

Evaluation of COVID-19 Vaccine Messaging for Migratory Workers using Neuromarketing: A new approach to health literacy assessment

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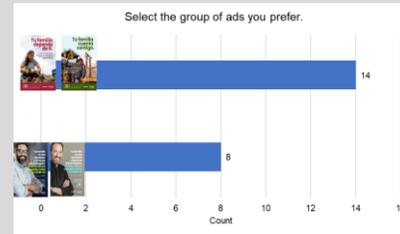


BACKGROUND

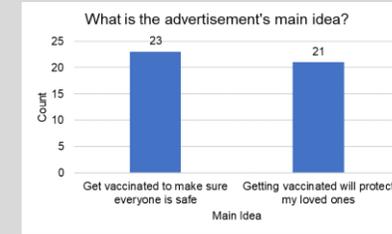
- USF serves as “pre-testing” partner in the National COVID-19 Resiliency Network (NCRN)*.
- We evaluate draft materials created by NCRN partner for minority populations hardest hit by pandemic at outset, as defined by Department of Health and Human Services.
- Materials were created following focus groups and in-depth interviews with intended users--migratory, Spanish speaking farmworkers.

METHODS

- Partnered with University of Texas at El Paso (UTEP) which has ties to the population to be served.
- 44 Spanish-speaking, adult, migratory farm workers came to central locations to take on-line study. UTEP staff provided on-site facilitation and interpretation, as needed.
- 4 draft print executions for two concepts were presented: Faith-based and family-focused.
- Self-reported message efficacy, comprehension, and emotional salience data were collected via Qualtrics survey
- *iMotions* software was used to collect and analyze participants’ facial expression and eye tracking data (captured through webcams) while they viewed the ads.
- Using facial expression data, major emotions from respondents detected by the software were isolated.
- Heat maps were generated using eye tracking data.



Self-reported data



Eye tracking data



Open-ended responses

OPCIONAL: Comparta con nosotros lo que le gusta de este anuncio o cómo cree que podemos mejorarlo.	Optional: Share with us what you like about this ad or how you think we can improve it.
Estoy muy de acuerdo con que sigan con esta campana para promover la vacunacion contra el covid 19 si todos nos vacunamos todos podríamos aser normal otraves porfavor vacunense para que todos estemos sanos. Evitemos los contagios me gusta que son muy directos y al punto la concientizacion que nos brinda para mejor ayuda y proteccion a nuestra familia el mensaje y la foto ,me identifico como jefe de familia	I am fully on board with contunuiung this camagin to promote vaccination against Covid-19. if we were to all get vaccinated, we could all go back to being normal again. Please get vaccinated so we can all be healthy. Let's avoid the virus. I like that they are very direct and to the point. The awareness that is offers us to better help and protect our family. The message and the photo. I identify myself as the head of my family.

RESULTS

- Half of respondents could not identify the main directive (get vaccinated against COVID-19) of the advertisements in a multiple-choice question.
- Eye tracking data suggested that some respondents viewed the call to action in the ads, but most did not look at the QR code to link to a website for more information.
- Respondents looked most at the people in the advertisements and did not focus on the text and logos.
- Facial expression data showed a stronger, more prolonged emotional response and higher engagement for the two family-focused advertisements.
- Self-reported preference corresponded with facial expression data.
- Additional comments provided in open-ended questions useful for creative direction.

CONCLUSION

- Respondents viewed the pictures more than the words in the advertisements.
- Preferred channels for health information were identified, facilitating the final dissemination of materials for this priority population.
- Recommendations to the partner creative agency included:
 - Decluttering graphics.
 - Modifying words to enhance readability.

Neuromarketing technology can aid assessment of materials designed for lower literacy audiences.
A trusted community partner was indispensable in designing & implementing the study.

For more information on this study, scan this QR code

