally, you'll find this Population hops on social media with any device handy. Cellphones or tablets, it's all the same for this savvy Population.
- Many have had accounts for more than six years and **you'll find them on Facebook, Instagram, Pinterest, Twitter and Pandora.** Cute pictures of their children are seamlessly shared across Facebook and Instagram. During the week they like memes on Facebook and comment on YouTube links. 30.7% say that when they need advice on a particular topic, they ask people on social media what they would do.

ACTIVE LISTENERS

Social Media

- **Active Listeners contribute to ratings online and exchange friend requests with new people.** 43.6% say people *frequently* request to be their friend on social media compared to 27.4% of the overall population.
- Occasionally, what they see on social media spills over into their regular lives. **Over 30% say they talk about social media occurrences in face-to-face conversations as well.**
- While “One Trick to Improve Your Health” videos may be shared across Facebook and Instagram, Active Listeners aren’t fooled into believing them. **43% say they don’t trust the medical information other people share on social media** versus 15.4% do trust social media health information.
- This Population **doesn’t frequently comment on blogs or share them on social media sites** but 20% admit to reading gossip/entertainment and music related posts on the internet.

ACTIVE LISTENERS

Mobile

- For Active Listeners, **cellphones are a prime communication line to their children.** In fact, the top ranked method of communication for talking to their children is on their cellphone at 46.4%. Additionally, 30% say they communicate with their kids via text message, a striking percentage when compared to 13.3% of the overall population who do the same.
- Cellphones have definitively replaced landlines within this Population. Active Listeners **rely on their cellphones to stay connected to family and friends throughout the day.** It's easy to keep tabs on the family when they are only a few taps away.
- Their **phones help them feel more connected to friends and family** – 50% agree that their friendships would not be as close without their cellphones.
- Perhaps unsurprisingly, **92.3% own a smartphone.** Android and iPhones are the top models within this Population. They tend to have unlimited data and texting plans so they can stay continuously in the loop with texting and web browsing. For this Population, **anything they can do on a laptop should also be able to be completed on a cellphone.**

ACTIVE LISTENERS

Mobile

- In a typical day, **29% spend 30 minutes to an hour talking on their cellphones** and a small but striking number, 6.4%, spend five to eight hours texting. **Most of the Population sends about 20 texts per day** to their contacts.
- 46.6% feel that **texting is just as meaningful as having an actual conversation.**
- Beyond ensuring this Population never misses a birthday or chance to group text, cellphones also need to help this Population accomplish their work quickly and **provide internet connectivity.**
- For some within the Population, cellphones are viewed as a personal expression of who they are. **21% customize their phones** with splashy cases, custom headphones and other accessories to personalize their devices.
- The top app types this Population uses include **banking, GPS, shopping, weather and search.**

ACTIVE LISTENERS

Mobile

- Powering healthcare through mobile devices could be one way to reach Active Listeners. **34% feel a mobile app could improve their health lives.** Some are also interested in apps recommended by physicians or provided by insurance companies.
- **41.5% of Active Listeners would be willing to use a healthcare app** offered by their insurance provider and 47.8% would download an app on the recommendation of their physician.
- Over the past 30 days, **5.9% visited Webmd.com and 20.7% visited any health or medical website on their cellphones.** 24% would be interested in receiving advertisements on their phones compared to 9.7% of the overall population.

ACTIVE LISTENERS

TV/Cable

- Early mornings mean listening to Ron Trevino of KHOU in the background as they help their children get ready for school. The television is often on in the homes of Active Listeners. You'll find that **38% keep the television on anywhere from 5 to 8 hours per day.**
- Of course they enjoy more than just the morning news broadcast. This is a Population that loves a good drama – their favorite programs revolve around the psychology of relationships. Scandal, Empire, Law & Order: SVU and Love & Hip Hop Atlanta are all in their rotation.
- Just under half of Active Listeners say they rely on the television to stay informed and **41% point to the television as their prime source of entertainment.** There are certainly some within the Population who really enjoy their TV time. 35% admit to rearranging their schedules to keep up with their favorite television shows and 16.7% make the claim that they are television addicts.
- **56.4% enjoy watching kid's shows with their children** and while they say don't like to watch television commercials, they are more likely to watch them than their peers.

ACTIVE LISTENERS

Print & Radio

- While the internet may be the preferred method of reading breaking news, AA Parents still place a **high level of trust on print newspapers and enjoy flipping through them on occasion**. They value the local newspaper because it cover what occur in their own backyards - however, only 11% of the Population reads a print newspaper each day.
- Active Listeners **aren't frequent bloggers but they do read gossip/entertainment and music blogs**. Additionally, 22.9% say healthcare blogs or vlogs (video blogs) are “somewhat” helpful as a personal healthcare resource.
- If you hop in the car with an AA Parent, you better be ready to sing along to the radio. **Over 50% of the Population say they always listen to the radio while in the car** and 33% rely on the radio to keep them informed.

