

Promoting Influenza Vaccination: Communication-related Findings from the 2011-12 National Flu Survey

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Findings and Insights from Four Areas

- Exposure to materials
- Providers' as an information source
- Flu vaccination-related beliefs/perceptions
- “Reasons that may matter” – assessments of potential motivators of influenza immunization

Many report seeing advertising – and seeing it frequently

- As with 2011, most reported seeing advertising that provided information about the importance of flu vaccination
- As with 2011, most who reported seeing advertising said they saw it “very frequently” (~31%) or “somewhat frequently” (~50%)

Have you seen any advertising that provides information about the importance of getting a flu vaccination since July 2011?

Vaccination Status	Yes(%)	No (%)	Don't Know (%)
Vaccinated for 2012 Season	80.7 ± 1.7	17.3 ± 1.7	1.9 ± 0.6
Not Vaccinated for 2012 Season	78.9 ± 1.8	19.8 ± 1.8	1.2 ± 0.5
Total	79.7 ± 1.3	18.7 ± 1.2	1.5 ± 0.4

All Adults (18 + years)

March 2012 National Flu Survey

How frequently would you say you saw or heard this advertising?

Vaccination Status	Very Frequently (%)	Somewhat Frequently (%)	Not Very Frequently (%)	Not at All Frequently (%)	Don't Know (%)
Vaccinated for 2012 Season	31.1 ± 2.4	50.9 ± 2.4	14.6 ± 1.7	3.0 ± 0.9	0.3 ± 0.2
Not Vaccinated for 2012 Season	27.8 ± 2.3	48.4 ± 2.4	19.7 ± 1.8	3.9 ± 1.0	0.1 ± 0.1†
Total	29.3 ± 1.7	49.6 ± 1.7	17.4 ± 1.3	3.5 ± 0.7	0.2 ± 0.1

All Adults (18 + years)

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Provider Communication

- **Important**
 - Physicians are most likely provider source of flu vaccination recommendation
 - Health care providers cited as “top source” by about 40% of those vaccinated (vs. by about 26% who didn’t)
- **Not the only source of flu vaccination information**
 - Media a source for many, with TV being the top source for those who didn’t get a flu vaccination
- **Inconsistently provided?**
 - Large percentages said they didn’t get provider recommendation
- **Many appear not to follow recommendation**
 - 1 in 4 unvaccinated said provider recommended
 - ~ 1 in 3 unvaccinated placed little/no weight on provider advice

How much does flu vaccine information and advice from your doctor or healthcare provider matter to you?

Vaccination Status	A Lot (%)	Somewhat (%)	A Little (%)	Not at All (%)	Don't Know (%)
Vaccinated for 2012 Season	62.0 ± 2.1	21.4 ± 1.7	6.8 ± 1.0	9.4 ± 1.3	0.5 ± 0.2
Not Vaccinated for 2012 Season	37.4 ± 2.1	32.1 ± 2.0	13.8 ± 1.5	16.5 ± 1.6	0.3 ± 0.1
Total	48.5 ± 1.5	27.3 ± 1.4	10.6 ± 0.9	13.2 ± 1.1	0.4 ± 0.1

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What type of health professional communicated the recommendation?

Vaccination Status	Doctor (%)	Nurse (%)	Physician Assistant (%)	Pharmacist (%)	Other (%)	Don't Know (%)
Vaccinated for 2012 Season	88.5 ± 2.0	7.1 ± 1.5	2.6 ± 1.2	0.4 ± 0.4‡	0.9 ± 0.5	0.4 ± 0.2
Not Vaccinated for 2012 Season	85.6 ± 3.6	7.9 ± 2.6	3.3 ± 1.6	0.8 ± 1.0‡	0.5 ± 0.4‡	1.9 ± 1.9‡
2012 Vaccination Status Unknown	NA	NA	NA	NA	NA	NA
Total	87.7 ± 1.7	7.3 ± 1.3	2.8 ± 1.0	0.5 ± 0.4‡	0.8 ± 0.4	0.8 ± 0.6‡

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Where have you gotten most of your information about the flu and the flu vaccine?

