

Adult Immunization: The Consumer Perspective and CDC Communication Efforts

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National Adult and Influenza Immunization Summit 2014

May 13, 2014

National Center for Immunization & Respiratory Diseases
Health Communication Science Office



CDC Adult Immunization Communication Program Goals and Audiences

- ❑ Increase awareness of the risks of vaccine-preventable diseases, the benefits of adult immunization, and adult vaccine recommendations.
- ❑ Encourage **adults** to get vaccinated according to CDC's recommended immunization schedule.
- ❑ Encourage **healthcare professionals** to assess vaccine needs of their adult patients, strongly recommend immunization, provide vaccines or make appropriate referrals to other immunization providers, and document vaccination.

Objectives

- ❑ Share key findings from immunization communication research with adult consumers that can help us understand why adults are not getting vaccinated.
- ❑ Present evidence-based strategies and messages that can help motivate adults to get vaccinated.
- ❑ Provide an overview of CDC adult immunization communication efforts and resources.

Understanding the Consumer Perspective

KEY RESEARCH FINDINGS

Building a Foundation: Research with Adults

- ❑ FallStyles Survey (September/October 2012)
- ❑ Literature Review (November/December 2012)
- ❑ Focus groups (March 2013)
 - 66 focus groups in 3 cities
 - Segmentation
 - Adults 40-59 with chronic conditions (Diabetes, COPD/Asthma, Heart Disease)
 - Adults 40-59 with no chronic conditions
 - Adults 60+
 - African Americans
 - Hispanic/Latinos
 - Whites

Building a Foundation: Research with Healthcare Professionals

- ❑ In-depth interviews (July/August 2013)
 - 16 Physicians and 12 Nurse Practitioners/Registered Nurses
 - Primary care and specialties serving patients with chronic conditions
 - South, Midwest, and West regions
 - TOPICS:
 - Vaccine administration
 - Knowledge of Immunization schedule
 - Attitudes regarding VPDs
 - **Vaccine recommendations & conversations**
 - Resources and support needed

WHAT WE LEARNED: Knowledge and Attitudes

- ❑ Adults believe that vaccines are important, especially for certain groups of adults.
- ❑ Adults believe that VPDs are serious, and in some cases, deadly.
- ❑ Awareness and knowledge of vaccines recommended for adults besides influenza is low.
- ❑ Adults vary in their attitudes toward different vaccines that they have heard about.

WHAT WE LEARNED: Motivators and Barriers

- ❑ **HCP recommendation is the number one reported factor in influencing vaccination decisions, but adults perceive receiving few recommendations for vaccines from HCPs.**
- ❑ Adults are motivated to get vaccines to protect their own health and many would get a vaccine in order to protect loved ones as well.
- ❑ However, adults do have some concerns about the safety and side effects of vaccines as well as questions about vaccine effectiveness and cost.

WHAT WE LEARNED: Key Factors in Decision Making

- How likely am I to get the disease?
- How serious could the disease be for me?
- How well the vaccine would work? Could I still get the disease?
- What are the side effects?
- How much will this cost me?

IS THE VACCINE RIGHT FOR ME?

Adults want TAILORED information to make an informed decision.

WHAT WE LEARNED: Factors that facilitate acceptance of HCP vaccine recommendation