Magazines might be just a fun treat to occasionally pick up . . .

Magazines are worth the money	20.9%
Like reading the ads in Magazines	34.4%
Visit the websites of their favorite magazines.	12.5%

Top Radio Stations

KBXX FM	69.3%
KMJQ FM	82.3%
KQBT FM	53.0%

ACTIVE LISTENERS

Print & Radio

- Radio is so pervasive in their lives that a whopping **53% claim to spend 5-8 hours per day just listening to the radio** (of course, they may have it on in the background).
- Preferred music formats are **urban adult contemporary, rhythmic contemporary hit radio** and **urban contemporary**.
- **Terrestrial radio is still their primary source of music but they are increasingly listening to online radio.** In the past 30 days, 41.7% have listened to Pandora and 10% elected to sing along to Spotify. 18.7% jammed to iHeart Radio's online application. Interestingly, they are more likely to stream internet radio on their laptop or desktop versus their cellphones.

ACTIVE LISTENERS

Events, Email & Places

- **Email is ranked as a top source of information and communication for just under half** of Active Listeners. 29% even like to receive email updates on new products and services.
- They are movie goers who enjoy grabbing popcorn, candies and a good show with their children. **42.8% say that when they are in the movie theater, they notice the advertisements in the lobbies.**
- As a Population that strives to provide more for their children, they make sure to take vacations and expose their children to different attractions and activities. In the past year, 43% took a trip to the beaches in Galveston, 44% visited the zoo and 28% strolled down Kemah Boardwalk. Baseball games and Schlitterbahn were also popular.

ACTIVE LISTENERS

Media Timeline

Motivates their kids to get out of bed with a promise to stop at McDonald's for sausage biscuits. KHOU plays in the background, providing weather and traffic updates.

On the drive to work, they listen to the Madd Hatta Morning show on 97.9. At work, they turn the radio on in the background and hum along to the latest music while chatting with co-workers

During lunch they check their phones for text messages and read social media updates while eating leftovers from home. They see a friend just back from a cruise to Cozumel, they start researching prices before heading back into work.

As they drive to pick their children up from after school care, they sing along to Mary J. Blige on 102.1 and think about what to whip up for dinner. One of their children needs a poster board – a trip to Walmart is in order.

At home, they heat up a frozen pizza while their kids play online. The television is tuned into a marathon of Love & Hip Hop Atlanta. They can't wait to see how Joselin's baby shower will turn out. It's supposed to be pretty wild.

After finishing homework, bath-time and getting the kids to sleep, it's time to tidy up the house and head to bed with a little snack. They watch re-runs of Law & Order: SVU while occasionally looking at Facebook on their phones.



6:00 a.m.

9:00 a.m.

12:30 p.m.

3:00 p.m.

6:00 p.m.

10:30 p.m.

ACTIVE LISTENERS

Top Picks

CABLE CHANNELS

- BET
- OWN
- A&E
- ESPN
- Cooking Channel

CABLE PROGRAMS

- Love & Hip Hop: Atlanta (VH1)
- Real Husbands of Hollywood (BET)
- Law & Order: SVU (USA Network)
- Sportscenter (ESPN)
- Family Feud with Steve Harvey (Game Show Network)

TV PROGRAMS

- Empire (FOX)
- Law & Order: SVU (NBC)
- Scandal (ABC)
- Criminal Minds (CBS)
- Family Guy (FOX)

WEBSITES

- Google
- Amazon
- Netflix
- Yahoo
- Pandora

SOCIAL MEDIA

- Facebook
- YouTube
- Pandora
- Instagram
- Pinterest

Implications

Lifestyles & Attitudes

- **Imagery:** Traditional family images such as parents playing with kids in parks or hanging out together for family game night will appeal to many within the Population but also consider images of families who are technologically fast and capable.
- This is a Population where 46% communicate with their children on their cellphones and over one-third use text messages to keep up with their kids. Include images of families competing to get the best score in an app or using text messaging to relay important information.
- Don't forget to include **a variety of family types and sizes.**

ACTIVE LISTENERS

Implications

Lifestyle & Attitudes

- **Attitudes** : The attitudes of Active Listeners are courageous, welcoming, bold and proud.
- They feel they sacrifice a great deal to give their children the best opportunities in life and want their children to achieve more than they ever can.
- Messaging that reflects their desire to improve their children's opportunities may be one avenue to reach them.
- However, be careful to not be too “preachy” as **this Population is sensitive to wanting to make their own decisions** and conclusions about what their children truly need.

