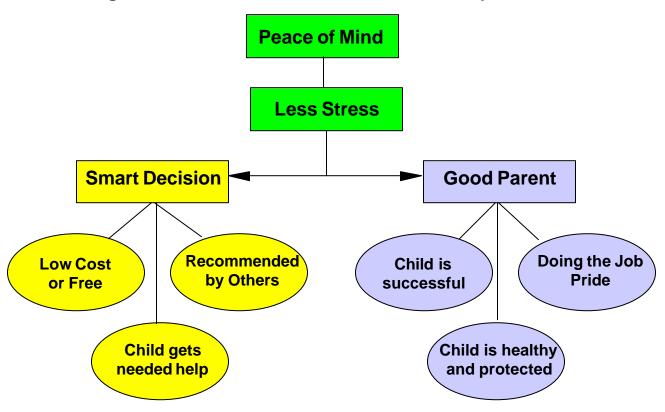
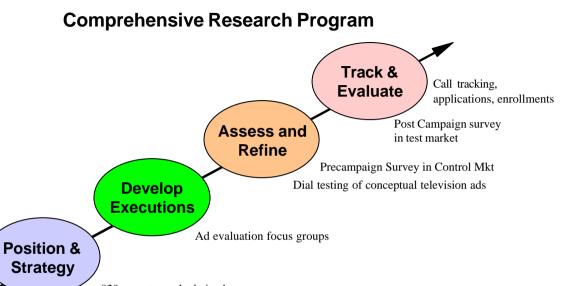
Covering Kids Communication Framework Developed from Interviews





Strategy

829 parents reached via phone survey
114 IDIs using VISTA methodology

20 opinion leader phone interviews

Exploration

Phone Phone Omnibus Study (1000 adults); 4 focus groups