

National Adult Immunization Summit

Report from Patient Education Working Group

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Working group membership



Immunization Action Coalition



Centers for Disease Control and Prevention



National Vaccine Program Office



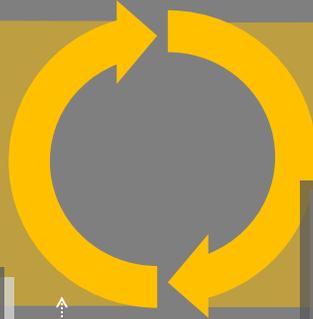
APCO Worldwide

Information gathering

conducted an **audit** of existing materials

reviewed **existing materials**

completed **desk research** on toolkits and campaigns



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Barriers

Awareness

Access

Lack of
Motivation

Cost

among providers and patients

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What's in place?

We **audited** a series of existing adult immunization campaigns and materials **and found:**

- 9 adult campaigns
- 7 influenza-specific campaigns, as well as a pertussis-specific and shingles-specific campaign
- 4 campaigns targeted at parents
- 2 campaigns targeted across the lifespan
- A campaign targeted at older adults
- Regional campaigns

the bottom line: there are a lack of materials targeted towards healthy adults aged 18-65.

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What needs to be in place?

1. Motivation: Every American needs to ask themselves (and take personal responsibility for), “which vaccines do I need?”

2. Resources: A source where people can learn about the vaccines they need and how to pay for them.

3. Convenience: A searchable website where people can seek out information on what vaccines they need, vaccine safety concerns and nearby locations at which they can be vaccinated.

4. Materials: Focused on the “special” or high-risk individuals. Who are they? Why do we need to target them? What are the right messages? What are the mechanisms for delivering messages to them?

5. Campaign: There may be an opportunity for a national campaign to coordinate these points.

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Discussion questions

Who should we **focus** on?

How do we **raise their awareness** of adult immunizations?

How do we **motivate** adults to get vaccinated?

How do we **drive** adults to doctors' office?

Who can **help us** take the lead on this initiative?

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Thank you!