

December 14, 2023



National Adult and Influenza Immunization Summit

CDC's State of Vaccine Confidence
Report - Respiratory Viruses
Special Report



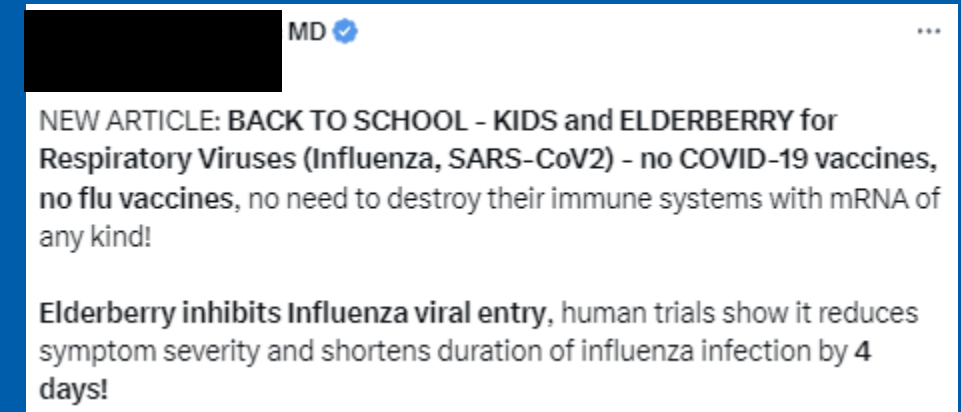
Vaccinate with **Confidence**

Theme 1: Public health officials are urging eligible individuals to get vaccinated against COVID-19, RSV, and flu and to immunize infants using monoclonal antibodies.



Perceptions, Concerns and Threats to Vaccine Confidence

- According to the C.S. Mott Children's Hospital National Poll on Children's Health published in August 2023, fewer parents ranked vaccine safety (**18%**) and COVID-19 (**12%**) as a “big problem” compared with other child health concerns, such as screen time and depression/suicide.
- Prominent public health figures have published news articles and posted on social media to urge consumers to receive vaccines for COVID-19, RSV, and flu, if eligible.
- Some social media users, including some physicians, are promoting “natural” remedies, such as elderberry, as safe and effective alternatives to vaccination



Theme 1: Public health officials are urging eligible individuals to get vaccinated against COVID-19, RSV, and flu and to immunize infants using monoclonal antibodies.

