



UNITY

United for adolescent vaccination

*Adolescent Health & Vaccination
Survey*

Executive Report

December 22, 2016

METHODOLOGY

Audience	Field Dates	Recruitment Method	Interviewing Method	Geographic Coverage	Average survey length
Teens	September 26 – October 7, 2016	By email and parent recruit	Online/self-administered	Nationwide	17 minutes
Parents	September 26 – October 4, 2016	By email	Online/self-administered	Nationwide	18 minutes
HCPs	September 27 – October 5, 2016	By email	Online/self-administered	Nationwide	17 minutes

Data Management

- Surveys were hosted on a secure website and conducted by Harris Poll
- Online participants were given a unique link to the questionnaire to take the survey

Confidentiality

- Participant confidentiality was maintained with appropriate measures such as separation of all personally identifiable information from research results at all stages of the study

DEMOGRAPHICS

Teens	
Gender:	
Male	51%
Female	49%
Age:	
13-15	54%
16-18	46%
Ethnicity:	
White	56%
Hispanic	22%
Black	10%
African American	4%
Asian or Pacific Islander	4%
Mixed racial background	2%
Native American or Alaskan native	1%
Decline to Answer	1%

Base: All Teens (n=506)

DEMOGRAPHICS

Parents	
Gender:	
Male	44%
Female	56%
Age:	
Under 35	13%
35-54	70%
55+	17%
Mean	45.2
Ethnicity:	
White	66%
Hispanic	17%
Black	8%
African American	3%
Asian or Pacific Islander	2%
Mixed racial background	1%
Decline to answer	2%
Age/Gender of Child:	
Male 13-15	24%
Male 16-18	24%
Female 13-15	27%
Female 16-18	26%

Parents	
Employment Status:	
Employed full time	55%
Employed part time	11%
Self-employed	6%
Not employed, but looking for work	2%
Not employed and not looking for work	2%
Not employed, unable to work due to a disability or illness	5%
Retired	4%
Student	1%
Stay-at-home spouse or partner	14%
Highest Level of Education:	
Less than high school	0%
Completed some high school	4%
Completed high school	24%
Associate Degree	11%
Job-specific training program(s) after high school	6%
Some college, but no degree	17%
College (such as B.A., B.S.)	22%
Some graduate school, but no degree	3%
Graduate degree (such as MBA, MS, M.D., Ph.D.)	13%

Parents	
Income Category:	
Less than \$15,000	6%
\$15,000 - \$34,999	13%
\$35,000 - \$74,999	28%
\$75,000 - \$124,999	28%
\$125,000 - \$249,999	18%
\$250,000 or more	2%
Decline to answer	4%

Base: All Parents (n=515)

DEMOGRAPHICS

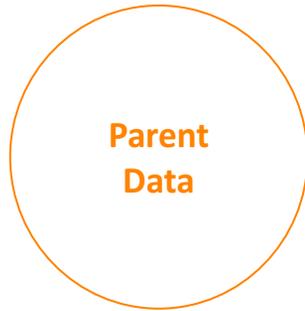
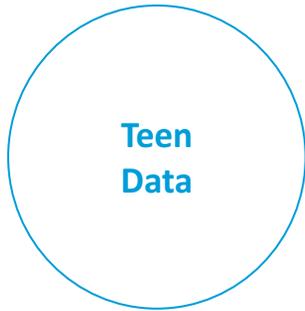
Physicians	
Gender:	
Male	57%
Female	43%
Mean age:	42.4
Mean # of patients see in typical month:	443
Job title	
PCP	63%
PED	37%

Pharmacists	
Gender:	
Male	55%
Female	45%
Mean age:	49.9
Setting	
Pharmacy chain	42%
Independent pharmacy	30%
Local grocery/food store	14%
Big-box/super center	9%
Wholesale retailer	0%
Other	5%

Base: All Physicians (n=405) and Pharmacists (n=105)

EXECUTIVE SUMMARY

REPORT LEGEND



Younger teens findings are significantly higher at 95% CI



Older teens findings are significantly higher at 95% CI



Findings for parents of younger teens are significantly higher at 95% CI



Findings for parents of older teens are significantly higher at 95% CI

INTEREST AND KNOWLEDGE ABOUT HEALTH

Staying healthy is a top priority for virtually all teens and parents (regardless of a teen's age). Parents and teenagers are aligned in feeling that teens are genuinely interested in being healthy, and that it does not present a big challenge.

