National Adult Immunization Summit

May 14, 2013

PATIENT EDUCATION WORKGROUP

CO-LEADS
Amy Callis, CDC
Erica DeWald, APCO
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NAIS Patient Education Workgroup

- Last Year: Assessment
- This Year: Developed Tools
- Going Forward: Bringing It All Together
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*