

# National Adult Immunization Summit

May 14, 2013

## PATIENT EDUCATION WORKGROUP

### CO-LEADS

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

## Patient Education WG Members

Sandy Allen, NC DOH  
Michelle Basket, CDC  
John Billington, IDSA  
Lynn Bozof, NMA  
Tim Brne, Walgreens  
Amy Callis, CDC  
Donna Cary, sanofi  
Marla Dalton, NFID  
Melinda Davis, Ger Mktg  
Erica DeWald, APCO Worldwide  
Victoria Evans, CDC  
Susan Farrall, CDC  
Columba Fernandez, WA DOH  
Rebecca Fish, GSK  
John Grabenstein, Merck  
Jack Guerin, Shingles Prvn Advocate

Scott Jauch, Novartis  
Stephen Kagan, Pfizer  
Erin Kennedy, CDC  
Troy Knighton, VA  
Courtney Londo, MI Div of Imm  
Christeen Moburg, MedImmune  
Julie Parsonnet, Stanford  
Mary Quirk, IAC  
Aparna Ramakrishnan, CDC  
Matthew Reynolds, CDC  
Alexandra Shevach, CDC  
Lauren Sogor, ICFI  
Tiffany Tate, MD Prtnshp for Prvn  
JC Velasquez, HMA Assoc  
Laurel Wood, IAC

## Patient Education WG: This Year's Approach



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

- Diverse WG membership narrowed focus of activities
  - Developed 3 subgroups
    - Calendar
    - Key Messages
    - Stories
- + support of IAC development of searchable database of resources

## This Year's Activities: **Calendar SG**



- **Identified 3-4 major opportunities** (broad appeal)
  - Capitalizes on existing NAIS partner efforts
  - Allows providers to leverage existing information for use with their own patient population
  - Relevant to variety of adult demographics
- **Additional monthly opportunities** (targeted appeal)
  - Specific adult demographics (e.g., chronic illnesses)
  - Specialists with narrowly defined patient populations (e.g., cardiologists)

## This Year's Activities: Calendar SG



Month	Broad Appeal	Targeted Appeal	Notes
Jan	New Year		Healthy resolutions
Feb		<ul style="list-style-type: none"> <li>Heart Month (ACA)</li> <li>Valentine's Day</li> </ul>	Heart focus
Mar		<ul style="list-style-type: none"> <li>American Diabetes Alert Day (ADA)</li> </ul>	
Apr	National Infant Immunization Wk	<ul style="list-style-type: none"> <li>National Minority Health Month (HHS)</li> </ul>	Healthy families (incl. adults)
May		<ul style="list-style-type: none"> <li>Mother's Day</li> <li>Older Americans' Month</li> </ul>	
Jun		<ul style="list-style-type: none"> <li>Father's Day</li> <li>National Men's Health Month</li> </ul>	
Jul		<ul style="list-style-type: none"> <li>World Hepatitis Day</li> </ul>	
Aug	National Immunization Awareness Month	<ul style="list-style-type: none"> <li>Back-to-School</li> </ul>	Young adults and parents of young children
Sept		<ul style="list-style-type: none"> <li>National Grandparents Day</li> <li>National Women's Health Day</li> </ul>	
Oct		<ul style="list-style-type: none"> <li>Health Literacy Month</li> </ul>	
Nov		<ul style="list-style-type: none"> <li>Thanksgiving/Holiday Travel</li> </ul>	
Dec	National Influenza Vaccine Wk		

## This Year's Activities: Key Messages SG



### Messaging Matrix

Ages (yrs)	Comm Disease	Non-Comm Disease	Chronic Disease Co-Morb	Minority Pop'ns	Socio-Economic Status	Pregnant Women	Men	Women	Immuno-Comprsd
18-34									
35-49									
50-64									
65+									
All ages									

- During discussion period, welcome ideas for filling out remaining areas

## This Year's Activities: **Stories SG**

- **2 goals**
  - Increase submissions
  - Increase use by health care providers and educators
- **Multiple sites available**
  - Retain value of existing sites with different audiences/voices
  - BUT make easier to locate
- **Propose NAIS website for adult immunization info**  
(including landing page for stories websites)

## This Year's Activities: **Stories SG**

### for the public



#### What's your story?

Your real life story about dealing with a vaccine-preventable disease can send other adults a powerful message about the importance of vaccination.

Visit the following websites to tell your story and help others learn from your experience:

Adult Vaccines: Personal Testimonies  
Immunization Action Coalition  
[vaccinationinformation.org/adults/testimonies](http://vaccinationinformation.org/adults/testimonies)

Real Stories, Real People  
National Foundation for Infectious Diseases  
[nfid.org/real-stories-real-people](http://nfid.org/real-stories-real-people)

Shot by Shot  
California Immunization Program  
[shotbyshot.org/story-gallery](http://shotbyshot.org/story-gallery)

Together Educating About Meningitis (T.E.A.M.)  
National Meningitis Association  
[menas.org/program/team](http://menas.org/program/team)

Voices of Meningitis  
National Association of School Nurses  
[voicesofmeningitis.org](http://voicesofmeningitis.org)

Make a difference. Share your story.

### for providers



#### Stories worth telling...

Looking for real stories about vaccine-preventable diseases that you can use when talking to your patients?

Visit the following websites to learn more:

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Immunization Action Coalition  
[vaccinationinformation.org/adults/testimonies](http://vaccinationinformation.org/adults/testimonies)

Real Stories, Real People  
National Foundation for Infectious Diseases  
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Voices of Meningitis  
National Association of School Nurses  
[voicesofmeningitis.org](http://voicesofmeningitis.org)

+ spanish translations in future

## But if one website were available...

for the public



### What's your story?

Your real life story about dealing with a vaccine-preventable disease can send other adults a powerful message about the importance of vaccination.

Visit [AdultVaxWebsiteExample.com](http://AdultVaxWebsiteExample.com) to tell your story and help others learn from your experience.

Make a difference. Share your story.

for providers



### Stories worth telling...

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## Going Forward: Potential 2013 Efforts

Assess this year's efforts to determine which activities we should:

**Stop**

**Continue**

**Start**

## Going Forward: Potential 2013 Efforts



- **Build out calendar opportunities to:**
  - Incorporate bank of stories
  - Provide tools based on key messages
    - Matte articles
    - Tweets
    - etc.
  - Develop proposal for consolidated website for easier access
- **Summit partner participation**

## It takes a team...

