


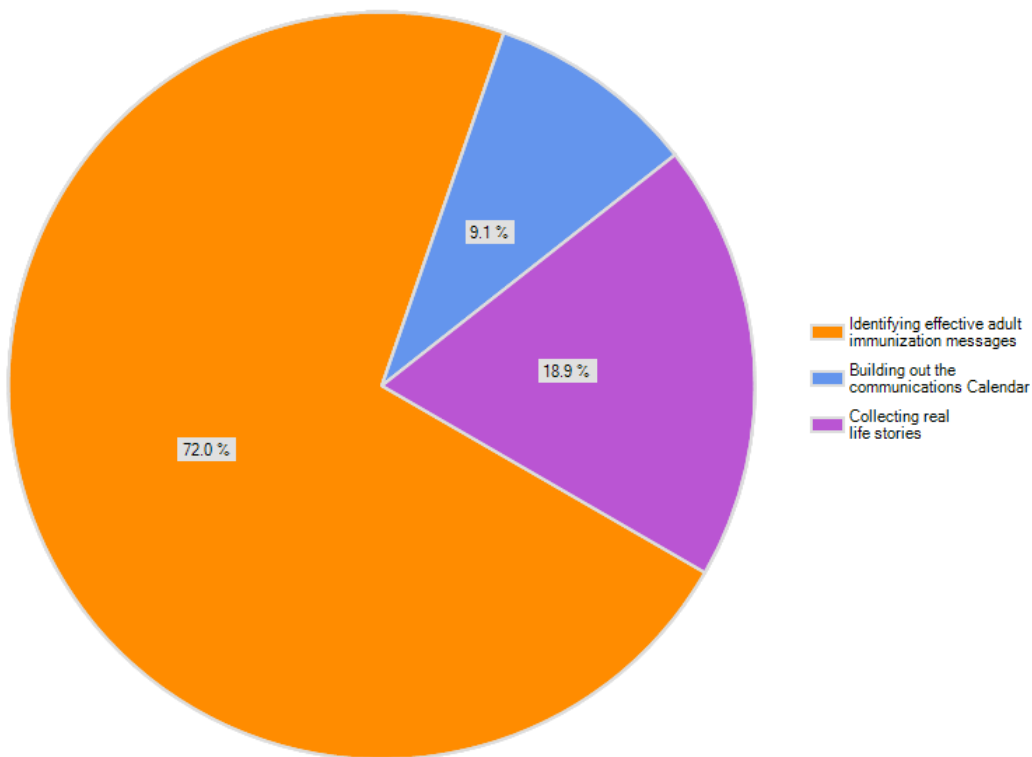


For the PATIENT EDUCATION working group, the following three actionable priority activities have been proposed as action items over the next year. Please specify which one you think is the highest priority in terms of potential impact and the Working Group having the ability to make a difference.

		Response Percent	Response Count
Identifying effective adult immunization messages		72.0%	95
Building out the communications Calendar		9.1%	12
Collecting real life stories		18.9%	25

Please provide any additional suggestions for actions that can be accomplished by the Patient Education working group. 17

answered question	132
skipped question	12



Page 2, Q1. For the PATIENT EDUCATION working group, the following three actionable priority activities have been proposed as action items over the next year. Please specify which one you think is the highest priority in terms of potential impact and the Working Group having the ability to make a difference.

1	Continue to target messages to key adult segments. Consider mom and caregivers as influential targets for young/older adults respectively.	May 31, 2013 3:27 PM
2	The real life stories collection is also important by also being done by IAC, the calendar is good as well	May 31, 2013 8:31 AM
3	Supplement real life stories with people who are willing to speak	May 29, 2013 10:02 PM
4	The first and third choices are both important to me. Maybe a combination.	May 29, 2013 11:47 AM
5	Develop an adult immunization widget that will direct people on other high risk disease sites (e.g. diabetes, asthma,) to adult immunization recommendations & info.	May 29, 2013 11:22 AM
6	Then using the real life stories to develop effective immunization messages.	May 28, 2013 8:35 AM
7	Tough to choose just one.	May 24, 2013 12:43 PM
8	Effective adult immunization messages could include real life stories	May 24, 2013 9:19 AM
9	I like both Identifying effective messages & collecting real life stories	May 23, 2013 10:51 PM
10	This should be done in conjunction with the identifying the adult immunization messages.	May 23, 2013 5:44 PM
11	If no effective messages exist then a calendar does not matter. Effective messages should be pulled through via real life stories.	May 23, 2013 4:14 PM
12	including messaging that speaks not only to adults but also their families as children can be great motivators for their parents.	May 23, 2013 3:19 PM
13	Liked choice 1 and 3. For messages - making sure that we address all cultures with specific messages..	May 23, 2013 12:39 PM
14	It seems like identifying the effective messages is foundational to any other activities.	May 23, 2013 12:16 PM
15	Better integration of industry and public communication (e.g., common core messages on value of immunization)	May 23, 2013 11:09 AM
16	All three need to be done to make effective messages and not just to adults(20 - 65+) but younger generations	May 23, 2013 11:06 AM
17	evaluation and assessment of current activities is essential before doing any of the above activities.	May 23, 2013 10:47 AM

ADDITIONAL COMMENTS:

Top actionable item for the National Adult and Influenza Immunization Summit in 2013-14.

1. Public vaccination awareness. I think it's just as important for the patient to be the one requesting the vaccines as the provider being aware of the vaccines their patients need.
2. Patient Education and Outreach- "dispelling the myths" in a "factual" format delivering culturally relevant content.....contracting with minority celebrities to deliver the "new messaging" through the age span. "Group be more open to doing out of the box outreach, stretch....." i.e. volunteer community street patrols; movie theater/information-resource tables: GO TO WHERE THE PEOPLE ARE.
3. Outline an adult immunization strategy that targets messaging to patients, keeps providers informed and expands access to immunizations and immunization information.
4. I think promoting adult immunization to providers and patients is the most important task.
5. Increase education and understanding of the importance of immunizations to both provider and patient/client groups.
6. Reaching out to patients on awareness of the need for vaccinations. We're making progress, but still need more patients to understand the need for vaccinations.
7. Patient and provider messaging to create a clear platform on adult immunization.

8. Capitalize on universal message for now while still honing in on lagging demographics. Make the message as simple as possible...Get Vaccinated.

The one action item that the National Adult and Influenza Immunization Summit could accomplish in the next year to address disparities

1. Messaging to targeted adult groups with lower immunization rates to speak to their providers about prevention, which includes vaccination.