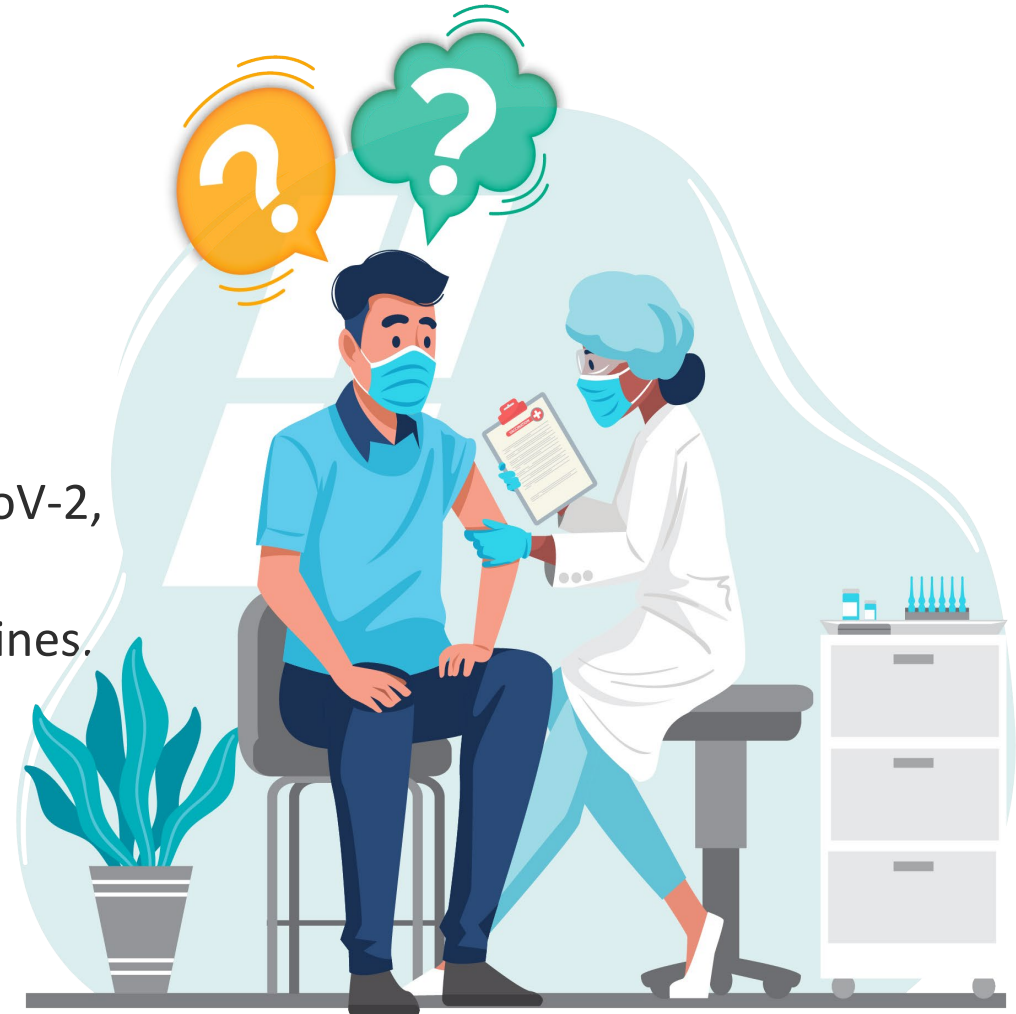


Commonly Asked Questions:

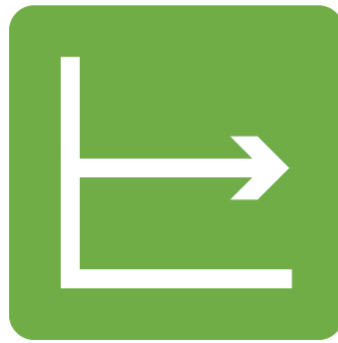
- Can COVID-19, RSV, and flu vaccines be co-administered?
- Why should individuals be concerned about respiratory virus season?

Inaccurate Health Information Themes:

- Some social media users believe a likely circulation of SARS-CoV-2, RSV, and influenza virus at the same time is not real and that pharmaceutical companies created the idea to sell more vaccines.



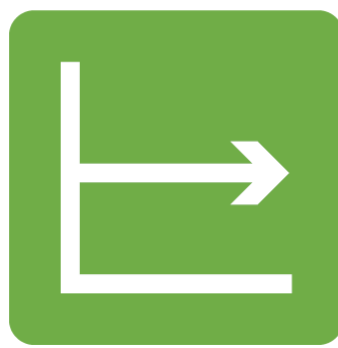
Theme 2: Consumers are becoming less concerned with COVID-19. Some social media users are reluctant to receive the 2023-2024 updated COVID-19 booster.



Perceptions, Concerns and Threats to Vaccine Confidence

- In a Yahoo-YouGov news survey of 1,665 adults from August 17 to August 21, **31%** of respondents were worried about COVID-19, while **69%** were not worried.
 - **63%** of respondents reported they do not follow the number of COVID-19 cases very closely or at all
- The August 2023 KFF Health Misinformation Tracking Poll found that **65%** of adults have heard or read the false claim that COVID-19 vaccines have caused thousands of sudden deaths in otherwise healthy people.
 - **34%** percent say the false claim is definitely or probably true.
- As the 2023-2024 school year begins, social media users are sharing their concern regarding vaccinating children against COVID-19. Users claim COVID-19 vaccines are not necessary nor effective and are concerned about harmful side effects, such as myocarditis and blood clots.

