

Adult Immunization: CDC Communication Efforts and the Consumer Perspective

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Objectives

- Describe plans for CDC adult immunization communication effort**
- Present highlights from formative research with consumers**
- Share next steps and plans**

Increasing Uptake of Adult Immunizations: The Role of Communication

Policy Change

Systems Change

Health Communication/Behavior Change

Strategies

- Raise awareness about need for immunization
- Educate about recommended schedule
- Address concerns and misperceptions
- Encourage assessment of vaccination status
- Provide tools for patient education
- Provide tools for provider education

Intended Outcomes

- Increased awareness and knowledge about adult vaccines
- Reduced concern and misperceptions
- Increased assessment of vaccination status
- Increased willingness to recommend and get vaccines
- Increased self-efficacy in discussing adult vaccination

Communication Program Goals

- ❑ Increase awareness of the risks of vaccine-preventable diseases, the benefits of adult immunization, and adult vaccine recommendations.
- ❑ Encourage adults to get vaccinated according to CDC's recommended immunization schedule.
- ❑ Encourage healthcare providers to assess vaccine needs of their adult patients, strongly recommend immunization, and provide vaccines or make appropriate referrals to other immunization providers.

Communication Program Audiences

▣ Adults 19 and older

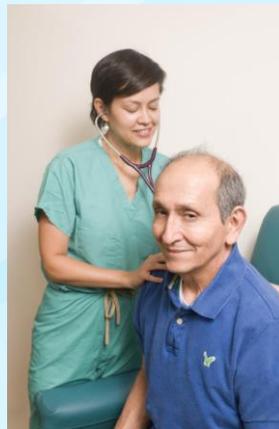
- Priority Groups: Adults at highest risk for severe complications from vaccine-preventable diseases
 - Adults age 40 and older with chronic health conditions
 - Heart disease
 - Diabetes
 - Chronic obstructive pulmonary disease (COPD) and asthma
 - Adults age 60 and older



Communication Program Audiences

▣ Health Care Professionals

- Priority Groups:
 - Primary Care Physicians
 - Physician Assistants
 - Nurses
- Secondary Groups:
 - Specialists
 - Pharmacists



Communication Program Approach

- ❑ Program will be designed following social marketing and risk communication principles and results of formative research with target audiences.
- ❑ Concepts, messages, and materials will be developed and tested with target audiences prior to distribution.
- ❑ The communication products will be culturally and linguistically appropriate, written in plain language, and delivered through trusted sources and effective channels for each target audience segment.
- ❑ CDC will work closely with NAIS and partner with other relevant national medical associations and consumer groups to support this communication program.

Formative Research

- ❑ **Qualitative and Quantitative Methods**
- ❑ **Adult Consumer Key Questions:**
 - What do adults know and think about recommended vaccines beyond flu?
 - What types of messages and creative approaches can motivate adults to get vaccinated?
 - What information do adults want to know about immunization and how do they prefer to receive it (formats, channels, sources)?
- ❑ **Health Care Professionals Key Questions:**
 - What support do HCPs need in making vaccination a routine part of preventative care?
 - What support do HCPs need in educating adult patients and communicating a strong recommendation for vaccination?

SELF-REPORTED ADULT VACCINATION KNOWLEDGE, ATTITUDES, BELIEFS, AND SELF-REPORTED BEHAVIORS: PORTER NOVELLI FALLSTYLES 2012

Styles Survey Background

- ❑ **Annual series of self-administered, mailed market research surveys**
 - ConsumerStyles
 - HealthStyles (FallStyles)
 - YouthStyles
- ❑ **Knowledge Networks collects all data for Styles surveys using probability-based sampling of panelists online.**
- ❑ **FallStyles (September-October, 2012)**
 - Sent to a random sample of 6,253 households that returned ConsumerStyles surveys
 - Re-contact response rate was **80.1%** (3,503/4,371)
- ❑ **Data are weighted to the 2009 Current Population Survey of the U.S. Census**
 - Gender, age, race/ethnicity, household income, and household size

Participant Demographics

		n(%)
Age	18-29	691 (19.7)
	30-44	955 (27.3)
	45-59	973 (27.8)
	60+	885 (25.3)
Gender	Female	1812 (51.7)
	Male	1691 (48.3)
Race/Ethnicity	White, Non-Hispanic	2348 (67.0)
	Black, Non-Hispanic	402 (11.5)
	Other, Non-Hispanic	203 (5.8)
	Hispanic	504 (14.4)
	2 + Races, Non-Hispanic	46 (1.3)

Are any of the following vaccines recommended for you as an adult?

	Yes %	No %	Don't know %
Influenza	71.8	15.1	13.0
Hepatitis A	14.3	42.4	43.3
Hepatitis B	20.1	39.9	40.0
Pneumococcal	26.4	34.9	38.7
Tdap	11.9	39.0	49.0

In the past year, has the following vaccine been recommended for you by a medical professional?

