Patient Education Workgroup

Workgroup Report & Introduction to *Quick Guide to Adult Vaccine Messaging*

May 14, 2014

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During This Session

**Workgroup**
- Annual Report  
- Introduction to Messaging Guide

**ACOG**
- Messaging in the “Real World”

**Workgroup**
- Breakout Session Report – Action Steps for NIAM  
- What’s in Store for the Future?
Patient Education Workgroup Members

- Allison Alexander, Immunize Oregon
- Sandy Allen, NC Immunization Program
- Debra Aplan, Montgomery Co HHS
- Jacqueline Awe, Savannah State University
- Lynn Bozof, National Meningitis Association
- Ray Michael Bridgewater, Assemblies of Petworth
- Tim Brne, Walgreens
- Manon Cox, Protein Sciences Corporation
- Melinda Davis, BellSouth
- Andrew Eisenberg, TX Medical Association
- Susan Farrall, CDC
- Columba Fernandez, WA Immunization Program
- Rebecca Fish, HHS
- Rebecca Gehring, NACCHO
- Patricia Green, HMA Associates
- Jack Guerin, Keyboard Communications
- Beverley Hagar, Virginia Mason Medical Center
- Tracy Hagemann, Univ of OK Health Sciences Center
- Scott Jauch, Novartis
- Shary Jones, HHS
- Denise Joseph, HHS
- Stephen Kagan, Pfizer
- Troy Knighton, VA
- Melvin Kohn, Merck
- Kristi Lata, CVS Caremark

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Courtney Londo, MI Immunization Program
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Susan Manganello, Protein Sciences Corp
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Heidi Parker, Immunize NV
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Margaret Tomecki, APhA
JC Velazquez, HMA Associates
Barbara Wolicki, MI Immunization Program

Patient Education Workgroup Representation, by Member’s Organization Type (n=54)

- Public Health (fed/state/local) 18%
- Private Sector (corporation) 17%
- Manufacturer/Distributor 16%
- Association (natl/state/local) 15%
- Coalition/Non-profit 15%
- Educational institution 11%
- Private Sector (clinical) 10%
- Educational institution 6%
- Private Sector (clinical) 5%
- Association (natl/state/local) 4%
- Manufacturer/Distributor 3%
- Public Health (fed/state/local) 2%
- Private Sector (corporation) 2%
Patient Education WG History

2012
• Conducted gap analysis with existing patient education materials

2013
• Calendar w/ messaging matrix for target audiences
• Method to solicit personal stories about VPDs
• Collaborated on Adult Vaccine Resource Library

Summit – May 2013

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.

<table>
<thead>
<tr>
<th>Priority Activity</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifying effective adult immunization messages</td>
<td>72.0%</td>
<td>95</td>
</tr>
<tr>
<td>Building out the communications Calendar</td>
<td>9.1%</td>
<td>12</td>
</tr>
<tr>
<td>Collecting real life stories</td>
<td>18.9%</td>
<td>25</td>
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</tbody>
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Identifying effective adult immunization messages 72%
How did we follow our marching orders?

• Began examining available research (minimal/proprietary)

• Determined we should wait on CDC research results
  – Literature Review (Nov/Dec 2012)
  – Adult Consumers: Focus Groups (March 2013)
  – HCPs: In-depth interviews (July-Aug 2013)

• Began developing partner distribution list

• Determined “philosophy”
  – Purpose
  – Size

National Adult and Influenza Immunization Summit
• Simple...“quick”
• Easy-to-understand; useable!
• Based on research about effective messages
• Provide references for more detailed information
• “Teach a man to fish”

QUICK GUIDE TO
ADULT VACCINE MESSAGING

• What motivates adults to get vaccinated?
• What types of messages work?
• What are some examples of effective messages?
• How do I adapt these messages for my audience?
• How do I share my message?
• Where can I get help?
• Are there some good sample materials available?
Motivations to get vaccinated vary from person to person. But thanks to focus group research conducted by the U.S. Centers for Disease Control and Prevention (CDC) in 2013, we know three common motivators are:

- **A recommendation from a health care provider.** Recommendations from health care providers are the most important factors in convincing adults they should be immunized. During every visit, it is critical for health care providers to review their patients’ immunization history to determine whether he or she needs to be vaccinated.