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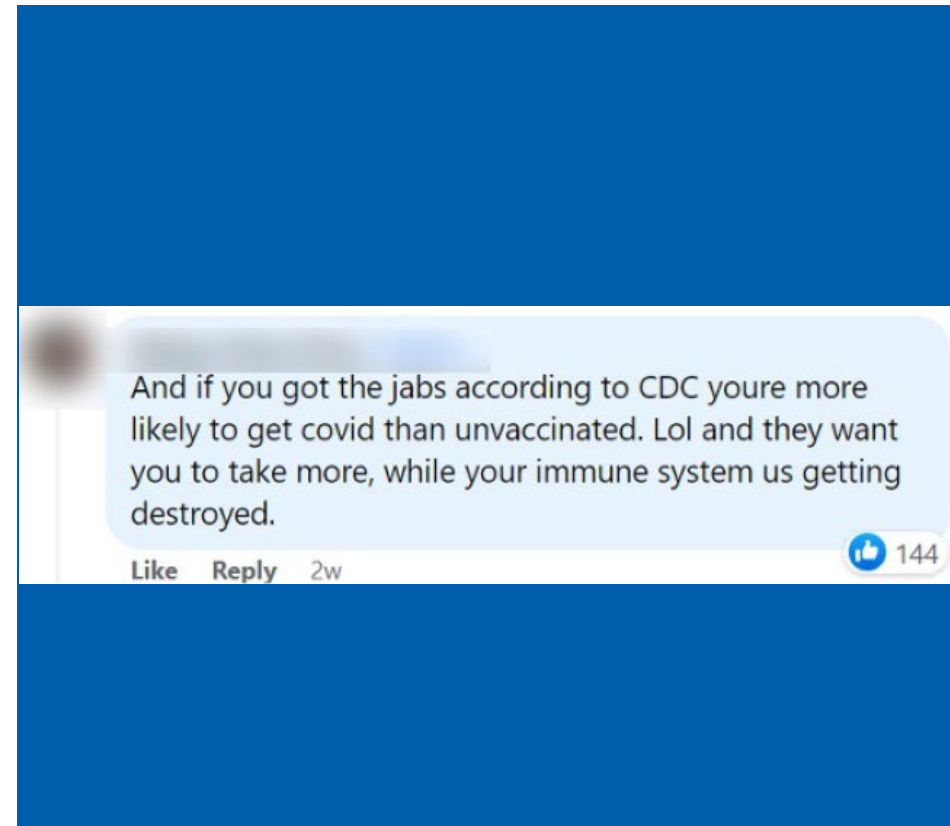


Commonly Asked Questions:

- Will the updated COVID-19 vaccine for the 2023-2024 season be free?
- Why do individuals need to receive the 2023-2024 updated COVID-19 vaccine if they've already received previous booster doses?
- Who is eligible for the 2023-2024 updated COVID-19 vaccine for the fall 2023-2024 season?
- Where can I find COVID-19 vaccines?

Inaccurate Health Information Themes:

- Some social media users believe vaccinated individuals are more likely to get COVID-19 than unvaccinated individuals.



Theme 3: Consumers and social media users are discussing the recently FDA-approved RSV vaccines for pregnant individuals and adults over 60 years of age.



Perceptions, Concerns and Threats to Vaccine Confidence

- Some consumers are confused about the difference between RSV preventative monoclonal antibodies and RSV vaccines.
- Results of a CDC and University of Iowa/RAND survey showed a third of respondents thought their infant would “definitely or probably” be infected with RSV within a year, while **70%** reported they “definitely or probably”
- According to data from the National Poll on Healthy Aging, about half (**52%**) of adults from 60 to 80 years of age have heard about the new RSV vaccines.
 - **21%** of these respondents reported they were very interested in getting the RSV vaccine.



Tonya Renee

Vaccines induce the body to make antibodies. This prevention is antibodies so it isn't a vaccine. Since it isn't a vaccine, insurance companies may not cover it so don't expect your local pediatrician to have it until the payment is worked out. At a cost of \$450, no one wants to offer it when there is a very real chance that the cost may not be covered.

Edit- Confused this with another RSV treatment. This one is a vaccine but the cost is \$320. Will likely take a while for insurance to cover making immediate availability unlikely.

Theme 3: Consumers and social media users are discussing the recently FDA-approved RSV vaccines for pregnant individuals and adults over 60 years of age.

