

Date of meeting: December 5, 2013

Topic/Focus: Communications Research on Adult Immunization

- Format: over-the-phone conference call

Speakers/Facilitators:

- Aparna Ramakrishan (CDC)

Meeting Summary:

The meeting included an overview of the adult immunization communication program and a presentation of key findings from formative research and their implications for communications. Workgroup members were asked for feedback on the approach and messaging for adults and health care professionals.

Resources Shared:

Slide set

- Adult Immunization Communications: Research and Implications (*Ramakrishan*)

Action Item(s): n/a