

# Communicating Effectively with Adults:

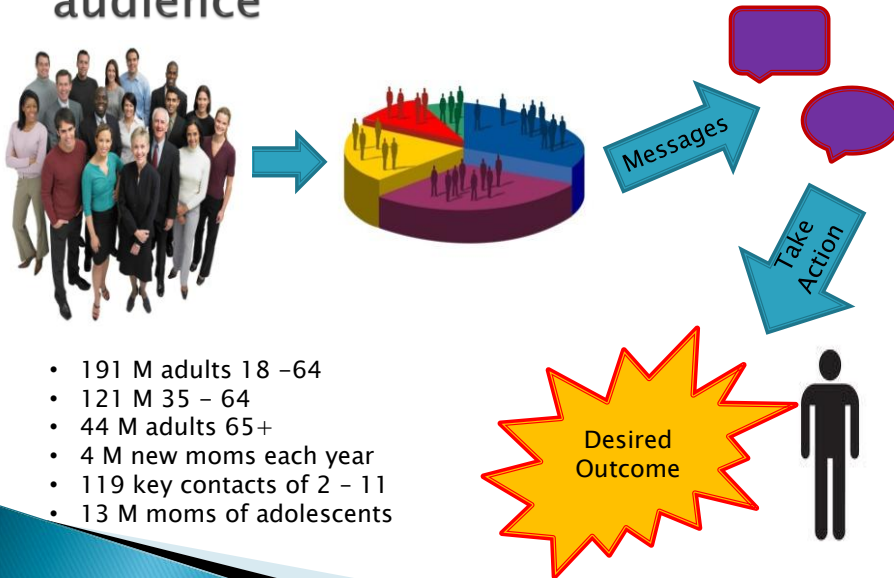
## Insights from Vaccine Manufacturers

Phyllis Arthur

### Company experience with communications targeted to adults

- ▶ Audience and message
- ▶ Integrated approach to media mix
- ▶ Two successful examples

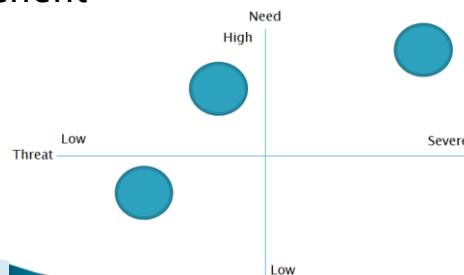
## Adults aged 18–80 is a large target audience



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## Vaccine preventable diseases are not equal

- ▶ Individual attitudes and beliefs towards disease and vaccination
  - Experience
  - Perceived threat of disease – severity, consequences
  - Perceived need for immunization/ability of immunization to prevent disease
- ▶ Evaluation of Risk/Benefit
- ▶ Effort to take action
  - Cost,
  - Accessibility

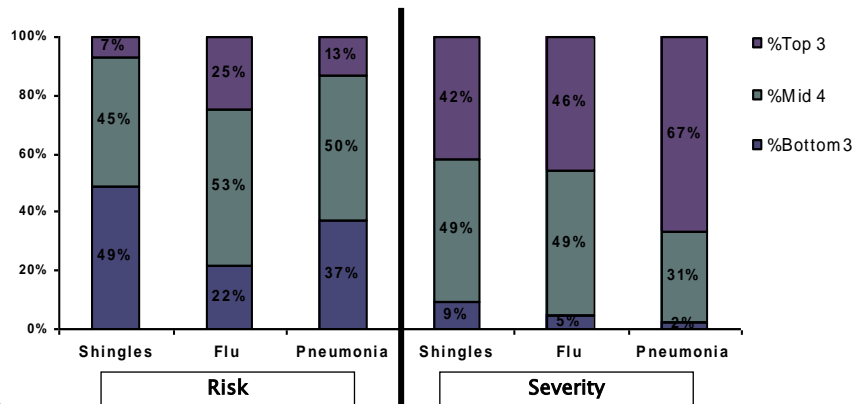


## Market Research with Patients

### Patient Perceptions of Risk and Severity

Risk of getting shingles is not a top of mind concern among patients

Patient Perceptions of Risk and Severity of Certain Diseases (10-point scale)  
(N=1,056)



Q's: To what degree do you feel that you are personally likely to get each of these conditions? In your opinion, how serious are each of these conditions?

