NAIIS Patient Education Work Group Overview

Co-Leads:
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Where have we been?

• Audited existing adult immunization campaigns (2012)
  • Found in 2012 a lack of materials targeted towards healthy adults
• Started developing message calendar and handouts to promote/solicit stories about vaccine-preventable diseases in adults (2013)
• Developed Quick Guide to Adult Vaccine Messaging (2014)
  • Provides effective, research-tested messages for reaching adults with vaccine messages
  • Contains tips on customizing approach and language depending on audience
• Developed Social Media 101 guide (2015)
This Year’s Activities

• Sponsored and promoted the Adult Immunization Video Contest
  • Winning video: “The Truth About Vaccines”, viewed almost 2,000 times
  • Second place video: “Did You Know?” , viewed about 1,200 times

• Continued to develop message calendar

Where will we go?

• Use monthly meetings as an opportunity to hear from you!
  • Use messaging calendar as anchor for presentations

• Build out messaging calendar for various social media platforms

• Other ideas?