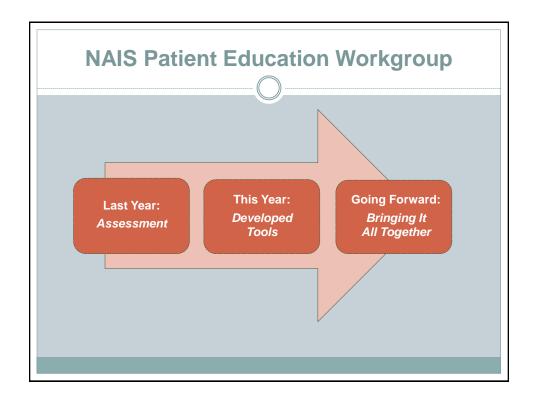
# National Adult Immunization Summit

#### May 14, 2013

#### PATIENT EDUCATION WORKGROUP

CO-LEADS
Amy Callis, CDC
Erica DeWald, APCO
Erin Kennedy, CDC
Laurel Wood, IAC



## **Last Year's Synopsis**

- Worked to better understand landscape
  - Audited and reviewed existing research on barriers to adult immunization
- Identified barriers
  - Awareness
  - Access
  - Motivation
  - Cost

### This Year's Approach

# WG tasked with identifying ways to better communicate the importance of vaccines for adults

- Developed 3 subgroups
  - Calendar
  - Key messages
  - Stories
- Looked for effective communication techniques & messages
  - Real world examples

### **3 Approaches to Patient Education/Outreach**

#### **Speakers:**

- Phyllis Arthur, BIO
  Communicating Effectively with Adults
- Amy Pisani, Every Child By Two Reaching Patients Through Social Media
- **Kim Nguyen**, Hepatitis B Coalition of Washington *Vaccinating Adults in the Community*