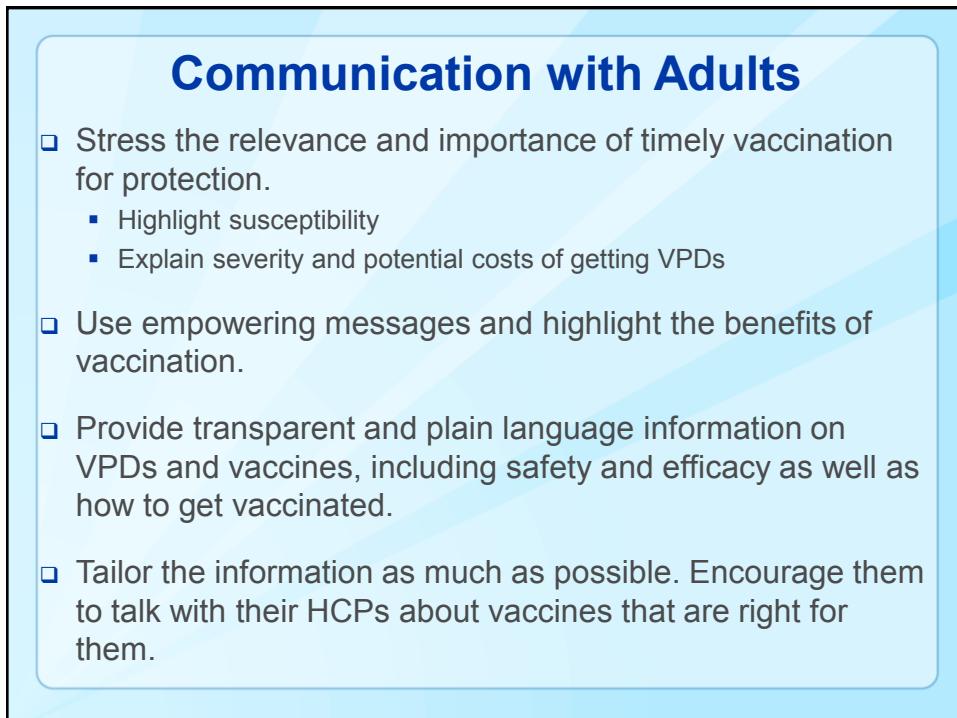
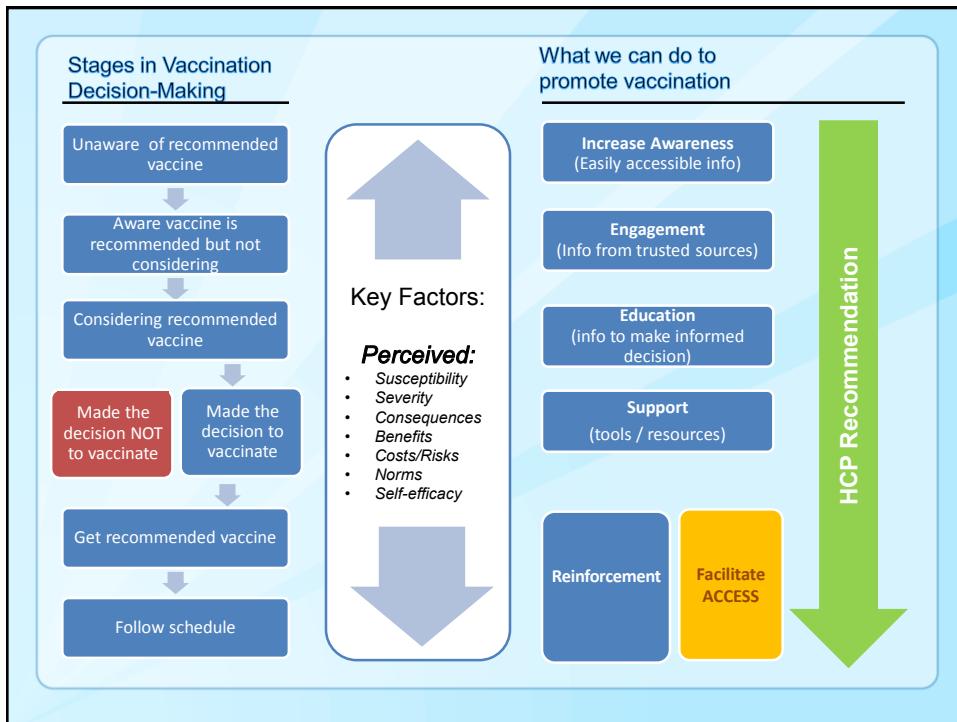
- Tailoring recommendations
- HCPs sharing that they have been vaccinated
- Ongoing conversation between HCP and patient about vaccines and continued reminders/ recommendations
- Timing of recommendation
- Patient awareness and knowledge about vaccines

WHAT WE LEARNED: Messaging

- ❑ Adults favored simple, concise, direct, and to-the-point messages.
- ❑ Adults reacted positively to messages that stress prevention or encourage vaccination as a way to be proactive or have control over their health.
- ❑ Adults preferred messages that are empowering and provide information that can help them make an informed decision.
- ❑ Adults valued references to HCPs and messages that urged them to talk with their HCP to determine which vaccines are right for them.

Translating Research into Practice

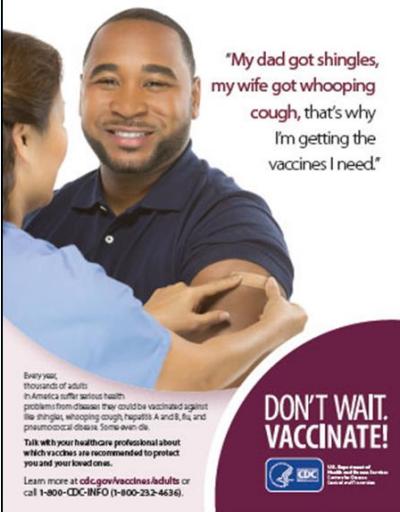
CDC COMMUNICATION EFFORTS



Key Message Frames

- Overarching: You can **protect your health** – and others around you – by getting vaccinated.
- All adults are at risk for VPDs. (**susceptibility**)
- VPDs can have **serious consequences** and costs.
- Getting vaccinated is a part of **staying healthy**.

Creative Strategy



"My dad got shingles, my wife got whooping cough, that's why I'm getting the vaccines I need."

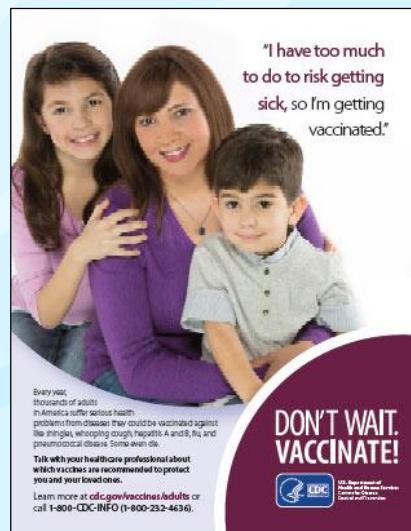
Every year, thousands of adults in America suffer serious health problems from disease they could be vaccinated against like shingles, whooping cough, hepatitis A and B, flu and pneumonia. Some even die.

