

NAIIS Patient Education Work Group Overview

Co-Leads:

Alexandra Shevach, Contractor with Carter Consulting, Inc.

Najma Roberts, APCO Worldwide

Jeff Goad, Chapman University



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?