Staying Healthy (91%)

Very/Extremely important to
teens

90%

I am genuinely interested in living a healthy lifestyle

87%

I am confident in my ability to keep myself healthy

Staying Healthy (98%)

Very/Extremely important to
parents in regard to their teen

84%

My son/daughter is genuinely interested in living a healthy lifestyle

82%

I am confident in my son/daughter's ability to keep him/herself healthy

INTEREST AND KNOWLEDGE ABOUT HEALTH

That said, the emphasis and action are placed much more squarely around general lifestyle goals like staying safe from STDs, keeping good oral health, avoiding drugs/alcohol, eating healthy and getting enough sleep - and less on clinical aspects like seeing a doctor, getting vaccines and flu shots.



Important to Teens

Keeping safe from STDs	92%
Good oral health	88%
Avoiding drugs/alcohol/Smoking	86%
Eating healthy	81%
Getting enough sleep	79%
Seeing a doctor	74%
Getting vaccines	73%
Getting flu shots	50%



Important to Parents

Avoiding drugs/alcohol/smoking	95%
Getting enough sleep	94%
Good oral health	93%
Keeping safe from STDs	92%
Getting enough sleep	92%
Seeing a doctor	84%
Getting vaccines	80%
Getting flu shots	61%

INTEREST AND KNOWLEDGE ABOUT HEALTH

Doctors and pharmacists, however, diverge in their perspective on the priority placed on clinical aspects of health expressing far more skepticism about whether (or not) teens are indeed wanting to stay healthy, not only feeling it's a difficult task for adolescents but that they don't take a very proactive approach.

Important to Teens' Health (Physicians)

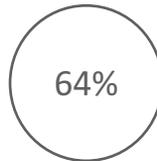
Getting vaccines	94%
Getting flu shots	82%
Seeing a doctor	81%

Important to Teens' Health (Pharmacists)

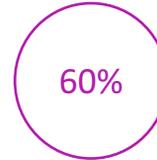
Getting vaccines	95%
Seeing a doctor	90%
Getting flu shots	86%

Physicians and Pharmacists agree...

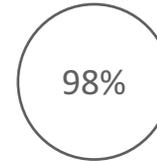
Teens are genuinely interested in living a healthy lifestyle



It is hard for teens to keep a healthy lifestyle



Many teens think that things they do now will not have a big effect on their health in the future



(% strongly/somewhat agree)

No more than one-quarter of *Physicians* and *Pharmacists* believe that either younger or older teens *are proactive in their effort to stay healthy*

INTEREST AND KNOWLEDGE ABOUT HEALTH

Generally parents and teens believe adolescents know where to turn to find answers to their health questions. From their perspective, parents (followed by doctors) are the overwhelming top health resource for teens, both in terms of access and trust.

84%

If I have questions about my health, I always know where to go to find answers

92%

If my son/daughter has questions about his/her health, he/she knows where to go to find answers

72% of **parents** feel that they are the first place teens stop for advice and that they are the most trusted source for teens' health questions

Parents/Guardians



Teens' first stop for questions related to health
(66%)



Most trusted resource for health related information
(94%)

RESPONSIBILITY FOR MAINTAINING GOOD HEALTH

Nearly universally, doctors and teens believe that ultimately *maintaining good health is the teens' responsibility*. While still a majority, parents are less likely to place the full burden on teens. And again when it comes to specific healthy measures, there seems to be a differentiating line between lifestyle measures (avoiding alcohol/drugs, getting sleep, staying safe from STDs, eating healthy) where the onus leans more heavily toward teens - and clinical measures (seeing a doctor, getting vaccines and flu shots) where the onus remains with parents.