Source: Merck, Patient Segmentation Market Research, Sept-Oct 2010

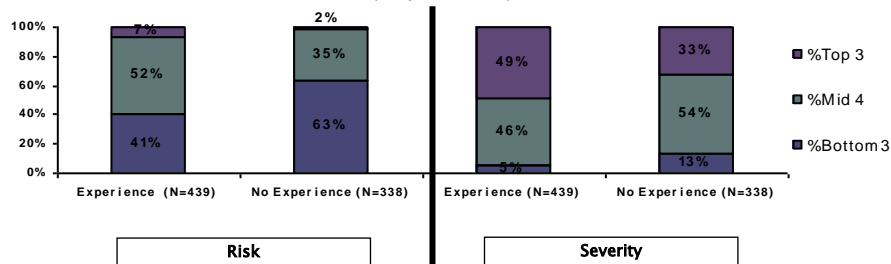
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## Market Research with Patients

### Patient Perceptions of Risk and Severity

Patients who have experience with shingles (through a friend or family member)  
are more likely to feel at risk and believe the disease can be severe

Patient Perceptions of Risk and Severity of Shingles  
Based on Experience with Shingles  
(10-point scale)



Experience = Have a friend or family member who had shingles and are familiar with their experience. No experience = Do not have friends or family who have had shingles

Q's: To what degree do you feel that you are personally likely to get each of these conditions? In your opinion, how serious are each of these conditions?

Source: Merck, Patient Segmentation Market Research, Sept-Oct 2010

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## Key Learnings From Segmentation Studies

- Attitudes toward disease and vaccination are key variables that distinguish segments

	Group 1	Group 2	Group 3	Group 4
Who they are (core identity)	Highly involved, confident, self-assured and a key influencer among family and friends.	Highly involved, somewhat confident but not seen as a key influencer.	Not as confident as others, nor as involved.	Actively involved, confident, key influencer but distrusts ads and healthcare system
Online Usage	Expert in finding info online. Likes to connect with others	Finds information online but not active in online discussions.	Generally doesn't interact with other moms online.	Early adopter of technology (but not drugs). Expert in online search.
Healthcare beliefs (general)	Actively seeks out information on health & wellness.	Not well-informed about trends in health and wellness.	Usually less informed on healthcare.	Prefers alternative medicine and believes that the body can heal itself.
Disease and vaccination beliefs (ie. Flu, Meningitis, Pertussis...)	Considers disease as something that can be fatal and vaccines are safe and effective.	Has low awareness of disease risk but generally believes vaccines are safe.	No strong beliefs about disease, agrees they can be serious, but is uncertain about their safety, efficacy.	Avoids vaccines because of safety concerns. Believes that they are neither safe nor effective.
Willingness to take action: -Ask HCP about disease and vaccination -Get vaccinated Recommend others to get vaccinated	Has a trusting relationship with doctor & has had very positive experiences with healthcare system.	Acceptable relationship with, and will comply with MD recommendation.	Poor relationship with MD but will still comply.	Distrusts doctors. Often disagrees with them or modifies their instructions.
RELATIONSHIP WITH DOCTOR	Has a trusting relationship with doctor & has had very positive experiences with healthcare system.	Acceptable relationship with, and will comply with MD recommendation.	Poor relationship with MD but will still comply.	Distrusts doctors. Often disagrees with them or modifies their instructions.