Ages		Influenza	Tdap	HPV	Zoster	Pneumococcal
18-29	Yes	23.6%	5.1%	7.8%	0.0%	1.4%
	No	76.4%	94.9%	92.2%	100%	98.6%
30-44	Yes	35.0%	4.9%	1.6%	.1%	2.7%
	No	65.0%	95.1%	98.4%	99.9%	97.3%
45-59	Yes	41.2%	2.6%	.4%	.6%	5.4%
	No	58.8%	97.4%	99.6%	99.4%	94.6%
60+	Yes	61.4%	3.0%	0.0%	3.8%	18.3%
	No	38.6%	97.0%	100%	96.2%	81.7%

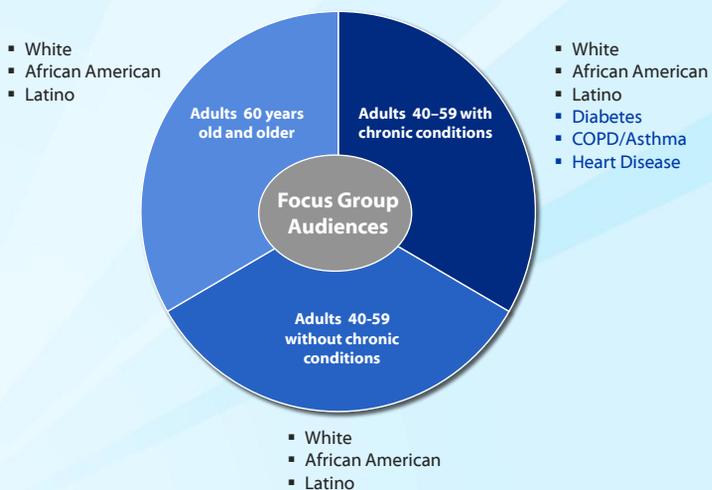
Summary of Key Findings

- ❑ Awareness of recommended vaccines besides influenza is low.
- ❑ Adults perceive receiving few recommendations for adult vaccines from HCPs.
- ❑ Most respondents (more than two thirds) agree that vaccines are important for protecting health and preventing spread of disease.
- ❑ HCP recommendation is the number one reported factor in influencing vaccination decisions.
- ❑ Three-fourths of adults reported having visited a primary care doctor in the past year.

<http://www.cdc.gov/vaccines/acip/meetings/downloads/slides-feb-2013/03-Adult-Sheedy.pdf>

FOCUS GROUPS WITH ADULT CONSUMERS

Target Audiences and Segmentation



Focus Group Demographics

- ❑ 52% of participants were women.
- ❑ 48% of participants were men.
- ❑ 33.5% of participants were African American.
- ❑ 27.3% of participants were Latino.
- ❑ 39.2% of participants were White.
- ❑ The mean age of focus group participants was 52.9 years old.
- ❑ 36.8% of participants had incomes under \$50,000; 59.5% of participants had incomes of \$50,000 and higher.
- ❑ 49.7% of participants had some college/technical school or less education; 50.3% of participants had an Associates degree or higher.
- ❑ 15% of participants did not have health insurance or coverage sometime during the past 12 months.

Preliminary Findings Across Groups

- ❑ Although participants report that they are aware of the flu, pneumococcal, zoster, and tetanus vaccines, they want more information about these vaccines, and are unaware of other adult vaccines (e.g., hepatitis, pertussis).
- ❑ Many participants believe that VPDs are serious, and in some cases, deadly.
- ❑ They also believe that getting vaccines is especially important for certain groups of adults:
 - Older adults
 - People with chronic conditions
 - People whose jobs or hobbies expose them to many people and/or sick people.
 - Travelers

Preliminary Findings Across Groups(continued)

- ❑ Most participants trust their doctors to provide information about vaccines and turn to them with questions about vaccination and vaccine safety.
- ❑ Most participants would search on the internet for more information about vaccines.
- ❑ Most participants are likely to get a vaccine if recommended by their doctor.
- ❑ Participants are motivated to get vaccines to protect their own health and many would get a vaccine in order to protect loved ones as well.

Preliminary Findings Across Groups(continued)

- ❑ Commonly reported barriers to adults getting a vaccine include:
 - Lack of awareness about VPDs and vaccines
 - Low perceived risk of VPDs
 - Questions about vaccine effectiveness
 - Concerns about vaccine safety
 - Concerns about side effects
 - Past negative experiences with vaccines
 - High cost of vaccines
 - Religious beliefs
- ❑ In nearly all African American groups, participants also suggest that a barrier is their distrust of government and health care organizations' motivations in promoting vaccination.

