

# Influenza Vaccination of Adults with Chronic Conditions: Challenges and Solutions

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## Disclaimer

**The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the views of the Centers for Disease Control and Prevention.**

## **The Epidemiology Approach: Show Me the Data**

### **Maricopa County Data**

- Survey of parents of School-aged children: February 2010
- Influenza vaccine focus groups: July 2009
- Vaccine survey: July 2009

## **Do People know what “high risk” conditions are?**

- 600 parents interviewed in Maricopa County
- 85 (14%) indicated that someone in household at “high risk” of flu complications
- 509 (85%) said no one at high risk

## Hmmm...

- **98 (19%) of those who said no one was high risk said someone in household had**
  - Lung disease e.g. asthma or COPD
  - Heart disease
  - Kidney disease
  - Diabetes
  - Neurologic disorder (e.g. Stroke or Parkinson's)
  - Immunosuppressive condition e.g. HIV or steroids
  - Pregnancy

## Adult barriers to flu vaccine

- Adults have “stronger immune systems” than kids
- Flu shot makes you sick or “weakens body’s defense system”
- Flu can be avoided by hand washing and staying away from sick people
- Flu is not serious
- No time to get vaccinated, not convenient
- Vaccine is not effective

## Clues to Possible Solutions

- Most trusted source of health info is doctors
- English speakers trusted CDC and WHO
- Spanish speakers trusted the health department, government and Hispanic media
- Most convenient locations for flu vaccine
  - Doctor's office (41%)
  - Local pharmacy or grocery stores (29%)

## Adults Between 18 and 49: The Marketing Perspective

- Adults between 18 and 49... WHAT!?
- Adults 18-25
  - College students
  - Generally not concerned with health issues
- Adults 25-35
  - Just joining the workforce
  - Parents of young children
- Adults 35-49
  - Tend to have older children
  - More likely to see healthcare providers regularly



## “Generation X” (born 1961-1981)

- Highest education level of any age group
- First generation to earn less than their parents
- Disdain for corporate politics and bureaucracy
- Don't trust any institution
- Want to be looked at as individuals
- Focus on relationships over achievement
- Short attention span
- Recognition and rewards must arrive quickly

Coaching Generation X : <http://www.coachingandmentoring.com/Articles/x's.html>



## “Generation Y” (born 1976-1989)

- Generation X on steroids
- Really short attention span
- Diverse Internet resources, iPods, MySpace
- Intense multi-tasking
- Financially savvy
- Interested in preserving their quality of life
- Appreciate lifestyle

Understanding Generation Y. The Oberlin Review. Dec 8, 2006

## How to reach 18-25 year olds

- **Messages**
  - Which chronic conditions count?
  - Why chronic conditions make you unique
  - Washing your hands doesn't keep people from covering you with their secretions
- **Strategies**
  - Do it fast– 30 seconds or less
  - Alternative media – Twitter, Facebook, You Tube
  - Easy access – offer vaccine at school
  - Look at the college trends

## How to reach 25-35 year olds

- **Messages**
  - Which chronic conditions count?
  - Protect your friends and family
  - The flu is serious for people with health conditions
- **Strategies**
  - Show me, don't tell me
  - Convenience! – grocery stores and pharmacies
  - Use humor - it's less authoritative

## How to reach 35-49 year olds

- **Messages**
  - Which chronic conditions count?
  - The conditions weaken your body's defenses against the flu, the vaccine increases defenses
- **Strategies**
  - Educate healthcare providers – people trust them
  - Focus on women: they make family health decisions
  - Utilize special interest groups for outreach
    - American Lung Association
    - American Diabetes Association



How many times do I have to tell you?  
GET A FLU SHOT!!!