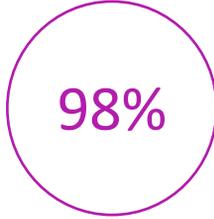
94%

I feel like my health is my responsibility



63%

I feel that my (son/daughter)'s health is his/her responsibility



98%

Teens should be encouraged to assume more responsibility for their health

RESPONSIBILITY FOR MAINTAINING GOOD HEALTH

While the vast majority of parents and teens believe that **teens want to shoulder more responsibility**, only half of doctors agree that teens welcome being accountable. And perhaps the doctors are right - while parents and doctors want teens to have a greater voice in decision-making, teens express more hesitation. Notably, reminders and information might help teens to get more involved.

89%

I am interested in taking more responsibility for my health

90%

I want my son/daughter to take more responsibility for their health

52%

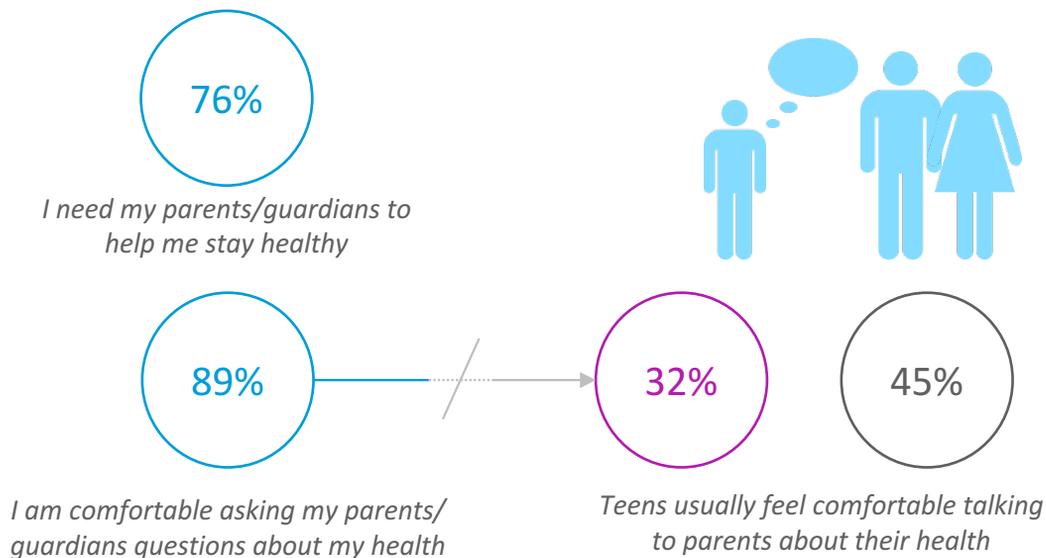
Teens are interested in taking more responsibility for their health

53%

Only 57% of teens say they want their parents to give them more of a voice in their healthcare decisions

RESPONSIBILITY FOR MAINTAINING GOOD HEALTH

There is still a **widely-recognized need for parents to stay involved** in keeping their kids' healthy. Teens consistently look to their parents for advice, and, parents and teens say teens are comfortable having an open dialogue about their health with their parents. Moreover nearly all teenagers appreciate their parents participating in the process and being actively engaged in any health decisions. In fact, most admit they are anxious about making decisions on their own.



62% of teens say they **are anxious** when making decisions about their health

WELL VISITS

Everyone agrees that annual well visits are a crucial aspect of maintaining good health. But according to doctors, only about half of teens follow this recommended protocol. Overwhelmingly, doctors and pharmacists believe that teens don't go to the doctor unless they feel sick; and even a majority of teens (and a sizeable minority of parents) agree.