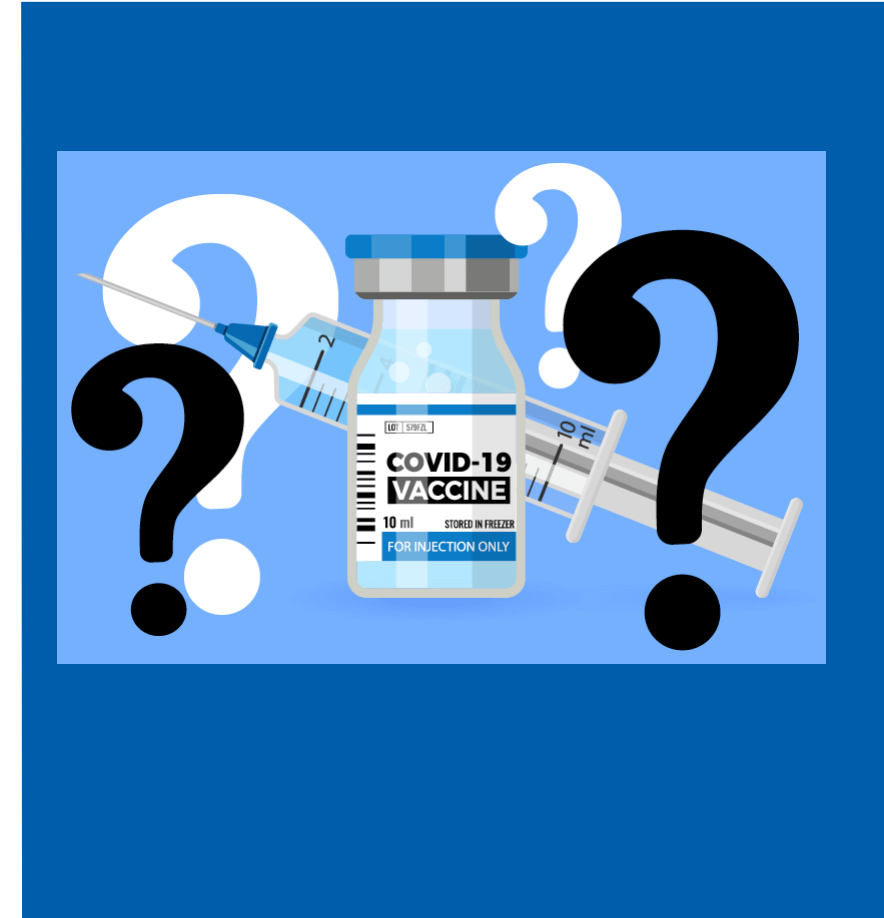


Commonly Asked Questions:

- How much will RSV vaccines cost consumers?
- Is the RSV vaccine an mRNA vaccine
- What are the side effects of the RSV vaccine?

Inaccurate Health Information Themes:

- RSV vaccines had to be developed only because widespread COVID-19 vaccination created RSV.
- Some social media users believe RSV vaccines are not safe for pregnant individuals and their developing fetuses.
- Some social media users believe RSV vaccine did not undergo adequate testing and clinical trials before FDA approval.

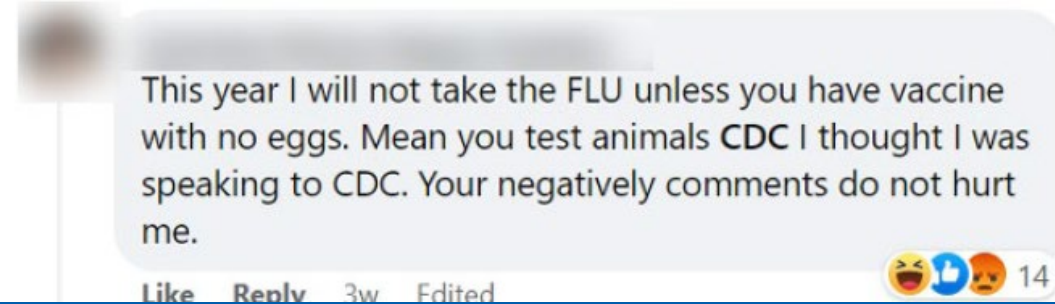


Theme 4: Consumers are concerned about side effects from flu vaccines. Additionally, social media users are discussing egg proteins present in flu vaccines.



Perceptions, Concerns and Threats to Vaccine Confidence

- Some consumers and social media users are concerned about egg proteins present in influenza vaccines.
- Some social media users are sharing their belief that it is not worthwhile to receive flu vaccine because it is still possible to get flu.
- Some social media users are concerned receiving a flu vaccine will result in a worse case of flu than they would have had if they not been vaccinated
- Individuals are using social media to share adverse events caused by flu vaccines.



Theme 4: Consumers are concerned about side effects from flu vaccines. Additionally, social media users are discussing egg proteins present in flu vaccines.



Commonly Asked Questions:

- Can individuals with egg allergies receive the flu vaccine?
- Where can individuals find flu vaccines?
- What are side effects of flu vaccines?
- Is it possible to get the flu from flu vaccines?

Inaccurate Health Information Themes:

- Some social media users believe receiving flu vaccine can cause or increase chances of flu.
- Some social media users believe flu vaccines are only recommended to increase profits for pharmaceutical companies.
- Some social media users believe flu vaccines are ineffective for children and older populations.



Ways public health partners can take action

- Acknowledge pandemic fatigue and empathize with people's concerns and frustrations.
- Reinforce the message that vaccination is a vital step toward decreasing risk of serious respiratory illness.
- Offer vaccines at convenient and accessible locations, such as clinics, pharmacies, workplaces, schools, and community centers.
- Provide flexible hours for vaccination clinics to accommodate various schedules and enable walk-in appointments to reduce barriers.
- Maintain transparent reporting of respiratory virus surveillance and vaccine effectiveness to keep the public informed and engaged in the mitigation efforts.

