

## *ImmunizeBC's* “I Have Immunity” campaign

- “I Have Immunity Campaign” launched 2011
- **Finding Our Advocates** – Craigslist and Targeted Web Ads
- Showed two Advocate Stories
  - Audra who lost her mom to cervical cancer when she was
  - Emily who lost her sister to influenza when they were young
- **Supporting our Advocates**
  - A PHN trying to increase HPV coverage rates could invite Audra
  - Sharing others stories from the website
- **Why are Stories so Important?**
  - JAMA Nov 2011
  - Journal of Health Psychology 2008
  - Annals of Internal Medicine January 2011
- **Sharing Our Stories** – varicella stories (4/25)