Eight out of ten **Physicians** think that teens should have a well visit once per year, however...

Physicians say just **56%** of teens come in for annual well visits

44%

I don't see why I should see a doctor or other healthcare provider if I feel healthy

58%

I only see a doctor or healthcare provider when I feel sick

34%

I don't see why my son/daughter should see a doctor or other healthcare provider if he/she feels healthy

41%

My son/daughter should only see a doctor or other healthcare provider when he/she feels sick

(% strongly/somewhat agree)

PARENT'S PRESENCE IN THE ROOM

Most parents currently remain in the room for some or all of the doctor visit, and don't necessarily volunteer to leave but rather leave at the request of someone else (the child or the doctor). About half (and even more doctors) say parents insist on staying in the room and that their presence changes the dialogue.

61% of **teens** report that their parents were in the room the entire time during their last visit to their healthcare provider

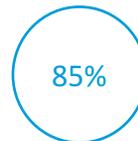
49% of **parents** report that they were in the room the entire time during their child's last visit to their healthcare provider

87% of **teens** find their parents' presence during a visit to their healthcare provider to be reassuring

Parents insist on staying in the exam room during my healthcare provider visits



Parents encourage me to ask my healthcare provider questions about my health



TIME ALONE WITH HCP

That said, there is a general consensus that spending some time alone in the examining room with an HCP (especially according to doctors) is crucial and it helps teens to take more ownership over their own health.



It's important to have time alone to talk with healthcare provider

(% Strongly/Somewhat agree)

67%

84%

97%



Spending time alone with the HCP makes me/teens feel more responsible for my/their health

(% Strongly/Somewhat agree)

78%

80%

96%

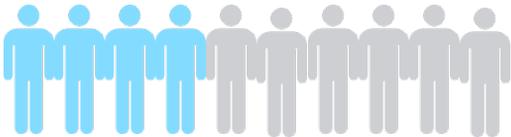
Teens and Parents are comfortable with the amount of time teens spend alone with HCP. Physicians are the most likely to feel that the alone time needs to be increased, especially as teens get older

COMFORT LEVEL AND ENGAGEMENT

Despite a priority on self-advocacy for teens, the parent role remains important, if not essential, because teens themselves don't seem ready to engage fully on their own. Parents seem to share the dialogue with their teens, taking on a larger role when their children are younger. And, ***overcoming a lack of comfort in the examining room may be one of the larger obstacles*** that needs to be addressed for teens to take on a larger – or even solo – role.

Comfort

Only about 4 in 10 **Teens** are comfortable without their parent or guardian in the room with them...



Teens want parents/guardians to be engaged in the decisions about their health

(% Strongly/Somewhat agree)



Engagement

...Additionally, **Physicians** feel that (particularly younger) teens are not *engaged* without their parents in the room

Younger Teens



Older Teens



99% of **Physicians** believe that teens should be encouraged to be more engaged in their healthcare

RELEVANCE OF VACCINES

According to physicians, only 78% of teens have received the vaccinations they should have at this point in their life. **Knowledge about vaccines is limited and more education may be needed.** Parents and teens do not appear very aware of exactly which vaccines they have received. And the reported levels for specific vaccines are far lower than they should be.

78% of teens
are up to date on
their vaccines
according to
physicians



Teens know they
received



Parents know their
child received

<i>Flu</i>	56%	57%
<i>Tdap</i>	40%	63%
<i>HPV</i>	34%	46%
<i>MenACWY</i>	28%	49%
<i>MenB</i>	28%	50%
<i>Other</i>	35%	40%

RELEVANCE OF VACCINES

There is strong consensus on the **importance of vaccinations for teens and widespread recognition of the benefits** of prevention for general health. Nearly all doctors say they make an effort to communicate and emphasize the necessity of vaccines to their patients.

