



Speaking in Harmony: Consistent Messages for Parents and Professionals

Presented by:

Carol J. Baker, MD, FAAP, FIDSA

Professor of Pediatrics, Molecular Virology and Microbiology, Baylor College of Medicine

Immediate Past President, NFID

Chair, NFID's *Childhood Influenza Immunization Coalition*

National Influenza Vaccine Summit, July 1, 2009



Childhood Influenza
Immunization Coalition
The Power of One Strong Voice



National
Foundation for
Infectious
Diseases

Mission

To protect infants, children and adolescents from influenza by communicating with “one strong voice” the need to make influenza immunization a national health priority.



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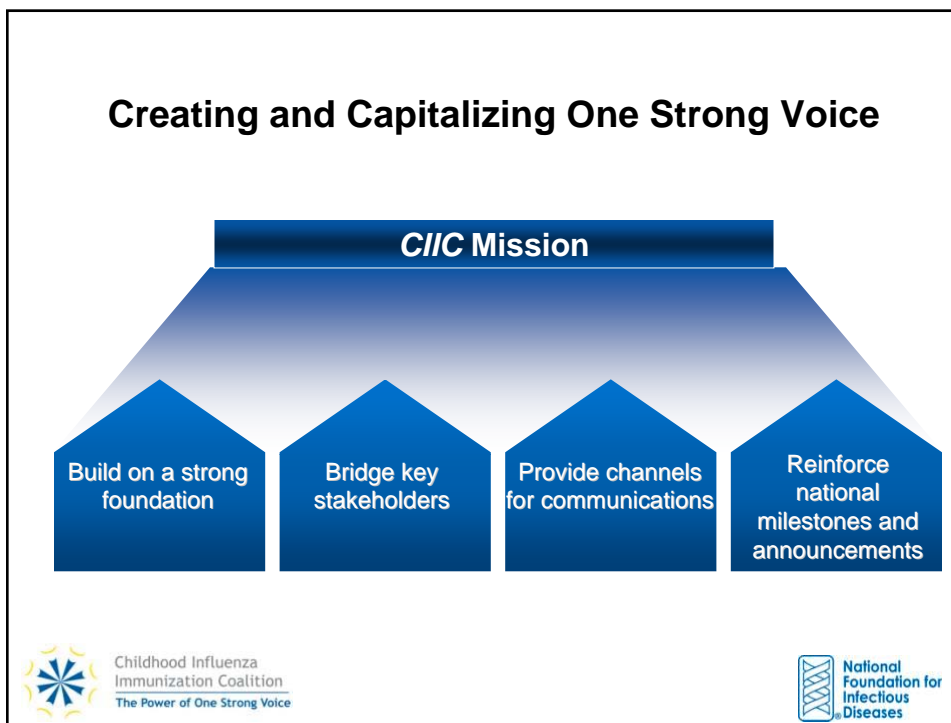
National
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Diseases

32 Organizations = One Strong Voice

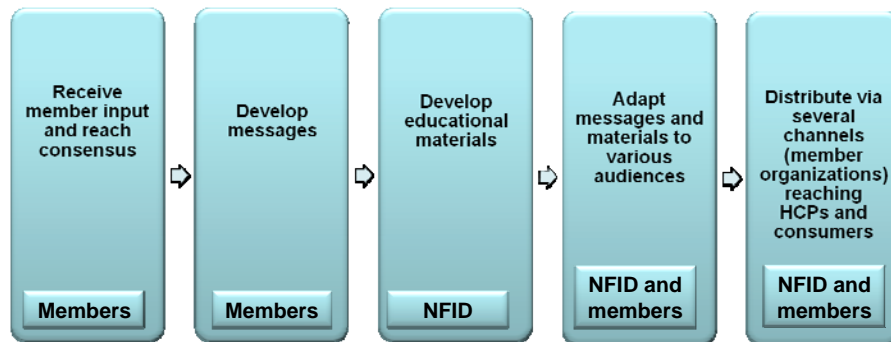
A collage of 32 logos from various medical and public health organizations, including:

- AMERICAN MEDICAL ASSOCIATION (AMA)
- AMERICAN PUBLIC HEALTH ASSOCIATION (APHA)
- HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION (HIDA)
- AMERICAN ACADEMY OF PEDIATRICS (AAP)
- AMERICAN LUNG ASSOCIATION
- THE CHILDREN'S HOSPITAL OF PHILADELPHIA
- IMMUNIZATION ACTION COALITION (IAC)
- PKIDS
- ASTHO
- NATIONAL MEDICAL ASSOCIATION (NMA)
- AMERICAN PHARMACISTS ASSOCIATION (APHA)
- PEDIATRIC NURSE PRACTITIONERS
- NHMA (National Hispanic Medical Association)
- NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS
- NASN (National Association of Nurse Practitioners)
- CDC (Centers for Disease Control and Prevention)
- TEXAS CHILDREN'S HOSPITAL
- NATIONAL FOUNDATION FOR INFECTIOUS DISEASES
- KAISER PERMANENTE
- AANMA (American Association of Nurse-Midwives)
- NACCHO (National Association of County & City Health Officials)
- ACOG (The American College of Obstetricians and Gynecologists)
- PHYSICIAN ASSISTANTS
- EVERY CHILD BY TWO
- CANYON RANCH INSTITUTE
- SAM (The Society for Adolescent Health)
- Childhood Influenza Immunization Coalition (CIIC)
- National Foundation for Infectious Diseases

Creating and Capitalizing One Strong Voice



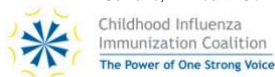
Action with Strong Infrastructure



Increasing Message Retention by Repeat Exposure to Consistent Messages



Schiavo, R. *Health Communication From Theory To Practice*. Jossey-Bass, 2007



Key Messages with Market Research

Gaining a Better Understanding of Attitudes and Behaviors

Mom Focus Groups



HCP Phone Interviews



National Survey



- Provide deeper insight into the factors and triggers that motivate or inhibit behavior
- Research will help identify optimal communication messages to integrate into upcoming *C/IC* activities, which aim to:
 - Heighten awareness of influenza as a serious disease
 - Convey benefits/elevate importance of immunization as prevention
 - Eliminate misconceptions and shift attitudes to further expand the base of "vaccine-compliant" parents
 - Drive action



Tailoring Messages to Meet Seasonal Challenges

- Differentiating novel H1N1 and seasonal influenza
- Combating common misconceptions
- Implementing universal pediatric influenza vaccination recommendation
- Getting all immunizers to vaccinate children and reduce missed opportunities
- Affirm vaccine safety and efficacy
- Vaccine availability (timing)



Looking Forward



www.PreventChildhoodInfluenza.org

