National Adult Immunization Summit

Report from Patient Education Working Group

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Working Group Co-Leads:
Deborah Wexler
Immunization Action Coalition

Janine Cory
CDC

Kirsten Thistle
APCO Worldwide

Erica Johnson
APCO Worldwide

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

Barriers

- Awareness
- Access
- Lack of Motivation
- Cost

Among providers and patients
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.

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.
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?

Thank you!