## Prioritize Segments

- Once segments are identified, they need to be prioritized based on
  - Size
  - Likelihood of achieving desired action and outcome
  - Ability to influence
- Group 1 and 2 higher priority than 3 or 4
  - The anti-vaccination segment small and unlikely to achieve desired outcome based on available interventions so not a priority

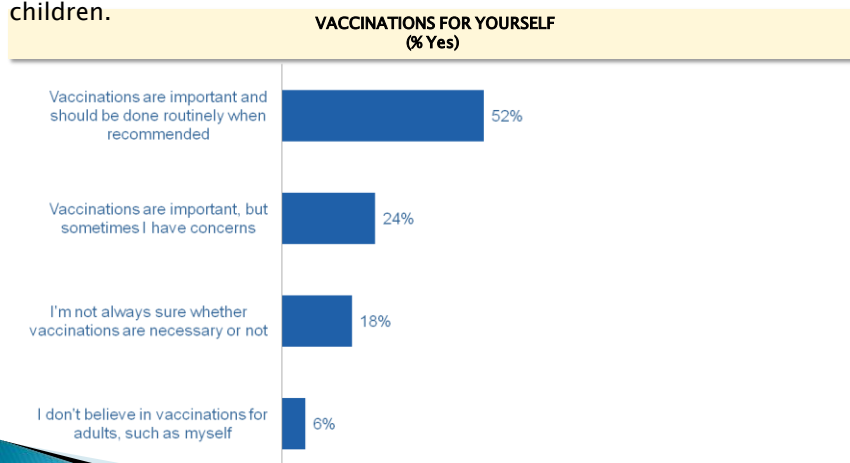
## Common Threads: Drivers/Barriers

- ▶ Key drivers that motivate consumers
  - Awareness of product/disease
  - HCP recommendation
  - Friend's recommendation
  - Routine recommendation
    - ACIP requirement
    - School requirements
- ▶ Key barriers to consumers
  - Lack of awareness of product/disease
    - Lack of urgency
  - No HCP recommendation
  - Inconvenient access to HCP
  - Insurance
  - No routine recommendation

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## Motivation of passing disease to family is an important driver

From a Tdap study : Mothers are less likely to agree that vaccinations for themselves are as important compared with vaccinations for their children.

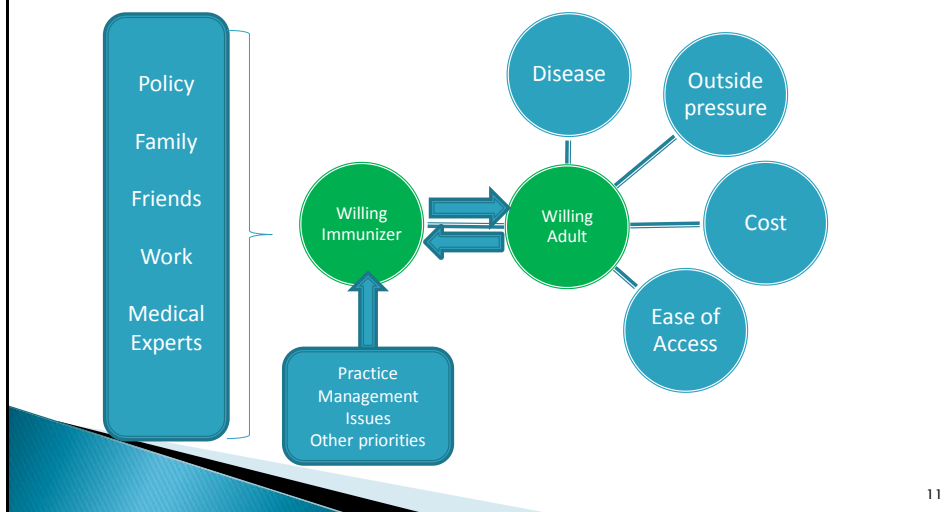


Source: Respondents with a child/children under 6 including pregnant women (1000)  
A.5 Which of the following statements best describes your personal view about vaccinations for yourself, as an adult?

