

# **National Adult and Influenza Immunization Summit (NAIIS)**

## ***Patient Education Work Group 2013-2014 Plan***

The National Adult and Influenza Immunization Summit (NAIIS) has charged its patient education work group with identifying ways to increase awareness of vaccinations for adults. To better organize our activities in 2013-2014, the group has developed the following plan.

### **Our Mission**

To increase awareness of adult immunizations

### **Our Goal**

To develop communication tools to share at the 2014 NAIIS that support Summit members, including advocates, the media and providers, in developing (or producing) and delivering effective and compelling messages to adults regarding immunizations.

### **Our Objectives**

1. Develop a key messages guide to support NAIIS members in understanding what types of messages resonate with adult patients, how to create them, and how to disseminate them.
2. Identify opportunities to integrate efforts with other work groups/partners (e.g., NAIIS Provider Education Work Group) as well as promote usage of the key messages guide.

### **Our Work Plan**

Developing the guide on key messages will occupy the majority of the work group's time in the coming year. While the final product will be simple and easy to understand, the development process will rely heavily on the collection of existing resources and research, as well as the expertise of the group's members. We envision the contents to include:

- I. **Introduction:** Who we are and a brief overview of the creation of this guide, as well as the current state of adult vaccination and an acknowledgement of the limited resources available
- II. **Talking to Adults:** An overview of the available research determining how adults think about their health broadly and vaccines in particular
- III. **Identifying Your Audience:** Tips on identifying and categorizing your audiences to better target messages; this section will include messaging to physicians as patients themselves
- IV. **Developing Messages:** Using the research findings, we will work with the work group's communication experts to determine how these translate into effective message elements for vaccination and how they can be customized to an audience; this section will include sample messages
- V. **Disseminating Messages:** Ways in which to disseminate effective messages through a calendar of planned events and basic tips for social media platforms
- VI. **Leveraging the Media:** Basics of media outreach, including how to formulate a story that interests a reporter, writing opinion-editorials and letters to the editor, and sample media materials such as radio media tour tools
- VII. **Measuring Success:** Resource-friendly ways to determine whether messages are successful

VIII. **Additional Resources:** Links to relevant materials that may help with message development, outreach and funding

Below, we have outlined the development plan for the primer as well as for the integration and promotion of our work with like-minded organizations and individuals.

Action Item/Deliverable	Due Date	Lead
Review and approve primer outline	<b>9/12/2013*</b>	Full work group
Draft introduction section	9/30/2013	Erica DeWald
Collect existing research on adult views of personal health generally, and vaccines specifically	10/4/2013	Full work group
Review existing research and identify gaps	<b>10/10/2013*</b>	Full work group
Identify work group members to develop message elements	10/10/2013	Erica DeWald/Laurel Wood & appropriate work group members
First meeting to discuss key message elements and concepts, other meetings scheduled as needed	11/4/2013	Erica DeWald/Laurel Wood & appropriate work group members
First draft of elements and concepts for discussion	11/14/2013	Erica DeWald/Laurel Wood & appropriate work group members
Identify and discuss best partners with whom to share the finished primer	11/14/2013	Amy Callis/Erin Kennedy & appropriate work group members
Second draft of elements and concepts for discussion	1/9/2014	Erica DeWald/Laurel Wood & appropriate work group members
Review calendar of events	<b>1/9/2014*</b>	Full work group
Discuss plan for promotion with identified partners	1/9/2014	Amy Callis/Erin Kennedy & appropriate work group members
Draft developing message section	1/29/2014	Erica DeWald/Laurel Wood
Discuss dissemination and media sections	<b>2/13/2014*</b>	Full work group
First draft of promotion plan	2/21/2014	Amy Callis/Erin Kennedy
First draft of dissemination and media sections	3/7/2014	Erica DeWald/Laurel Wood
Discuss first draft of dissemination and media sections	<b>3/13/2014*</b>	Full work group
Discuss first draft of promotion plan	3/13/2014	Full work group
Second draft of promotion plan	3/21/2014	Amy Callis/Erin Kennedy
Second draft of dissemination and media sections	3/28/2014	Erica DeWald/Laurel Wood
Compile list of additional resources	4/4/2014	Erica DeWald/Laurel Wood
Discuss and finalize list of additional resources	<b>4/10/2014*</b>	Full work group
Finalize full primer by email	4/24/2014	Full work group
Finalize promotion plan by email	4/24/2013	Full work group

\* Full Work Group Meeting (2<sup>nd</sup> Thursday of each month)