

National Adult Immunization Summit

May 14, 2013

PATIENT EDUCATION WORKGROUP

CO-LEADS

Amy Callis, CDC
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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