

Preparing for H2N2

Analysis By Jordan Scriven



Key to Designing a Public Health Campaign



- What would encourage people to get vaccinations
- What message do we want to send to people about this new vaccination on the market
- Do we need to tailor to specific populations or demographics

Data Understanding and Preparation

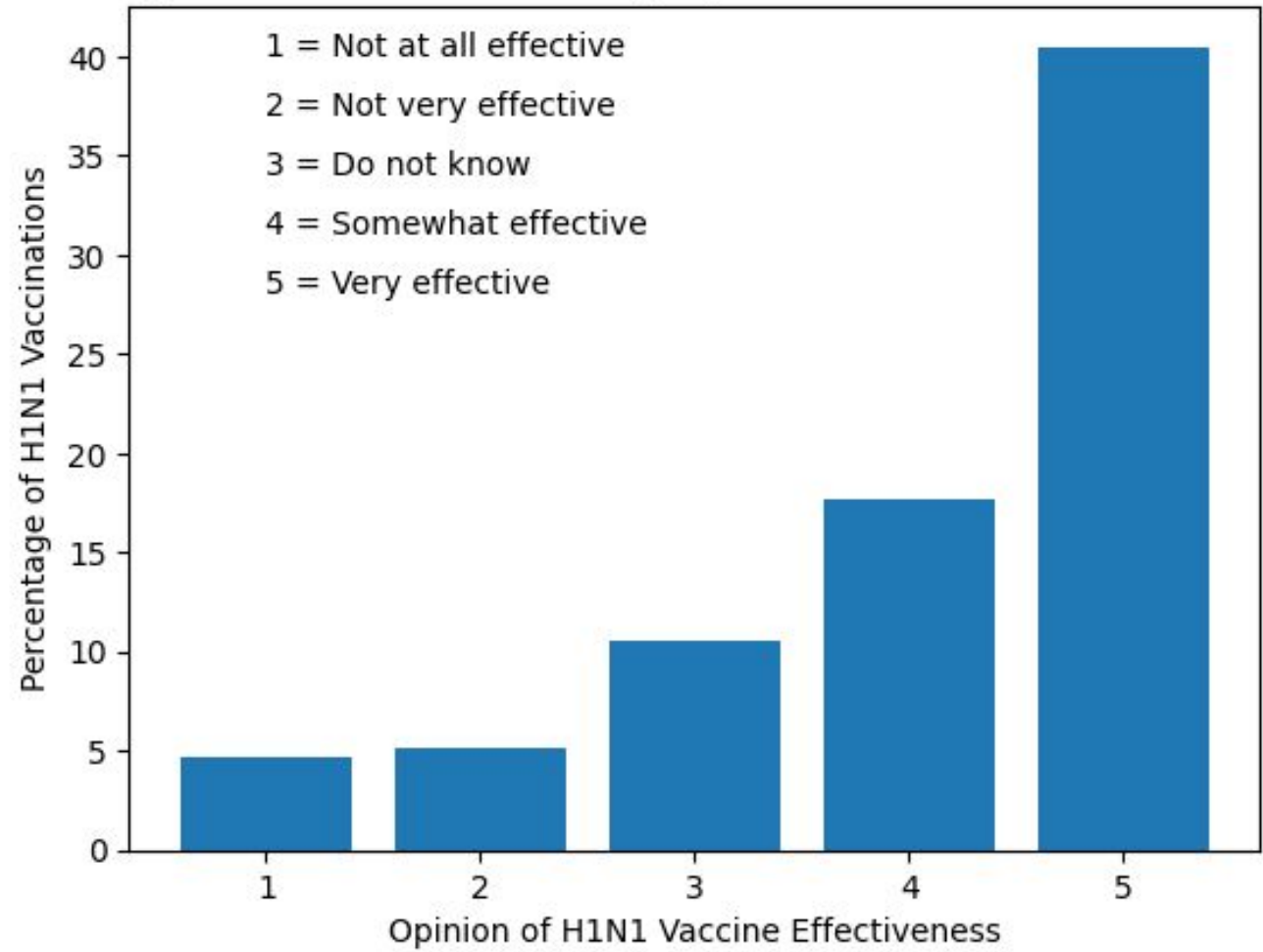
About 26,700 responses to a survey recorded by United States National Center for Health Statistics