ACTIVE LISTENERS

Implications

Lifestyle & Attitudes

- Active Listeners are optimistic about the future – financially, emotionally and physically.
- **Explain that by preparing providing their children with vaccines now, these parents are creating a brighter future** for their little ones, which can lead to sunnier physical future.
- **Offer statistics and success rates of the vaccine** to ensure their comfort level and indicate how those who have had the vaccine have seen a reduced rate in cervical cancer and other HPV related ailments.
- The HPV vaccine is about cancer prevention. **Highlight the types of cancer the vaccine can prevent** and include anecdotes of parents who have allowed their children to be vaccinated in communications.

ACTIVE LISTENERS

Implications

Health & Wellness

- Active Listeners feel they are relatively healthy and for the most part, this is true. They aren't often in the doctor's office for their own illnesses but they do enjoy a positive relationship with their primary care physicians.
- **Most likely, Active Listeners haven't spent time researching the HPV vaccine on their own.** They may have received information from other parents, their community or their own physician.
- **Physicians have an opportunity to act as a liaison between in-school vaccination programs and parents.**

Implications

Health & Wellness

- **Consider hosting a health night at school and inviting a physician to present information on the HPV vaccine.** He or she can offer their professional opinion on why the vaccine is beneficial and can also answer questions from parents.
- Beyond offering their professional opinion, if the physician has any **anecdotes about giving the vaccine to their own children, that may be helpful** as well.
- Physicians can also offer the vaccines in their own offices. **One popular idea in public health literature is to present the vaccine as a normal course of vaccination instead of an optional, “new” vaccine.**

ACTIVE LISTENERS

Implications

Health & Wellness

- When Active Listeners are in the doctor's office with their child, **provide physicians with a tool kit for speaking about the vaccine** including frequently asked questions, websites with more information and other details. Around 35% of the Population will research on their own after their appointment.
- Pharmacists, nurses and physician's assistants can also be promoters in the community to encourage Active Listeners to vaccinate their children. **Arm these community supporters with the resources they need to speak confidently about the vaccine and its benefits.**

ACTIVE LISTENERS

Implications

Health & Wellness

- Since only 38% of Active Listeners feel the benefits of a vaccine outweigh the risks, you'll need to create collateral that explains the potential risks and how the benefits *truly* mitigate those risks. **Consider creating a top three benefits sheet to deliver to parents on why they need to vaccinate their children.**
- Point to statistics such as the CDC statement that the HPV vaccination prevents about 28,000 cases of cancer per year in the United States.
- Additionally, 45% of the Population says they rely on their family and friends to provide health information which may lead to incomplete information. **Developing a myth versus fact page on how the HPV vaccine works could be a good piece of collateral to allay their concerns.**

ACTIVE LISTENERS

Implications

Health & Wellness

- A doctor's office is a solid place to captivate this Population's attention. **Create brochures on the HPV vaccine that can reside in community doctor's offices and clinics that offer sports physicals.**
- If possible, localize the information (how many cases of HPV are there in Houston each year?) to engage the Population in read and recognizing the value of information.
- Cost may be a concern for some within the Population. **If the vaccine is going to be offered for free, be sure to communicate that in materials sent home to parents.**
- Many within the Population won't be pay for medications not covered by insurance.

ACTIVE LISTENERS

Implications

Health & Wellness

- A community health day where multiple organizations get together and offer free blood pressure screenings, diabetes tests and other ancillary services can attract a larger group of people and get your message out within the community while providing additional benefits to the Population.
- Their top places to pick up their own medications are Walgreens and CVS. These **pharmacies may be willing to partner with you** in delivering information about vaccination programs or even sponsoring a vaccination day in their wellness clinics.

ACTIVE LISTENERS

Implications

Online & Technology

- The internet is a huge resource for this Population – entertainment, news, work and more can all be accessed within seconds. For healthcare, they typically find information about illnesses and ailments by uncovering search engine results and reading popular health websites such as WebMD.com.
- If directing Active Listeners to a specific website is a goal, **consider sidebar advertising** as a means to reach this Population. Additionally, place your website on all materials and collateral so they can easily find the website.
- Since 50% say they are more likely to visit a website recommended by a doctor, **ask physicians within the community to share your URL in office.**

Implications

Online & Technology

- **Keep the website simple, parent-friendly and avoid using medical jargon.** A video where parents whose children have received the vaccine can be a great resource for parents looking to understand the vaccine from a parental perspective.
- Other videos could include a physician answering “FAQs” or a pharmacist discussing why they recommend the vaccine to children.
- A “**trusted links**” section may also be a good resource for Active Listeners looking to explore more.
- In addition to sending home printed consent forms, be sure to have consent forms available to print directly from your website in case these forms are lost in backpacks.

