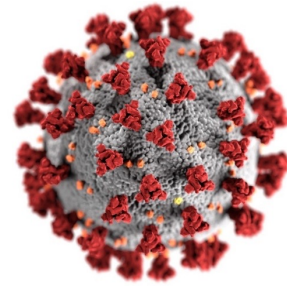


Intent and Perceptions of the Updated booster and the Annual Flu Vaccine

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Centers for Disease Control and Prevention



November 17, 2022



Vaccinate with **Confidence**

cdc.gov/coronavirus

1

Overview

1. National Immunization Survey Adult COVID Module
2. Porter Novelli View 360 Survey
3. CDC's State of Vaccine Confidence Insights: Bivalent Vaccine Report

Source: <https://www.cdc.gov/vaccines/covid-19/vaccinate-with-confidence.html#reports>

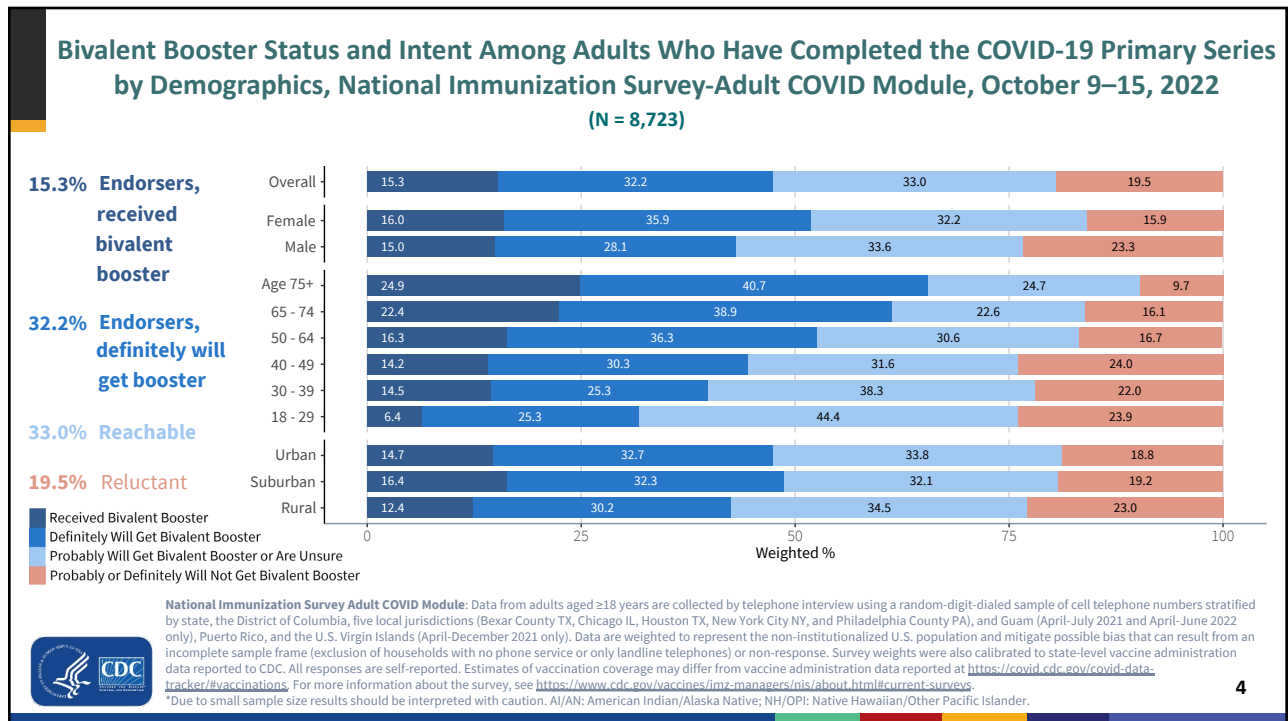
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National Immunization Survey Adult COVID Module

Data Collection Period: October 9-15, 2022
 N = 8,723
 Sample: Nationally representative sample. Over 18 years.



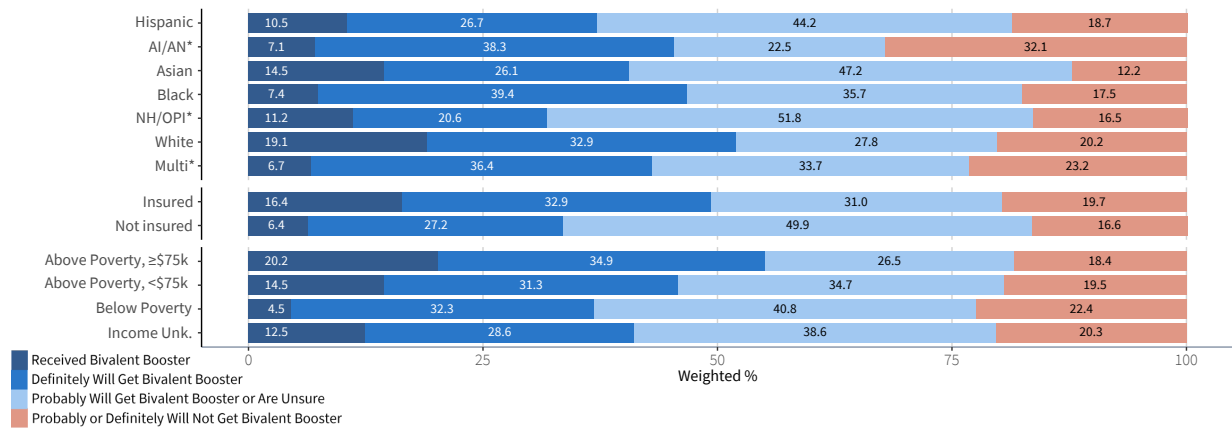
3



4

Bivalent Booster Status and Intent Among Adults Who Have Completed the COVID-19 Primary Series by Demographics, National Immunization Survey-Adult COVID Module, October 9–15, 2022