Data Collected

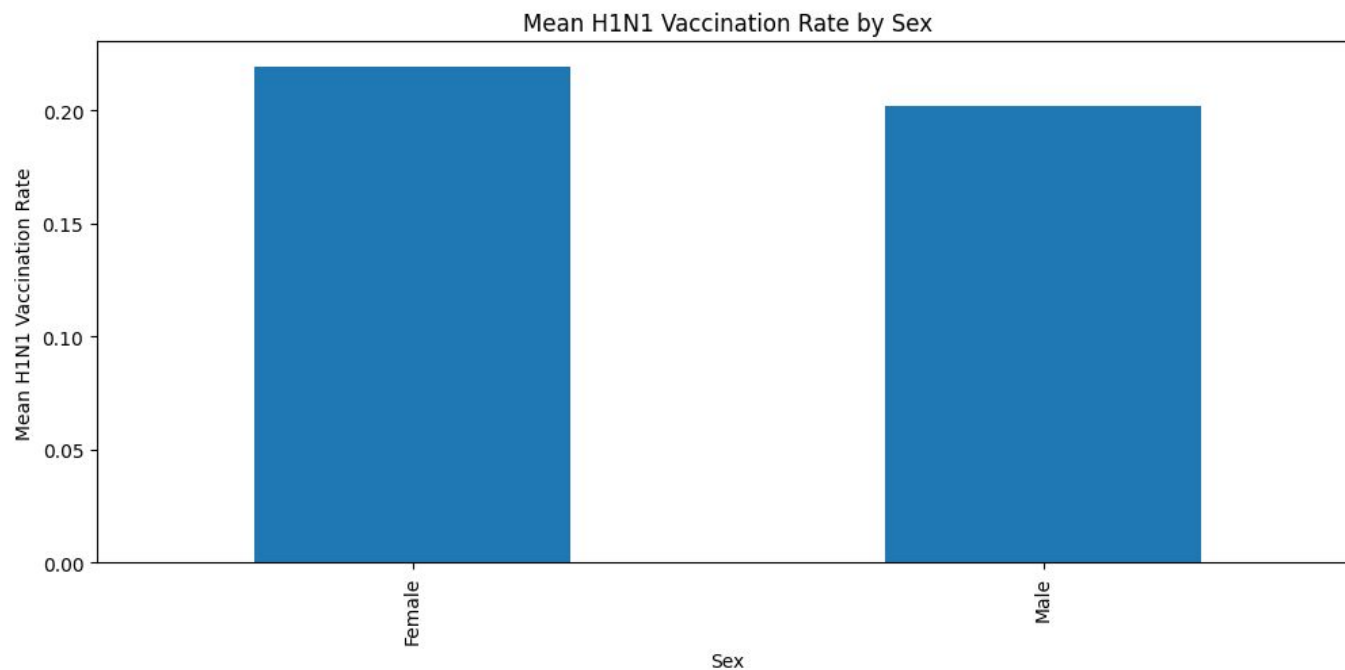
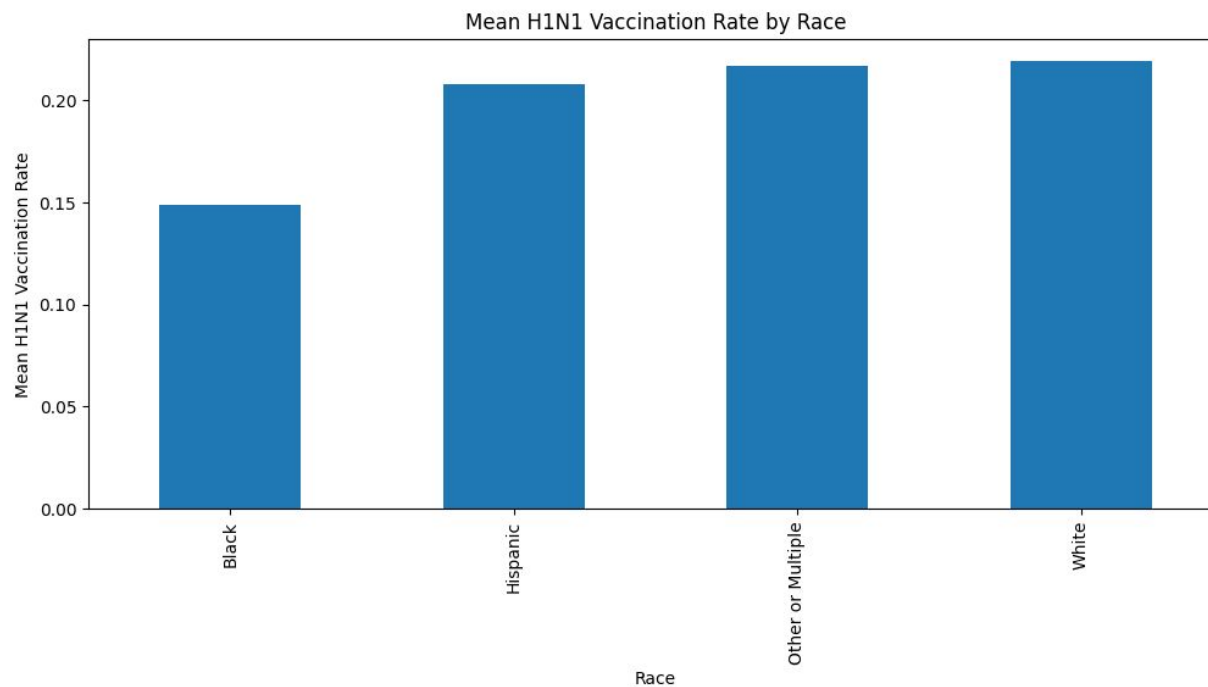
- Opinions on the H1N1 vaccination – effectiveness, risk of becoming sick without the vaccine, worry of becoming sick because of the vaccine
- Demographics of the respondents – race, sex, income level, education level, age
- Vaccination status