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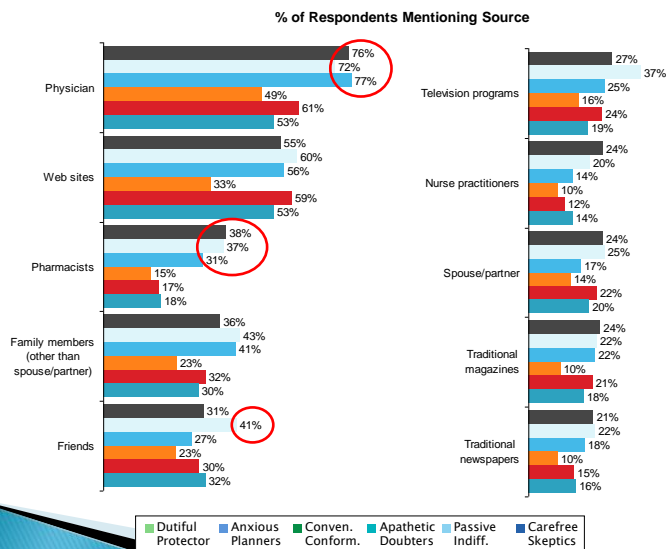
## Message receptivity linked to timing and deliverer

Maximizing Adult Immunizations Requires Willing Adults & Immunizers...and External Influence



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## HCP Recommendation is the most influential factor for adult vaccination

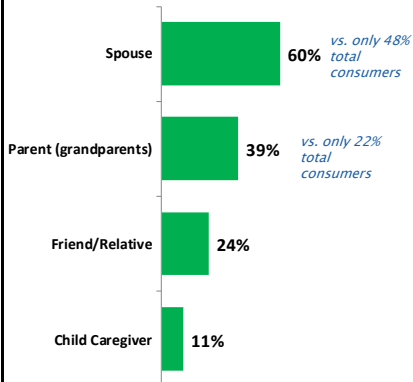


Q125 Where do you get your information about health issues?

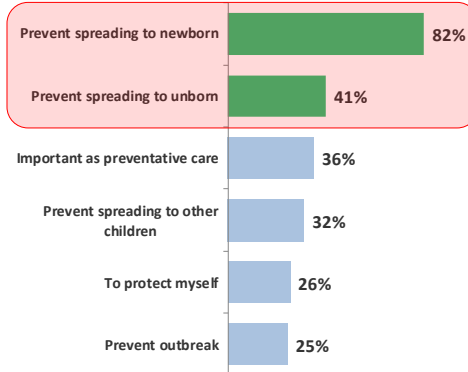
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## New Moms are Recommending Vaccine to Other Adults as a Way to Protect Their Newborn

### Moms' target for Tdap Discussions & Recommendations



### Moms' Reasons for Recommending Tdap to Others



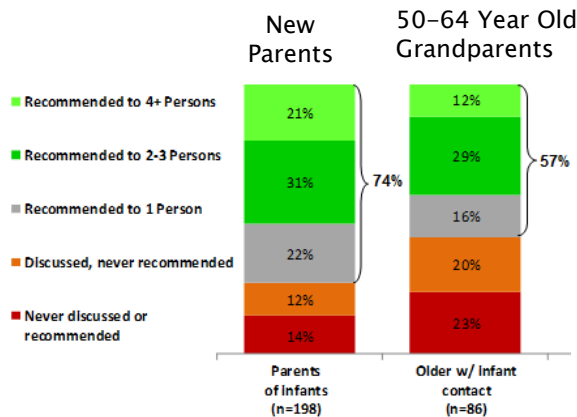
BASE: Moms of infants (<2yrs)  
Q15: Have you ever discussed/recommended someone else receive Tdap for protecting against pertussis?  
Q16: Why did you recommend others receive the Tdap vaccine specifically to protect against pertussis? Select all

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## Family Advocates Are Major Motivating Factor for Vaccination

74% of new parents and 57% grandparents recommending Tdap to others

### Adults Recommending Tdap to Help Protect Against Pertussis



BASE: Total sample  
Q15: Have you ever discussed/recommended someone else receive Tdap for protecting against pertussis?

