EMPOWERING CLINICIANS TO BECOME CHAMPIONS FOR INFLUENZA VACCINATION
HCP Recommendations Drive Flu Vaccinations

Percent Receiving Vaccination in Doctor’s Office

<table>
<thead>
<tr>
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<th>Pediatric (n=427)</th>
<th>Adults (n=835)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received</td>
<td>73%</td>
<td>53%</td>
</tr>
<tr>
<td>Did not</td>
<td>35%</td>
<td>38%</td>
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Percent Receiving Vaccination With and Without a Doctor’s Recommendation

- Received a doctor's recommendation
- Did not

Even When Vaccine Effectiveness (VE) is <50%, Current Vaccines Can Have a Major Impact\textsuperscript{1,2}

\textbf{CID; Modeling Effect of VE on Preventing Hospitalizations in 65+}

\textbf{PNAS; Optimizing the Impact of Low-efficacy Influenza Vaccines}

Research Shows “Words that Work” Can Change Behavior

• Parents, patients, and the healthcare team underappreciate impact of influenza
  
  • Each year, the flu is one of the deadliest vaccine-preventable diseases. It kills more children in the U.S. than meningococcal meningitis and whooping cough combined
  • This past season adults 50 yrs of age, and older had the highest rates of hospitalization
  • Seniors 65 and adults with chronic conditions tend to have the worst outcomes from influenza

• Similar messages on risk of influenza resonated between HCPs and Parents
  
  • Parent’s and patients appreciated understanding role of vaccination on reducing severe outcomes
  • Influenza affects all, not only very young or very old or those who are immunocompromised
Root Causes for Flu Vaccination Hesitancy and Where to Focus

Root Causes:

• Perceived lack of vaccine efficacy
• Lack of understanding of the devastation influenza has and the benefits of vaccination

Where to Focus:

• HCP
  • Presumptive approach – “Flu shot today, left or right arm?”, flu vaccination not optional
  • Arm with key facts that are simple to address with patients
• Parents and Patients
  • Increase awareness of the devastation of influenza and the importance of vaccination at point of care
SUPPORTING YOUR INFLUENZA IMMUNIZATION EFFORTS ACROSS ALL AGES

WHEN IT COMES TO THE FLU, YOUR CHILD IS AT RISK.

56% of children who died from the flu were otherwise healthy.

33,000 children were hospitalized with flu-related complications.

600,000 children were hospitalized due to the flu.

10X more children than adults go to the ER for flu-related complications.

THE FLU CAN BE A REAL DANGER FOR ADULTS 50+

75% of adults who died from the flu had been vaccinated.

8 million adults 50+ were hospitalized due to the flu.

THE FLU: MORE THAN JUST A SICK DAY. UNDERMINE THE VALUE OF HEALTH IN THE WORKPLACE.

51,844 adults 50 + were hospitalized due to the flu.

30 million children were unvaccinated against the flu.

GET THE VACCINATION THATS RIGHT FOR YOU TODAY.

HELP REDUCE THE RISK. GET YOUR CHILD VACCINATED TODAY.

6 million adults 50+ also required their doctor due to the flu.

500,000 adults 50+ were hospitalized due to the flu.

30 million adults 50+ were hospitalized due to the flu.

FLUency

Share the facts. Not the flu.

FLUency AR POSTER

*Poster and AR app are also available in Spanish

FLUency AR POSTER

*Poster and AR app are also available in Spanish

EMPLOYEE HEALTH POSTER

FACEBOOK CONTENT

TWITTER CONTENT
SUPPORTING YOUR INFLUENZA IMMUNIZATION EFFORTS ACROSS ALL AGES

Email Templates

HCP-to-Parent Flashcard

IN-SEASON CLING
*Also available in Spanish

POST-SEASON CLING
*Also available in Spanish

IT’S NOT TOO LATE VACCINES ARE STILL AVAILABLE GET VACCINATED TODAY

FLU VACCINES ARE AVAILABLE! GET VACCINATED TODAY

FLUency
Share the facts. Not the flu.
Pediatric Example

HCP Flashcard

Influenza Pediatric Unbranded Disease Awareness Flashcard

Patient Poster & Flashcard

FLUency Consumer Flashcard and Poster
Pediatric Example

**HCP “Words that Work”**

- Influenza is the disease we are furthest from our goal
  - Influenza kills more children each year when compared to other vaccine preventable diseases
  - Last year influenza impacted 183 families

- Data From the CDC Show That Influenza Deaths Affect All Pediatric Age Groups
  - Approx. 80% of children who died from influenza last year weren’t vaccinated

- Influenza impacts otherwise healthy children
  - Approx. 60% of those children who died were otherwise healthy

- Pediatric influenza immunization rates are low

**Parent/Patient “Words that Work”**

- Influenza can put your child at risk

- Each year flu kills more children in than any disease we vaccinate to help prevent

- Influenza can be serious, even deadly for all children – including those who are otherwise healthy

- Approx. 80% of children who died last season were not vaccinated

- Approx. 60% of children who died from influenza were otherwise healthy

- Approx. 33,000 children are hospitalized annually from flu related complications

- Today we are going to give a flu shot
Fluency Resources Available to NAIIS Members

https://www.vaccineshoppe.com/index.cfm?fa=anon.pe

- Email templates
- Office support tools (flashcards, posters, clingz, telephone scripts)
- Facebook social media posts
- Twitter social media posts
- Spanish materials
Thank you