Data Analysis Result

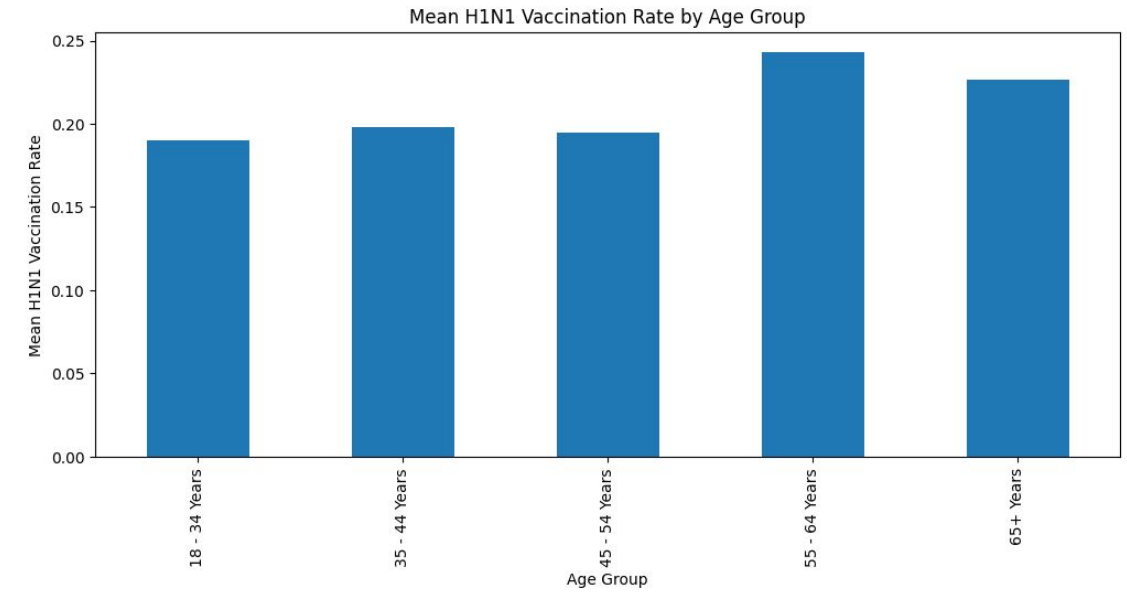
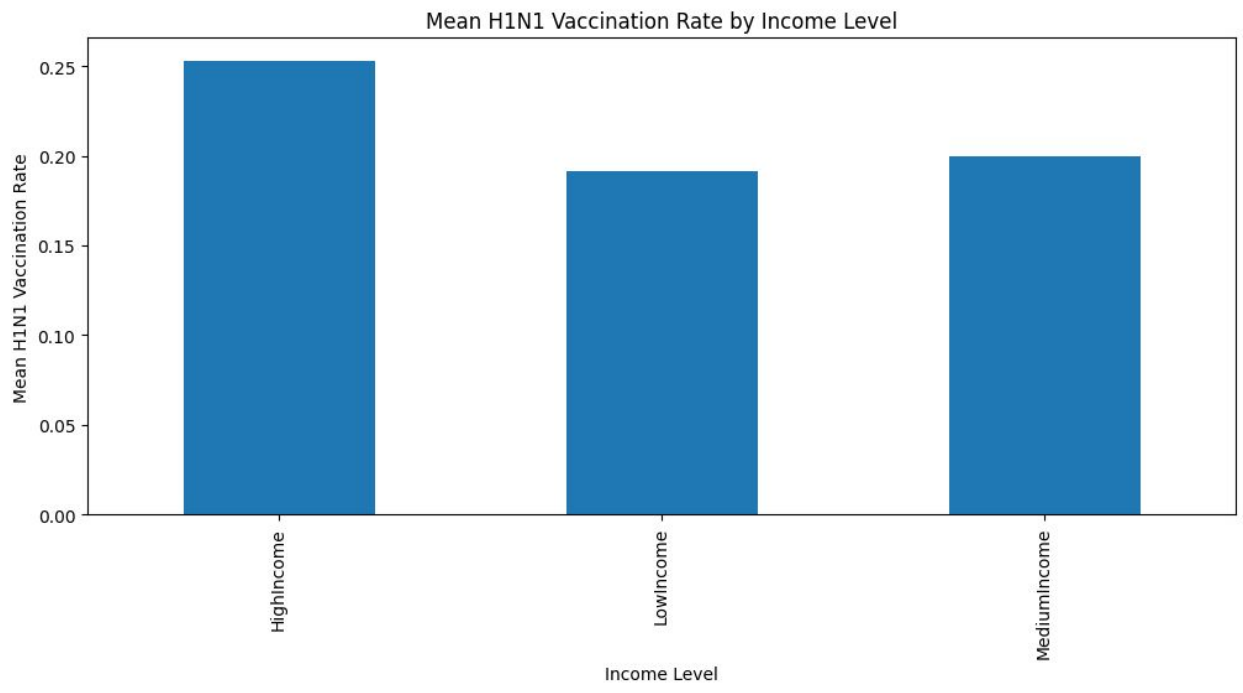