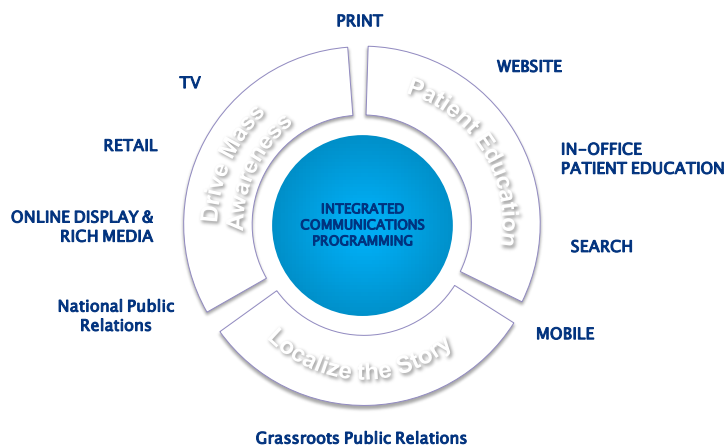
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## Messaging to the adult audience needs to be simple and easy to digest

- ▶ A core, overarching message for the campaign is important.
- ▶ However, for each target segment the disease / vaccine messages must be tailored based on attitudes, risk and severity of disease to be meaningful to them.
- ▶ In general messages should be:
  - Accurate
  - Have full disclosure and “fair balance”
  - Non-sensational
  - Language level understood by many
  - Addresses the questions the target audience is asking
  - Personal
  - Have a clear call to action.

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## Integrated Campaign Approach Is Critical to Success



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## Development of The Inside Story



Create a campaign for online and point-of-care to complement disease awareness TV



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## Campaign Essence TV Campaign and Patient Education



Graphic representation of where the virus lives (the nerves)

The Shingles virus may already be inside you

Language that makes Shingles relevant

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## The Inside Story: Summary



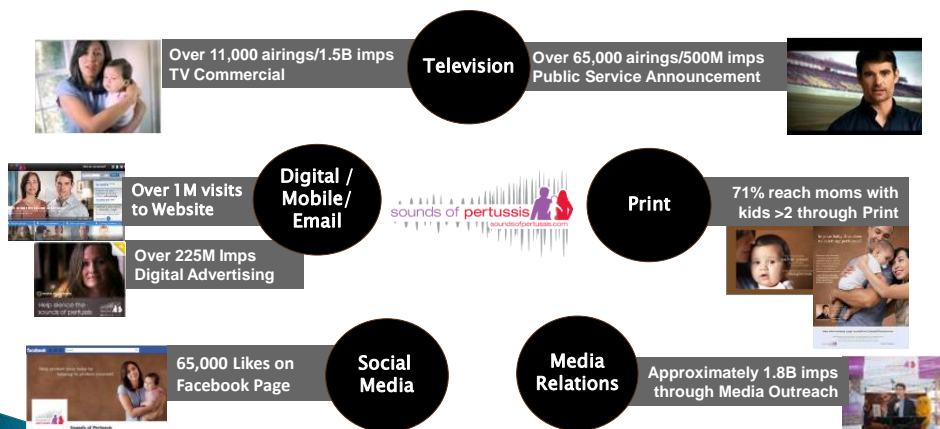
- ✓ Establishes the risk: “already inside”
- ✓ Conveys an image of strength and susceptibility
- ✓ Conveys that even healthy adults are at risk for Shingles

Brings to life how the Shingles virus can manifest, and educates older adults about their risk

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## *Sounds of Pertussis*® Campaign Motivates Moms to Get Tdap and Spread the Word to Other Adults

- Overall awareness at highest levels ever with 74% of target moms aware of Campaign