- **Protection against diseases that could have serious consequences.** Adults are motivated to get vaccinated if they believe it will protect them from diseases that could lead to serious illness, missed work or school, medical bills, and inability to care for loved ones.

- **A desire to protect others.** Although some adults don’t believe that they are susceptible to serious illness, most do think that immunization is important for those that are at risk. Adults are willing to get vaccinated if they understand that protecting themselves means protecting those around them.

*Guide contains more detail – Just showing highlights in following slides*
What Types of Messages Work?

- Simple, concise, direct, to the point
- Stress prevention or encourage vaccination as a way to be proactive or have control over their health
- Empower adults & provide information that can help them make an informed decision
- Encourage adults to speak with their health care providers for more tailored information
- End with an “ask”

What are Some Examples of Effective Messages?

- You can protect your health — and often others around you — by getting vaccinated.
- Vaccine-preventable diseases can cause serious consequences, even death.
- All adults are at risk for vaccine-preventable diseases.
- You have too much to do to risk getting sick, so get vaccinated.
How Do I Adapt These Messages for My Audience?

**Age**
- Young adults – interested in protecting friends
- Older – protecting children/grandchildren

**Chronic conditions**
- Part of a healthy lifestyle
- Why at higher risk due to condition

**Minority populations**
- Acknowledge diversity/ culturally sensitive

**Newly insured**
- “you’re covered”
How Do I Share My Message?

**Posters & Flyers**
- Stick to a single message
- Always ask your audience to **do something**
- Use visuals to catch the eye
- Place text above or to the side of the picture

**Social Media**

“**There’s not a magic bullet – no single message will reach all adults.**”

**How do you maximize your impact?**
- Stress the relevance & importance of timely vaccinations
- Use empowering messages & provide support tools
- Provide transparent & plain language information on VPDs & vaccines
- Encourage adults to talk with their healthcare providers
Multiple websites listed for:

- General adult vaccine information
- Message development & sharing

Multiple examples to tailor for your audience

- General
- Personal Stories about Vaccines and VPDs
- Pregnant Women
- Chronic Conditions
  - Asthma
  - Diabetes
  - Heart Disease
  - Liver Disease
  - Lung Disease
  - Kidney Disease
  - HIV/AIDS
But wait...there's more!

Other great resources available through Patient Edn WG site

The Patient Education Workgroup developed two attractive handouts to promote and solicit stories about vaccine-preventable diseases in adults; one is intended for patients and the other is 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 Vaccines: Personal Testimonials
- Immunization Action Coalition
- For Providers
- Real Stories, Real People
- National Foundation for Infectious Diseases
- www.immunize.org/vaccines story people
- Shot by Shot
- California Immunization Program
- Together Educating About Meningitis (TEA-M)
- Together Educating About Meningitis (TEA-M)
- Variola Virus
- National Association of School Nurses
- National Association of School Nurses

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 Testimonials
- Immunization Action Coalition
- For Providers
- Real Stories, Real People
- National Foundation for Infectious Diseases
- www.immunize.org/vaccines story people
- Shot by Shot
- California Immunization Program
- Together Educating About Meningitis (TEA-M)
- National Association of School Nurses
- National Association of School Nurses

But wait...there’s more!
Other great resources available through Patient Edn WG site

Adult Vaccine Resources Library
The workgroup developed a searchable list of adult immunization resources and will continue to promote, maintain, and improve on this searchable database, which was launched at NAIS in May 2013.

Adult Vaccination Resources Library
Search the Library

www.immunize.org/adult-vaccination
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