

Pediatric Asthma Video Campaign

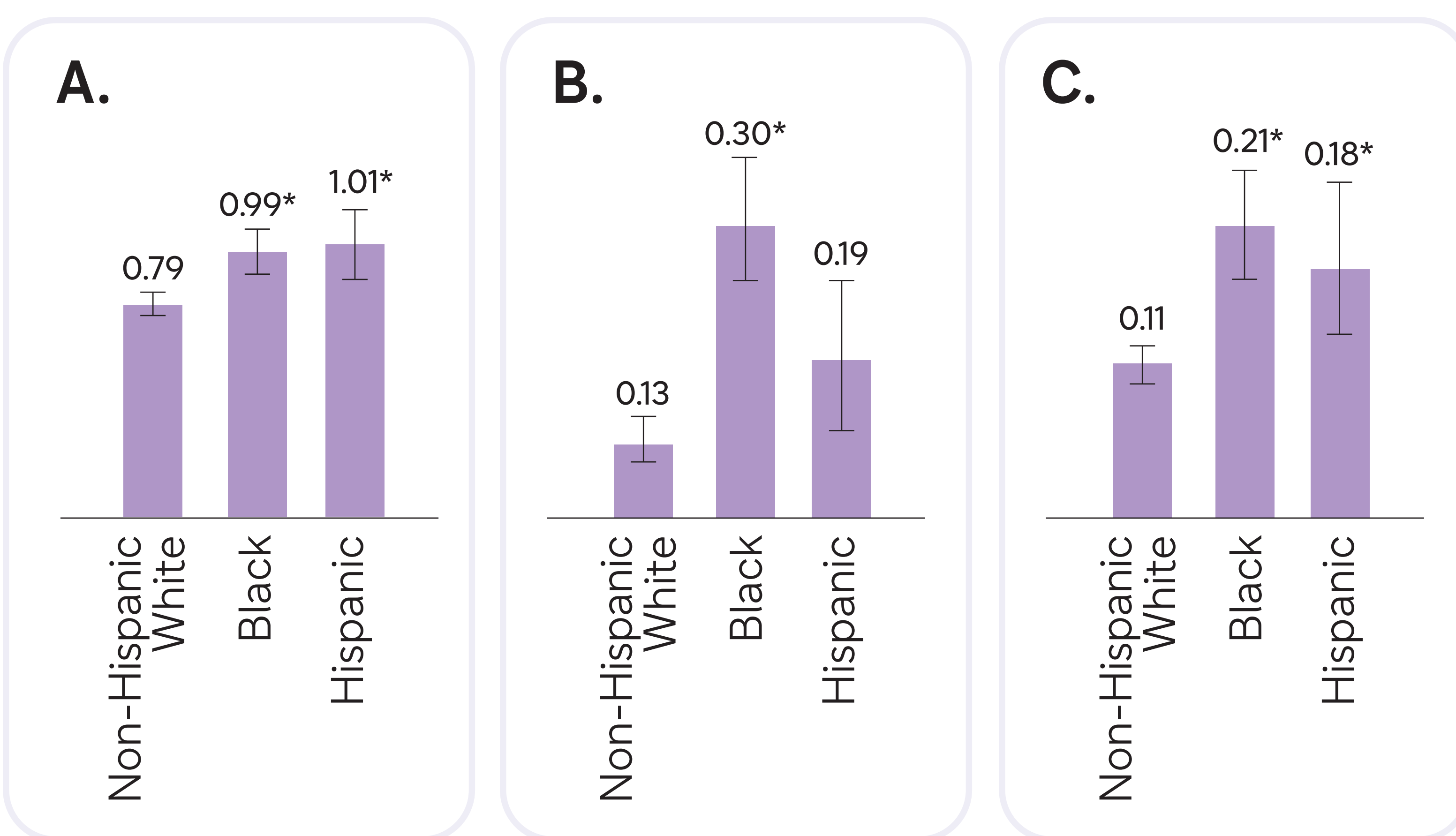
Digital ad campaign to promote video on pediatric asthma to help Spanish speaking parents and caregivers gain a better understanding of childhood asthma

Why It Matters

There is a need to increase public awareness and education on asthma control and management, especially for Black and Hispanic patients and caregivers. According to the U.S. CHRONICLE Study:

- The annualized exacerbation rate was significantly higher for Black and Hispanic patients than non-Hispanic White patients.
- The annualized rate of exacerbation-related ED visits was significantly higher among Black patients than non-Hispanic White patients and trended higher in Hispanic patients than non-Hispanic White patients.
- The annualized rate of asthma-related hospitalizations was significantly higher for Black and Hispanic patients than non-Hispanic White patients.

Rates of HCP-confirmed asthma (A) exacerbations, (B) emergency department visits, and (C) hospitalizations by race/ethnicity¹



Solution

YouTube ads in English and Spanish featuring a caregiver of a young asthma patient.

Ads promoted a previously funded video in English and Spanish containing basic information and answers to questions about what pediatric asthma looks like, the treatments involved, how to know if your child's asthma is well-controlled, and what to do if not.

Included an option to click through to American College of Allergy, Asthma & Immunology web content on pediatric asthma education about the disease state, treatment options, role of specialists, how to find a specialist, etc.

Targeted to audiences who have or want to know more about pediatric asthma and individuals searching keywords or viewing topics related to pediatric asthma.

Impact (as of July 13, 2023)

Spanish video:

“Control del Asma Pediátrica”

Spend: **\$17,497**

Impressions: **1,305,172**

Views: **765,131**

58.6% view rate, **\$.023** spend per view*

Clicks to website: **7,823**



English video

“Controlling Pediatric Asthma”

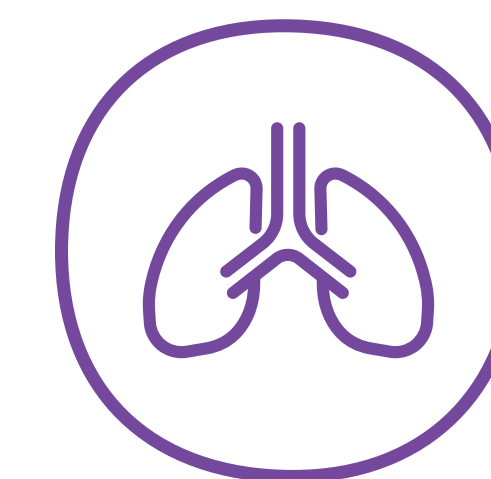
Spend: **\$17,490**

Impressions: **1,254,271**

Views: **692,142**

55.2% view rate, **\$.025** spend per view*

Clicks to website: **5,247**



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Video content outperformed typical industry benchmarks of 100,000-150,000 views.

* A view is counted when a person watches 30 seconds of the video / duration of video or interacts with the video content.

Key Learnings

- Spanish and English videos perform equally well, which implies there is an equal interest in native, culturally-representative Spanish materials.
- For the Spanish pediatric asthma video, targeting by keywords generated the most efficient cost per view, view-through rate, and click through rate.



Sanofi and Regeneron provided a healthcare contribution to support this initiative in addressing specific health disparity challenges. Sanofi and Regeneron do not direct any program content or actions.

1. Njira Lugogo, Elizabeth Judson, Erin Haight, Frank Trudo, Bradley E. Chipps, Jennifer Trevor & Christopher S. Ambrose (2022) Severe asthma exacerbation rates are increased among female, Black, Hispanic, and younger adult patients: results from the US CHRONICLE study, Journal of Asthma, 59:12, 2495-2508, DOI: 10.1080/02770903.2021.2018701