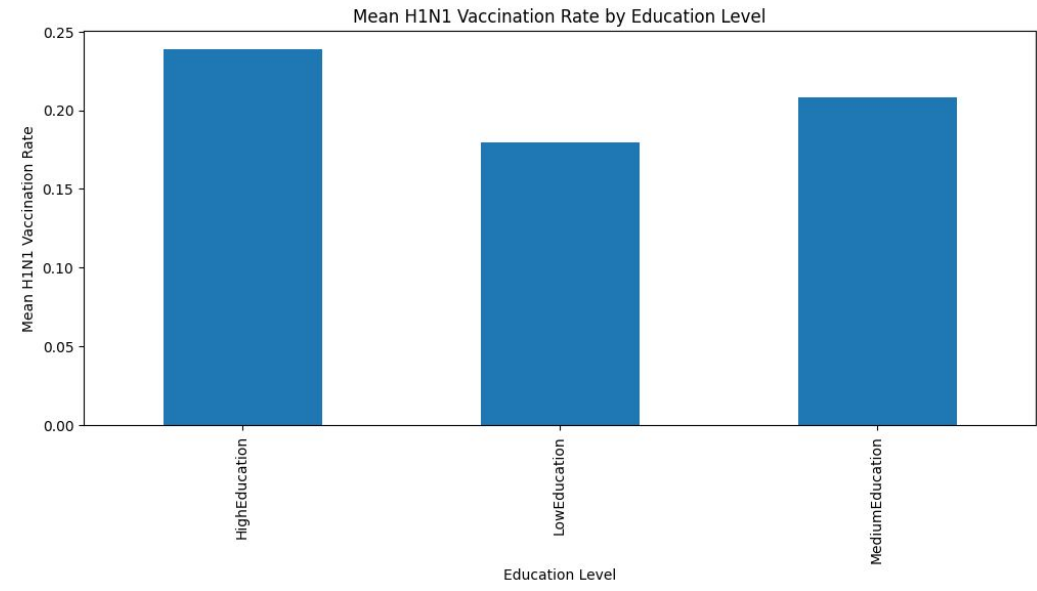
Percentage of H1N1 Vaccinations by Opinion of H1N1 Vaccine Effectiveness