2020

## The Campaign Reached Over 161M Consumers With Over 45% Aware

Over 730K visits to Campaign Website with half (350K) visiting the locator



Television

Over 2,139 airings/1B imps TV Commercial

Nearly 100K Shazam's



Digital /  
Mobile/  
Email

Over 100M Imps Digital Advertising

130K Brochures, 8K Posters distributed



Print



37% reach of adults 18-64 through Print in 9 magazines with 127M impressions

In-Office  
Materials

Public  
Relations



1B imps through Media :

Print - 412 stories  
Television - 45 stories  
Radio - 1,092 stories  
Online - 1,733 stories

## Back -up

- ▶ Content of the following slides includes data and other key points

# Integrated media approach

- ▶ The best approach incorporates various communication channels supporting each other.
- ▶ Each media outlet serves a role:
  - TV is expensive so short, clear message that peak interest should drive targets to web or print media for details;
  - Web and print can deliver more complex messages and information;
  - PR and press articles can create “buzz” and dialogue around a campaign or a disease.
- ▶ The challenge is that the outlets must work together to surround the target audience.
- ▶ If not then messages may conflict and result in negative outcomes.

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## National Survey Showed Disconnect Between Fear and Action re: Influenza and the Flu Shot

**Two out of every three (67 percent) adults 18 through 64 years of age said their biggest fear regarding influenza is spreading the virus to their loved ones**

Yet....

- ▶ Three in five (61 percent) adults said they remain unvaccinated against the flu

**53 percent of adults 18 through 64 years of age who were vaccinated annually reported that their vaccination experience would be better**

If....

- ▶ the needle was much smaller

**65 percent said their experience would be better**

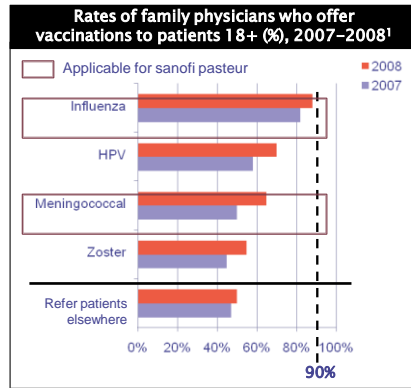
If ...

- ▶ access to the flu shot was more convenient.

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# Almost 90% of PCPs offer vaccination for their adult patients

Rate of physicians offering vaccination services, by vaccine



## Commentary

- More PCPs offered vaccination services for adult patients in 2008 than in 2007
  - 88% of PCPs offer influenza vaccination
  - 65% of PCPs offer meningococcal vaccination
- However, while most PCPs offer vaccinations, 50% refer patients elsewhere
  - 67% of these patients are referred to public health clinics
  - 32% are referred to pharmacies to buy the vaccine (to be subsequently administered at the PCP office or elsewhere)

"Physicians definitely have to push it in the adult population, otherwise patients don't ask on their own - they don't see the need. Often times patients feel like they survive to adulthood and therefore don't see the need for vaccination. Therefore, it is very much on the physicians' shoulders to bring up this conversation"<sup>2</sup>

<sup>1</sup> Tdap was not discussed in the sources

<sup>2</sup> Solo practitioner, NJ

Sources: More FPs Offer Vaccines to Adults; Cost is Main Barrier, Family Practice News, December 15, 2008

# Mothers Rely On Their Child's Pediatrician & Family Members for Vaccine Information

## INFORMATION SOURCES USED TO FIND OUT MORE ABOUT VACCINATIONS



Base: Respondents with a child/children under 6 including pregnant women(1000)

C.1 In the last 12 months, which of the following information sources have you used to obtain information about vaccinations for your child?

# Sanofi Pasteur's ImmYOUunity Program

- ▶ Educational platform for vaccine advocacy for providers & patients
- ▶ Addresses most common vaccination questions that consumers are looking for



**ImmYOUunity**<sup>SM</sup>  
Essential truths about immunization



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## Sanofi Pasteur Approach with ImmYOUunity: Target Info Seeking Moms & Caregivers to Advocate for Vaccination

Influence Others to  
Get Vaccinated to  
Keep Family Healthy



Get Children & Adults  
They Care for  
Vaccinated



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## Posters



**IF YOU'VE HAD CHICKENPOX,  
THE SHINGLES VIRUS  
IS ALREADY INSIDE YOU.**

As you get older, your risk for this painful rash increases.

