National Adult Immunization Summit

May 14, 2013

PATIENT EDUCATION WORKGROUP

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Erin Kennedy, CDC
Laurel Wood, IAC

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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

<table>
<thead>
<tr>
<th>Month</th>
<th>Broad Appeal</th>
<th>Targeted Appeal</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>New Year</td>
<td>Healthy resolutions</td>
<td></td>
</tr>
<tr>
<td>Feb</td>
<td>• Heart Month (ACA)</td>
<td></td>
<td>Heart focus</td>
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<td></td>
<td>• Valentine’s Day</td>
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<tr>
<td>Mar</td>
<td>• American Diabetes Alert Day (ADA)</td>
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<tr>
<td>Apr</td>
<td>National Infant Immunization Wk</td>
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<tr>
<td></td>
<td>• National Minority Health Month (HHS)</td>
<td>Healthy families (incl. adults)</td>
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<td>May</td>
<td>• Mother’s Day</td>
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<td></td>
<td>• Older Americans’ Month</td>
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<td>Jun</td>
<td>• Father’s Day</td>
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<td></td>
<td>• National Men’s Health Month</td>
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<td>Jul</td>
<td></td>
<td>• World Hepatitis Day</td>
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<td>Aug</td>
<td>National Immunization Awareness Month</td>
<td>• Back-to-School</td>
<td>Young adults and parents of young children</td>
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<td>Sept</td>
<td></td>
<td>• National Grandparents Day</td>
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<td>Oct</td>
<td></td>
<td>• National Women’s Health Day</td>
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<td>Nov</td>
<td></td>
<td>• Health Literacy Month</td>
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<tr>
<td>Dec</td>
<td>National Influenza Vaccine Wk</td>
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### This Year’s Activities: Key Messages SG

#### Messaging Matrix

<table>
<thead>
<tr>
<th>Ages (yrs)</th>
<th>Comm Disease</th>
<th>Non-Comm Disease</th>
<th>Chronic Disease/Co-Occurr</th>
<th>Minority Pop’ns</th>
<th>Socio-Economic Status</th>
<th>Pregnant Women</th>
<th>Men</th>
<th>Women</th>
<th>Immuno-Compromised</th>
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</thead>
<tbody>
<tr>
<td>18-34</td>
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<td>35-49</td>
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<td>CDC</td>
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<tr>
<td>All ages</td>
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- 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)

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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 Voices: Personal testimonies
- Immunization Action Coalition
- Real Stories, Real People
- National Foundation for Infectious Diseases
- Navigating real stories and people

What’s your story? 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:

- Adult Voices: Personal testimonies
- Immunization Action Coalition
- Real Stories, Real People
- National Foundation for Infectious Diseases
- Navigating real stories and people

What’s your story? Share your story.

+ 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 to tell your story and help others learn from your experience.

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 AdultVaxWebsiteExample.com to learn more.

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…