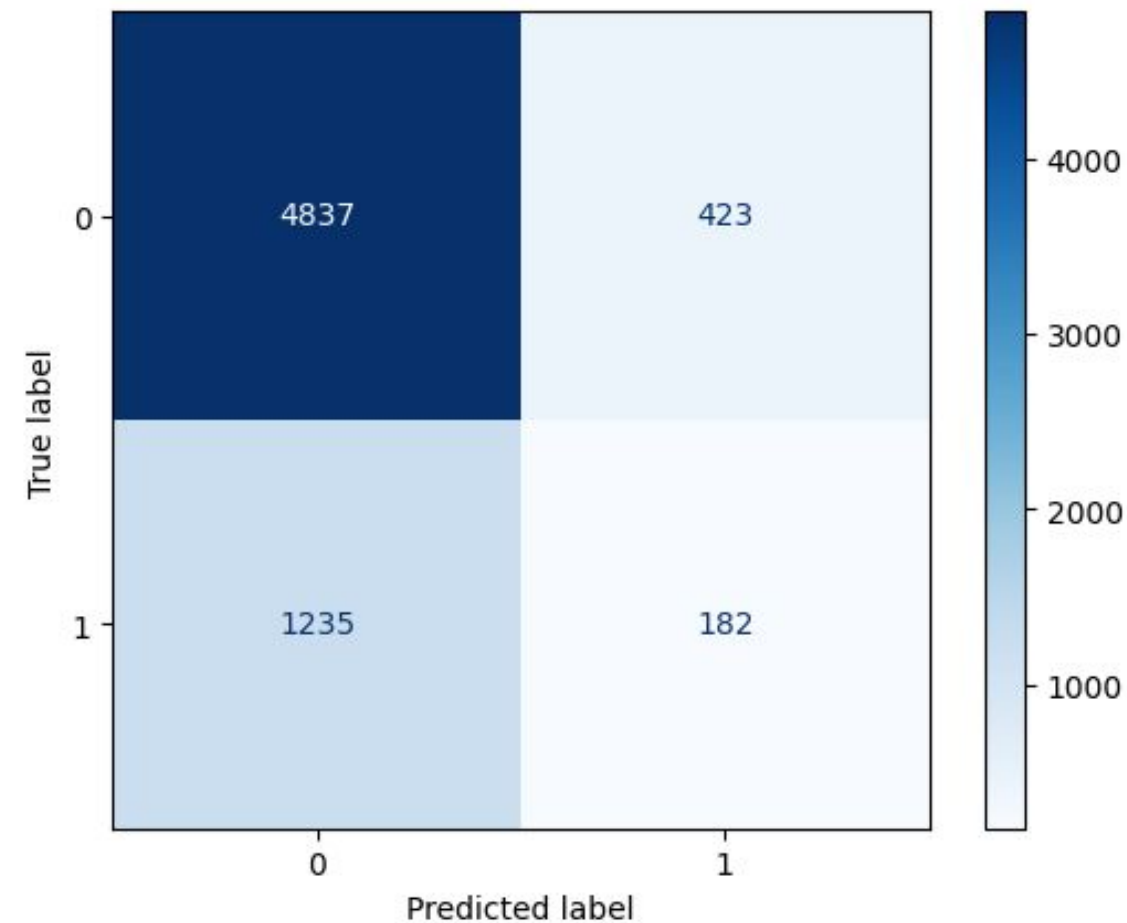
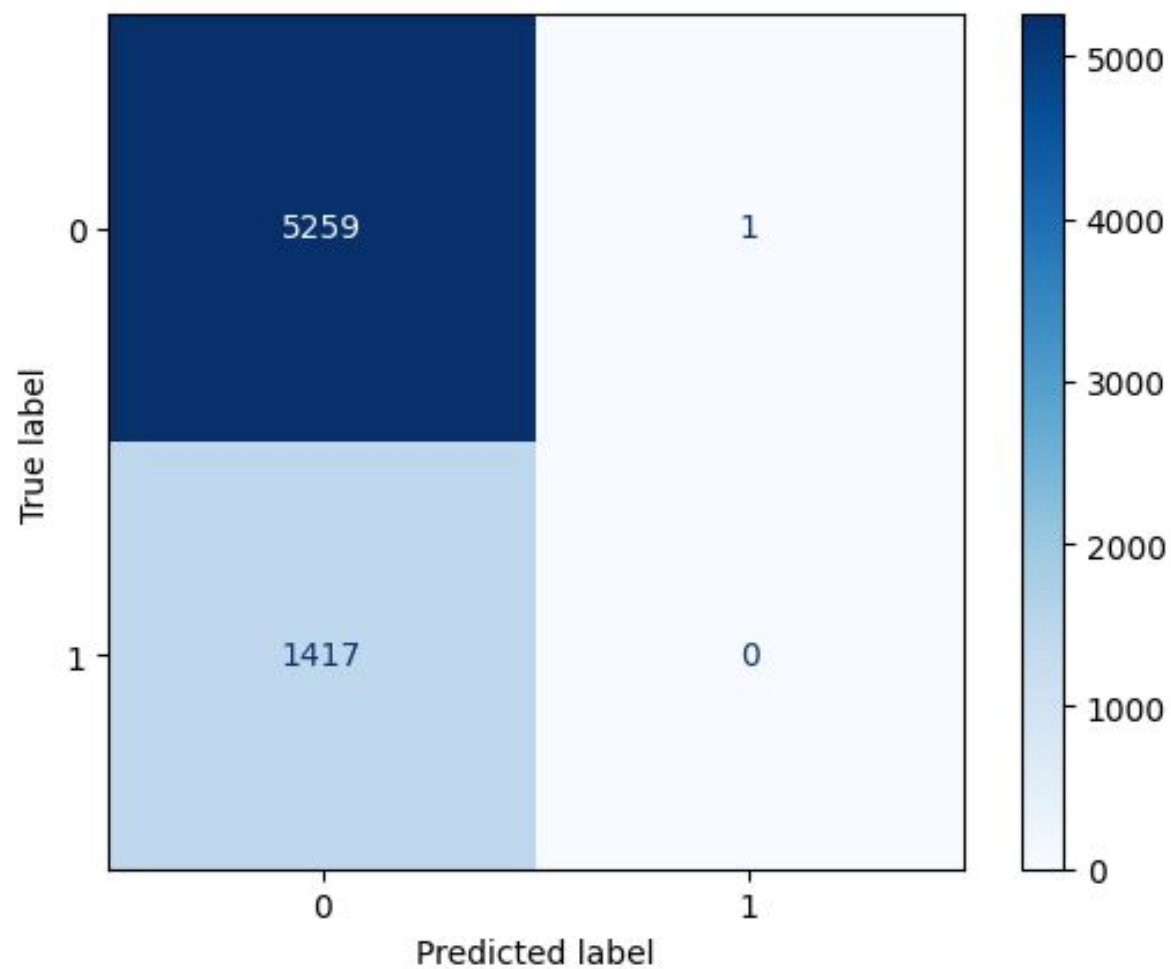
Data Analysis Results



Data Analysis Results



Data Modeling



Evaluation

Coefficients:

- const: -1.4257
- age_group_35 - 44 Years: -0.0166
- age_group_45 - 54 Years: 0.0113
- age_group_55 - 64 Years: 0.2797
- age_group_65+ Years: 0.3050
- education_LowEducation: -0.3231
- education_MediumEducation: -0.1146
- income_poverty_LowIncome: -0.2364
- income_poverty_MediumIncome: -0.2939
- sex_Male: -0.0919
- race_Hispanic: 0.4104
- race_Other or Multiple: 0.3975
- race_White: 0.3612

What does it mean

- individuals in older age groups (ages 55-64 and age 65+) are more likely to be vaccinated
- low education and low or medium income are less likely to be vaccinated
- men are predicted to receive a vaccination less often than women
- hispanic or other races are more likely to be vaccinated

Conclusions

Make it
Convenient

Reduce Cost

Educate



Thank you!

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