88%

It is important for all teens to be vaccinated

90%

Vaccines that I receive now will help me stay healthy in the future

96%

Vaccines protect me against specific diseases

93%

*When **teens** question vaccines, I take as much time as necessary to convince the teen to be vaccinated at that visit*

92%

It is important for all teens to be vaccinated

93%

Vaccines that my son/daughter receives now will help him/her stay healthy in the future

94%

Vaccines protect teens against specific diseases

94%

*When **parents** question vaccines, I take as much time as necessary to convince the teen to be vaccinated at that visit*

RELEVANCE OF VACCINES

That said, there is still a sizeable minority who don't see the point or incorrectly believe that vaccines are just for babies. And half or more share some concerns about safety. Having more materials would be valuable to aid physicians in staying up-to-date on the latest vaccination guidelines and talking to patients about vaccines., and many doctors (and even more pharmacists) believe it is hard to stay up-to-date on the latest guidelines.

98%

57%

47%

23%

34%

Teens should better understand the benefits of vaccination

I have some concerns about the safety of vaccinations

What I have read on social media has me concerned about the safety of some vaccines

Vaccines are for babies, not as important for teens

I don't know how being vaccinated helps me

98%

57%

45%

23%

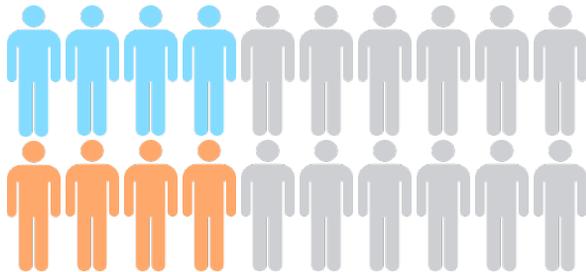
23%

Parents should better understand the benefits of vaccination

RELEVANCE OF VACCINES

Parents are the clear conduit for information about vaccines among teens. Talking to parents (or asking parents to talk to doctors) is routinely the first step taken in getting a vaccine, and parents seem to have a very pervasive influence over vaccine decisions. Friends can also play a role in these decisions.

Around **40%** of **teens/parents** are comfortable with teens making decisions about whether or not to receive vaccinations recommended for them.



63%

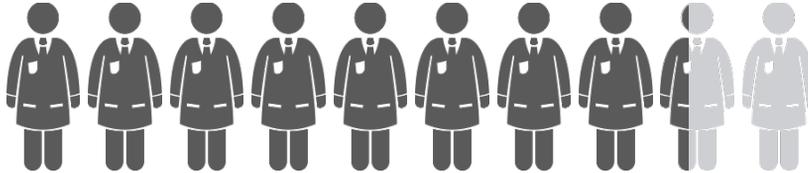
If my friends get vaccinated, I would think I need to get vaccinated too

36% of teens say that the first thing they would do when making a decision about whether or not to receive a vaccination is talk with their parents

68% of teens and **67% parents** say that parents have the most influence over whether or not teens get vaccinated

ROLE OF PHARMACISTS

Pharmacists have *access to and personal experience with a wide variety of vaccines*, especially the flu, but also herpes, pneumococcal, and dtap/tdap. But when it comes to teens' vaccinations, they believe strongly that parent consent is essential and parent presence may even be necessary.



More than **8 out of 10** pharmacists say that a pharmacist should only be allowed to vaccinate a teen with some form of parental consent

ROLE OF PHARMACISTS

Because they offer convenience, **pharmacists believe they are an ideal option for teens** seeking general health-related information and guidance but also more specific tangible services like vaccines. Most express comfort interacting with teens and say dialogue currently takes place about seven times per week. Teens, in turn, express trust in pharmacists.

89%

Think pharmacies/pharmacists are well-suited to play a role in adolescent vaccination

71% of teens say that they mostly or completely trust pharmacists when looking for information about their healthy

Roles pharmacists should play



88%

Administer vaccines



83%

Be a source of information for teens



83%

Answer teens' questions