The same virus that causes chickenpox also causes Shingles. And if you've ever had chickenpox, like 98% of adults in the U.S., this virus never leaves your body. Instead, it stays in your nervous system. With each passing decade, there's a greater chance the virus will emerge as Shingles—a blistering rash that may bring deep, penetrating pain. Unlike chickenpox, Shingles is painful and can lead to long-term nerve pain. So don't wait to learn more about it.

TALK TO US TODAY OR VISIT SHINGLESINFO.COM

HERNICK



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HERNICK

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shinglesinfo.com



The screenshot shows the homepage of shinglesinfo.com. At the top, there's a navigation bar with links: "Are You at Risk?", "What Is Shingles?", "Think You Have Shingles?", "Talk to Your Doctor", and "PR Tab TBD". Below this is a large hero section with the headline "THE VIRUS THAT CAUSES SHINGLES MAY ALREADY BE INSIDE YOU". To the left of the text is a small image of a shingles rash. The text explains that the virus that causes chickenpox never leaves the body and can reactivate later in life as a painful rash. Below the text are three main call-to-action buttons: "ARE YOU AT RISK FOR SHINGLES? TAKE THE RISK ASSESSMENT", "SEE WHAT SHINGLES CAN LOOK LIKE. VISIT THE PHOTO GALLERY", and "GET THE INSIDE STORY FROM PEOPLE LIKE YOU. WATCH NOW". At the bottom, there's a footer with links: "Site Map", "Privacy Policy", "Terms of Use", "Glossary of Terms", "Unsubscribe", and "What's the Next Step?".

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## Brochure



THE VIRUS THAT CAUSES  
**SHINGLES**  
MAY ALREADY BE INSIDE YOU

As you get older, you may be paying more attention to your health now than you used to. And that's a good thing. But if you've ever had chickenpox, the virus that causes Shingles is inside you. And that means the painful, blistering rash of Shingles can happen to you at any time.



**SHINGLES**  
THE INSIDE STORY

### ARE YOU AT RISK?

It's hard to tell when the Shingles rash will erupt, but here's what we do know:

1. If you've had chickenpox, you are at risk for Shingles. And 98% of adults in the U.S. have had chickenpox.
2. You're at greater risk for Shingles as you get older.
3. Shingles can strike at any time and it can be very painful.

If you've had chickenpox, the Shingles virus is already inside you.

The virus that causes chickenpox never leaves your body. Instead, it stays in your nervous system, and can re-emerge as the Shingles rash.

**Your risk for Shingles increases as you get older.**

When you're young, your immune system is usually strong enough to keep the virus in check. But your immune system weakens as you age, making it easier for Shingles to break through your body's defenses. That's why it's important to talk to your doctor about Shingles.



Here is an actual photo of the Shingles rash on a hand.


1 2

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## Display Banners

We see an inset of a person with the Shingles

**SHINGLES IS A PAINFUL, BLISTERING RASH.**




Actual photo of the Shingles rash.

Frame 1

We see the inset of a person with the Shingles disappear. Nerves appear. (pulsating)

**AS YOU GET OLDER YOU'RE AT INCREASED RISK.**




Actual photo of the Shingles rash.

Frame 2

We see the inset of a person with the Shingles disappear. Nerves appear. (pulsating)

**THE VIRUS THAT CAUSES SHINGLES MAY ALREADY BE INSIDE YOU.**




Frame 3

Resolve copy and CTA.

**THE VIRUS THAT CAUSES SHINGLES MAY ALREADY BE INSIDE YOU.**

**GET THE INSIDE STORY**



Frame 4

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