ACTIVE LISTENERS

Implications

Social Media

- While social media isn't currently a top destination for healthcare research for this Population, they do share links, photos, videos and other content with their circle of friends on social channels.
- **Newsfeed advertisements** can help reach this Population to encourage them to share, like or click.
- Additionally, Active Listeners **use social media to meet like-minded parents.** If the school has a Facebook page, consider asking them to promote the vaccine dates and times on their page so parents can see and share out to their personal social networks.

Implications

Social Media

- The **best channels for advertising on social media are Facebook and YouTube** in terms of reach, with over half of the Population using these channels regularly.
- Keep in mind that 43% don't trust the medical information they see on social media, so if any information is posted on social channels **use logos and names they'll recognize to establish recognition and trust.**
- Other opportunities on social media include creating a Twitter feed that links directly into a branded website so people can read quick facts and statistics while online or developing a Pinterest board with infographics and visuals that can serve as a resource for learning more about the HPV vaccine.

Implications

Mobile

- Ensure that any websites developed for Active Listeners are **optimized for mobile** since many within the Population will be accessing sites on their cellphones.
- Active Listeners are great candidates for text message updates and reminders of vaccine schedules and appointment times. **Ask the Population to sign up for text message reminders** about their child's appointment to keep them in the loop.
- If there is a specific application you want to encourage this Population to **download, channel the recommendation through their physician**. Slightly over the half the Population will download apps based on their doctor's reference.

ACTIVE LISTENERS

Implications

Television

- Active Listeners enjoy unwinding from the day's stresses with television. While television commercials may not be a viable financial option, local news stations can be great partners in spreading the word about health fairs and vaccination programs.
- **KHOU is a fan-favorite with this Population** and by appearing on their morning show, you'll have an opportunity to reach many within the Population.

ACTIVE LISTENERS

Implications

Print & Radio

- Magazines and newspapers are enjoyed by this Population but not read regularly. Unless an article is generated through earned media, **skip the printing press and work with radio.**
- **On KBXX FM, purchase radio time between 6am-7am and 3pm-7pm. For KMJQ FM, use 3pm-7pm and 7pm-midnight and for KQBT 7pm-midnight is also a good time to catch your Population.**
- **Local DJs may be willing to give air time** for a conversation on vaccinations and dispelling the myths around them. Additionally, digital slots may be another opportunity to reach Active Listeners.
- Purchasing advertising on Pandora is another option for reaching this Population as they do listen to internet radio.

ACTIVE LISTENERS

Implications

Email, Events & Places

- Since the African American Parent Population enjoys going to the movies, **consider placing advertisements in the lobbies that speak to the benefits of vaccines.**
- Additionally, you can encourage attendance at **health fairs or other community events** by offering up door prizes of tickets for local baseball games, zoo family packs or a movie night on the house.
- Email is a top ranked source of communication for this Population. **Ask for their email address so they can receive updates on vaccine information** and other pertinent information.

ACTIVE LISTENERS

Summary

- In framing the HPV conversation, recognize that first and foremost, Active Listeners want their children to be successful and able to pursue their dreams and passions. By offering the HPV vaccination at a young age, they can help their children avoid several forms of cancer, an STD and other related ailments. **Set this Population up for understanding what they provide to their children in a simple shot. It's much more than a vaccine, it's a plan for future safety.**
- Be prepared to dispel common myths surrounding the HPV vaccine including those related to sexual debut and activity. Active Listeners have a wide variety of resources that can be incorrect including friends, family, television and the internet. **Offer them the facts they need to rest assured that their child will be healthier with the vaccine than without it.**

ACTIVE LISTENERS

Summary

- Physicians, nurses, physician's assistants and pharmacists are all viewed as valuable sources of healthcare information within the Population. **Ask these medical professionals to lend their time to your cause and speak to parents about the safety and efficacy of the vaccine.** Allay concerns about side effects with facts and even personal anecdotes.
- Almost all forms of media will appeal to a percentage of the Population, however **the top media for African American Parent are the internet, social media, mobile, television, email and radio.** On the internet, direct your Population to specific websites by listed the site on printed collateral and asking community physicians to call parent's attention to it. **Use social media to share articles and other items within newsfeeds.** Mobile can be an excellent resource for text message reminders and encouraging app downloads. While television may be an opportunity to partner with local news organizations.

ACTIVE LISTENERS

Summary

- Email is solid for reaching out to parents with appointment times, fact sheets, reminders and other pertinent information. **Radio is always on the vehicles of Active Listeners – purchase advertising time on their favorite radio stations to ensure they hear your message.**
- Finally, community organizations can be reliable partners who can amplify your message while providing other health benefits. **Look to other community groups to co-host events and fairs that can deliver a message of “whole health” while speaking to vaccination programs.**