

NAIS Patient Education Working Group

2015 Break Out Session

May 13, 2015

Co-leads:

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Agenda: Patient Education Working Group

1

- Putting Social Media to the Test: Tdap

2

- Preview of 2015 - 2016



2

Tdap Recommendations (for Adults)



Any adult who last received a Td vaccine should receive a dose of Tdap, regardless of the timing and receive a booster every 10 years



Pregnant women should receive a dose of Tdap each pregnancy, ideally between 27 and 36 weeks



Adults who have, or anticipate having, close contact with an infant should receive a dose of Tdap to better protect the child from pertussis before he or she can be vaccinated



Health care providers with direct patient contact or in ambulatory or hospital settings should receive a dose of Tdap if they last received Td two or more years ago. All health care providers should receive Tdap boosters every 10 years.



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Making Recommendations Relatable

Motivators

- A recommendation from a health care provider
- Protection against diseases that could have serious consequences
- A desire to protect others

Impact

- Short, concise, to-the-point
- Focus on prevention, proactivity, ability to control health
- Empowering, providing information to make decision

Always Include an Ask



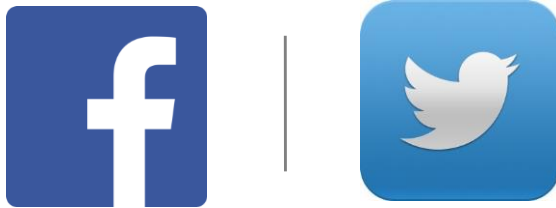
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Messages for YOUR Audience



5

Tailored to YOUR Platforms



6

Tailored to YOUR Platforms

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21*
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69



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