Adults with No Chronic Condition

- ❑ “I don’t really think that I need to take it because I have a built up immune system to all of that stuff, and **I don’t really feel like I need it.** In the event that it gets to the point where I start dealing with them and I start getting sick, then definitely I would go ahead and get it.” – *Atlanta participant*
- ❑ “I feel pretty healthy, and unless I’m living a crazy lifestyle, **I just don’t see myself getting one of these diseases.** I’m not prone to anything.” – *Chicago participant*

Adults with Chronic Conditions

- ❑ “It somewhat gives you **control over your healthcare.** Those things that affect you when you have chronic illnesses, it somewhat gives you input in control of your healthcare. Knowledge is power.” – *Atlanta participant with heart disease*
- ❑ “I think it’s [getting vaccinations] **important for people like this group, people with asthma.** I didn’t at first, but I’ve done a lot of research. I think it’s important because our immune system is already low due to that illness.” – *Atlanta participant with COPD/Asthma*

Adults with Chronic Conditions

- ❑ “I also listen to the doctor because I have a health condition, and I would not do anything unless I was **advised by the doctor** to do it.” – *Chicago participant with heart disease*
- ❑ “I would want to know and side effects and then any possible **interactions with any medication** I may be taking.” – *Phoenix participant with diabetes*

Older Adults

- ❑ “**As you get older** your immune system goes down, so a vaccination will help you cover anything that comes up.” – *Phoenix participant*
- ❑ “**It’s part of an overall health plan.** For disease prevention and to make sure that you’re constantly immunized against various diseases.” – *Atlanta participant*
- ❑ “Even if my doctor recommends something, I always download the information on the computer, or I ask the pharmacist, ‘What about this? What about the side effects?’ I don’t want to just go—I **get a different opinion.**” – *Chicago participant*

IMPLICATIONS FOR COMMUNICATION

- ❑ Raising awareness about adult vaccination is needed, but will not be enough.
- ❑ When communicating with adults:
 - Encourage them to ask if they need vaccines at each visit
 - Provide transparent and plain language information on VPDs and vaccines, including safety and efficacy
 - Provide support tools to help them understand risks and benefits in order to make an informed decision
- ❑ To support HCPs:
 - Provide resources to assist them in making strong recommendations
 - Provide resources to assist them in answering patient questions and addressing concerns

Next Steps

- ❑ Complete analysis of consumer focus groups
- ❑ Use results of concept and message testing to develop approach and creative direction for program
- ❑ Formative research with health care professionals to understand what support and information they need to educate patients and make strong recommendations
- ❑ Share research findings with health care professional organizations and consumer groups to inform their efforts
- ❑ Work with partners to develop tailored educational materials and communication resources
- ❑ Engage organizations that can support communication efforts at national, state, and local levels

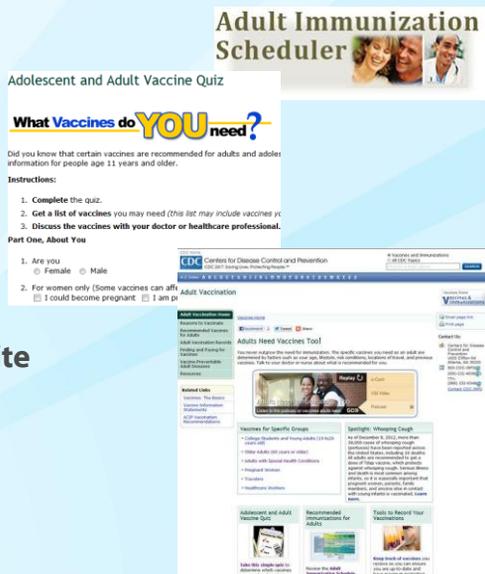
National Immunization Awareness Month

- ❑ Supported by NPHIC 
- ❑ Campaign Toolkit: Immunization Across the Lifespan
 - Key Messages
 - The Facts
 - Sample News Release/Matte Article(s)
 - Sample Tweets and Facebook posts
 - Event Ideas
 - Resources (such as infographics, photos, websites)
- ❑ Adult Immunization Focus: August 18-24, 2013

<http://nphic.org/>

Available CDC Resources

- ❑ Recommended adult immunization schedule
- ❑ Adult vaccine quiz
- ❑ Adult immunization scheduler
- ❑ Resources for patient education
- ❑ Adult vaccination website for consumers



The screenshot displays several CDC resources for adult immunization. At the top right is the 'Adult Immunization Scheduler' with a photo of a family. Below it is the 'Adolescent and Adult Vaccine Quiz' titled 'What Vaccines do YOU need?'. The quiz instructions are: 1. Complete the quiz. 2. Get a list of vaccines you may need (that list may include vaccines you do not need). 3. Discuss the vaccines with your doctor or healthcare professional. The 'Part One, About You' section includes questions about gender (Female/Male) and pregnancy status. Below the quiz is a screenshot of the 'Adult Vaccination' website, which features a 'Vaccines for Specific Groups' section and a 'Spotlight: Whooping Cough' article. The website also includes sections for 'Adolescent and Adult Vaccine Quiz', 'Recommended Vaccines for Adults', and 'Tools to Record Your Vaccinations'.

www.cdc.gov/vaccines/adults

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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

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