Vaccination Status	Doctor (%)	Pharmacy (%)	Health Care Provider (%)	Radio (%)	TV (%)	Internet (%)	Friends and Relatives (%)	Newspaper (%)	Social Media (%)	Health Department (%)	Other (%)	Have Not Heard/Sought Out (%)	Don't Know (%)
Vaccinated for 2012 Season	25.1 ± 1.9	3.5 ± 0.8	9.4 ± 1.4	1.7 ± 0.5	16.5 ± 1.4	8.7 ± 1.4	5.5 ± 1.0	9.7 ± 1.1	0.6 ± 0.3	2.8 ± 0.9	14.6 ± 1.6	0.9 ± 0.3	1.0 ± 0.3
Not Vaccinated for 2012 Season	15.0 ± 1.7	4.2 ± 0.8	5.3 ± 1.0	3.4 ± 0.7	24.9 ± 1.9	11.5 ± 1.2	10.0 ± 1.3	5.4 ± 0.8	0.8 ± 0.3	1.4 ± 0.4	13.3 ± 1.6	2.9 ± 0.8	1.9 ± 0.7
Total	19.6 ± 1.3	3.9 ± 0.6	7.1 ± 0.8	2.6 ± 0.4	21.1 ± 1.2	10.2 ± 0.9	8.0 ± 0.8	7.4 ± 0.7	0.7 ± 0.2	2.0 ± 0.5	13.9 ± 1.1	2.0 ± 0.4	1.5 ± 0.4

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For those visiting a doctor, was a recommendation given to get the flu vaccine?

Vaccination Status	Recommended (%)	Recommended to Not Get Vaccine (%)	Did Not Give Recommendation Either Way (%)	Don't Know (%)
Vaccinated for 2012 Season	59.1 ± 2.3	1.1 ± 0.4	37.8 ± 2.3	1.9 ± 0.6
Not Vaccinated for 2012 Season	25.7 ± 2.3	3.7 ± 0.8	68.8 ± 2.4	1.7 ± 0.6
Total	43.0 ± 1.7	2.4 ± 0.4	52.8 ± 1.7	1.8 ± 0.4

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Did your doctor/Health professional remind you that you/your child should get a flu vaccination since July 1st?

Vaccination Status	Yes(%)	No (%)	Don't Know (%)
Vaccinated for 2012 Season	21.2 ± 1.8	76.7 ± 1.8	2.0 ± 0.5
Not Vaccinated for 2012 Season	13.3 ± 1.4	84.8 ± 1.5	1.8 ± 0.6

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Vaccination Beliefs: Flu vaccine “do-ers” and “non-doers” still differ

“Do-ers”

- 64% believe they are in group for whom vaccination is recommended
- 60% believe flu vaccine is “very effective”
- 67% believe chances of getting flu are “very” or “somewhat” high
- 67% believe the flu vaccine is “very safe”
- 86% had little or no worry about getting flu as a result of vaccination

“Non-doers”

- 66% believe they are not in a group for whom vaccination is recommended
- 50% believe flu vaccine is “somewhat effective”
- 72% believe chances of getting flu are “very” or “somewhat” low
- 32% believe the flu vaccine is “very safe” (most believed it was “somewhat” safe)
- 41% were “very” or “somewhat” worried about getting flu as a result of vaccination

When it comes to deciding to get a flu vaccination, how much does (____) matter to you

- The flu vaccination is fast, easy, and convenient to get
- The flu vaccination is the best way to protect you from getting the flu.
- Being offered something like a gift card for getting a flu vaccination.
- The flu can cause serious illness.
- Your flu vaccination helps you to protect friends and family from the flu.

Overall Results

	<u>Matters a lot</u>	<u>Not at all</u>
Helps protect family and friends	62%	8%
Flu can cause serious illness	51%	14%
Best protection from flu	50%	16%
Fast, easy, convenient to get	45%	23%
Can get gift card if I do	23%	50%

[Note: Results for “somewhat matters” and “matters a little” not shown]

“Doers” vs “Non-Doers”

Doers

- 79% said it mattered “a lot” that one’s flu vaccination helped protect family and friends
- 72% said it mattered “a lot” that vaccine provided best protection from flu
- 57% said fast, easy, convenient mattered “a lot”
- 57% said it mattered “a lot” that flu can cause serious illness
- 23% said being offered something like a gift card mattered “a lot”

Non-doers

- 49% said it mattered “a lot” that one’s flu vaccination helped protect family and friends
- 40% said it mattered “a little” or not at all that flu provided best protection from flu
- 33% said fast, easy, convenient did not matter at all
- 46% said it mattered “a lot” that flu can cause serious illness
- 23% said being offered something like a gift card mattered “a lot”

What’s it all mean?

- More work in the domain of provider communication, including with parents
- More work remains building awareness of universal recommendation
- Belief-wise, people who don’t get a flu vaccination remain different in many ways from those who do
 - Often don’t perceive flu as a significant health threat
 - Often less convinced of vaccine’s ability to prevent flu
 - Often less willing to accept provider/physician advice

Thanks