Talk with your healthcare professional about which vaccines are recommended to protect you and your loved ones.

Learn more at cdc.gov/vaccines/adults or call 1-800-CDC-INFO (1-800-232-4636).

DON'T WAIT. VACCINATE!

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



"I have too much to do to risk getting sick, so I'm getting vaccinated."

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Susceptibility

Consequences

Creative Strategy

"I want to protect my health, so I'm getting the vaccines recommended for me."



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"I do a lot of things to stay healthy, including getting vaccinated."



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Benefits (Proactive)

Benefits (Empowering)

Communication Resources: Adult Audiences

Promotional Outreach

- Posters and Flyers
- Web buttons and banners
- Sample tweets and social media posts
- Radio PSAs COMING SOON!

Information Dissemination and Education

- Matte articles and web features
- Factsheets COMING SOON!
- Infographic COMING SOON!

Support Tools

- Easy to read schedule
- Vaccine Quiz: www.cdc.gov/vaccines/adultquiz
- Adult immunization website: www.cdc.gov/vaccines/adults

Available at www.cdc.gov/vaccines/AdultPatientEd

Outreach Products



"I got vaccinated because I can't risk getting sick."



DON'T WAIT. VACCINATE!

[Learn More](#)

"I want to protect my health, so I'm getting the vaccines I need."



DON'T WAIT. VACCINATE!

[Learn More](#)

Do you know which adult vaccines you need?



DON'T WAIT. VACCINATE!



"My dad got shingles, my wife got whooping cough, that's why I'm getting the vaccines I need."

DON'T WAIT. VACCINATE!

"I do a lot to stay healthy, including getting vaccinated."

DON'T WAIT. VACCINATE!



[Learn More](#)

www.cdc.gov/vaccines/AdultPatientEd

Communication Resources: HCP Audiences

Promotional Outreach

- Web buttons and banners
- Sample tweets and social media posts

Information Dissemination and Education

- Matte articles
- Series of fact sheets on new practice standards
- Medscape commentary with Dr. Bridges
- Infographic COMING SOON!

Support Tools and Training

- 2014 Adult Immunization Schedule
www.cdc.gov/vaccines/schedules/hcp/adult.html
- Free CE training: www.cdc.gov/vaccines/ed/
- FAQs on adult vaccines COMING SOON!

Available at www.cdc.gov/vaccines/hcp/adults

Series: Implementing Standards



www.cdc.gov/vaccines/AdultStandards

HCPs: SHARE a Strong Recommendation

- **S**hare the reasons why the recommended vaccines are right for the patient given age, health status, lifestyle, job, or other risk factors.
- **H**ighlight your own experiences with vaccination to reinforce benefits and strengthen confidence.
- **A**ddress patient questions and any concerns about vaccines, including side effects, safety, and vaccine effectiveness, in plain and understandable language.
- **R**emind patients that many vaccine-preventable diseases are common in the U.S. and can be serious for them.
- **E**xplain the potential costs of getting VPDs, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

Promoting Adult Immunization – February 2014

- Release of 2014 adult immunization schedule and NHIS 2012 adult vaccination coverage data
- Coverage in national media of adult vaccination coverage rates
- Social Media: CDC, Dr. Frieden, and Dr. Besser (ABC news) tweet about adult vaccination
- Radio Media Tour with CDC and ACP vaccination experts reaching an estimated 35,876,886 listeners from live and taped interviews, and a :60 packaged news segment
- Distribution of a matte article for placement in print and electronic media



National Immunization Awareness Month

- August 2014
- Adult Week: Aug 24 – 30
- Sponsored by National Public Health Information Coalition

NPHIC
NATIONAL PUBLIC HEALTH INFORMATION COALITION



VACCINES
are not just for kids.

national
IMMUNIZATION
awareness month

NEXT STEPS

- ❑ Continue to share key research findings with partners and health communication professionals
- ❑ Continue to test and develop patient education materials and other HCP resources (including Spanish language)
- ❑ Continue to disseminate messages, products, and resources through engagement of partners and media

What Summit Partners Can Do

- **SYNDICATE** CDC content on adult immunization to websites that reach HCPs and adults.
- **SHARE** CDC resources on adult immunization.
- **LINK** to CDC information and resources on adult immunization from your websites using web buttons and banners.
- **PLACE** articles on adult immunization in publications that reach HCPs and adults.
- **LET US KNOW** what you are doing to promote adult immunization and give us any feedback on other resources that can support your communication efforts.

Acknowledgements

- Michelle Basket
- Carolyn Bridges
- Amy Callis
- Yvonne Garcia
- Kate Lavail
- Lydiesther Martinez
- Matthew Reynolds
- Kris Sheedy
- Alex Shevach
- Belinda Smith
- ICF International

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Immunization & Respiratory Diseases

