

Raising Awareness of RSV in Spanish-Speaking Populations

Empower Spanish-speaking populations in El Paso, TX, Miami, FL, and San Antonio, TX to feel confident in recognizing RSV symptoms and taking steps to prevent RSV

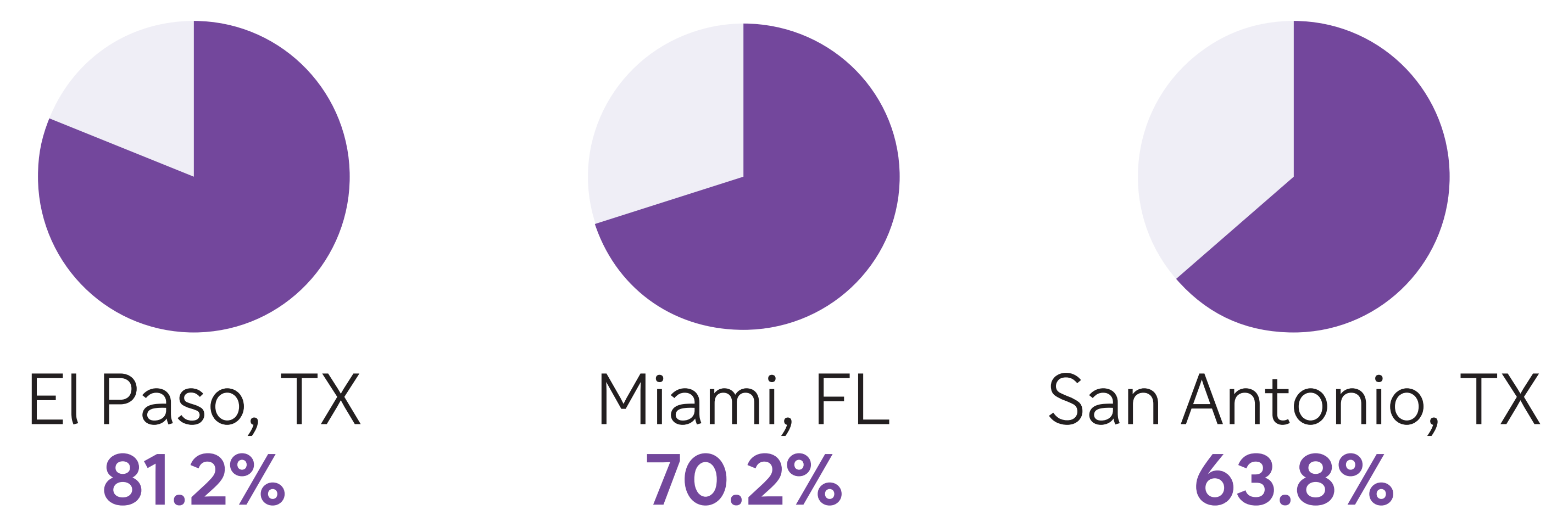
Why it Matters

RSV hospitalization rates during the 2022-23 season were 34% higher among Hispanic vs. non-Hispanic white children ages 0-4 according to the CDC.

In 2022, the RSV infection incidence rate in Hispanic children compared to white children increased to 278.1% with 2,734 cases per 1,000,000 Hispanic children.

There is a critical lack of awareness and information about RSV within Hispanic and Latino communities.

Hispanic and Latino populations by city:



Solution

Targeted campaign to deliver culturally competent RSV education to Hispanic and Latino expectant parents, as well as parents and caregivers of infants living in these 3 cities.

The program aims to bridge knowledge gaps and improve health outcomes.



New Spanish landing page about RSV on Lung.org

Provide comprehensive information in Spanish about RSV signs, symptoms, doctor consultation pointers, and immunization options, as available. This will be the first page on Lung.org wholly written in Spanish.

Geotargeted campaign and advertising

Targeted iHeart Radio campaign that coincides with RSV season, complemented by a digital ad campaign in the same geographies. All resources will point to RSV pages on Lung.org.

Additional campaign assets

Will include graphics highlighting RSV symptoms requiring urgent care in children and hospitalized treatments; one-page handout on how caregivers can take steps to prevent RSV hospitalization in infants; 30-second RSV animation in Spanish for digital promotion.

Impact

- Reach a minimum of **7,500** Hispanic/Latino individuals who are pregnant, parents and caregivers
- Generate **400,000** impressions through the digital advertising campaign
- Reach **200,000** iHeart Radio listeners through the geotargeted campaign

Metrics include

- Number of visitors to Lung.org/RSV (Spanish and English)
- Spanish RSV resource downloads from Lung.org
- Video views of Spanish RSV animation
- Radio promotion reach and impressions
- Digital campaign reach and impressions



[learn more >](#)

This educational initiative will build upon the success of the *Raising Awareness of RSV* campaign which drove over **1.5 BILLION** impressions in 2022.

Additionally, the RSV symptoms and diagnosis page on Lung.org received the highest pageviews of all Lung Association pages with **over 685,000 views** and more than **60,000 people** viewed the 2-minute *Understanding RSV* animation.