(N = 8,723)



National Immunization Survey Adult COVID Module: Data from adults aged ≥18 years are collected by telephone interview using a random-digit-dialed sample of cell telephone numbers stratified by state, the District of Columbia, five local jurisdictions (Bexar County TX, Chicago IL, Houston TX, New York City NY, and Philadelphia County PA), and Guam (April-July 2021 and April-June 2022 only), Puerto Rico, and the U.S. Virgin Islands (April-December 2021 only). Data are weighted to represent the non-institutionalized U.S. population and mitigate possible bias that can result from an incomplete sample frame (exclusion of households with no phone service or only landline telephones) or non-response. Survey weights were also calibrated to state-level vaccine administration data reported to CDC. All responses are self-reported. Estimates of vaccination coverage may differ from vaccine administration data reported at <https://covid.cdc.gov/covid-data-tracker/#vaccinations>. For more information about the survey, see <https://www.cdc.gov/vaccines/imz-managers/nis/about.html#current-surveys>.
 *Due to small sample size results should be interpreted with caution. AI/AN: American Indian/Alaska Native; NH/OPI: Native Hawaiian/Other Pacific Islander.

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Porter Novelli View 360 Survey, N = 515

Data Collection Period: September 13-15, 2022

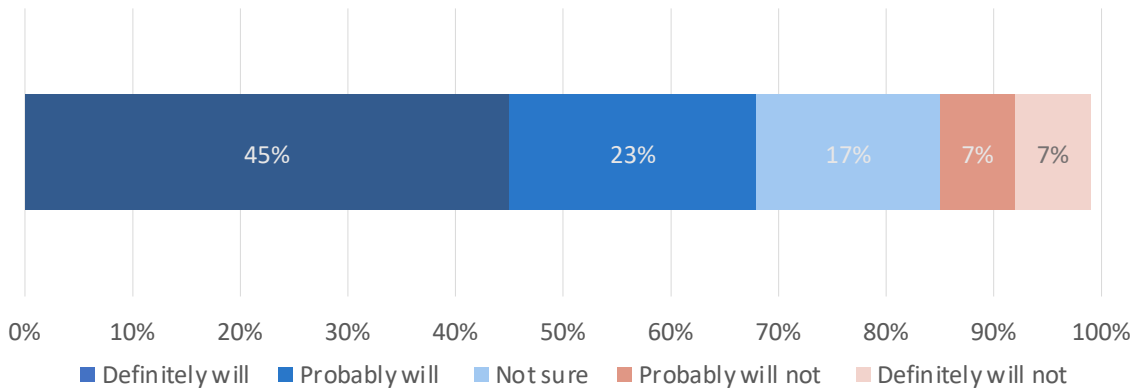
N = 515

Sample: Nationwide sample. Over 18 years.



6

Of Those Who Received at Least One Dose of the COVID-19 Primary Series, 68% of Will Definitely (45%) or Probably Get (23%) A or Another COVID-19 Booster Dose (n=386, 75% of Total)



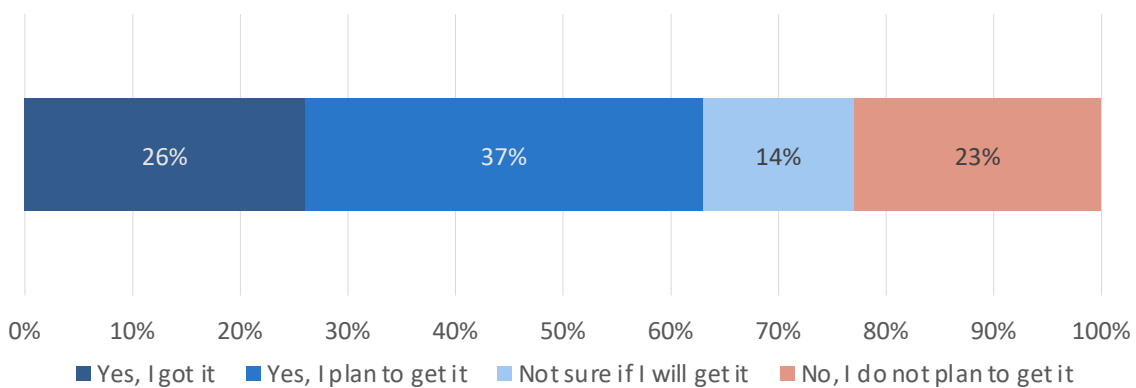
Preliminary, Unpublished result

Fielded: September 13-15, 2022

7

7

37% Of the Sample Are Unsure (14%) or Do Not Plan On Getting (23%) the Annual Flu Vaccine (N=515, 100% of Total)



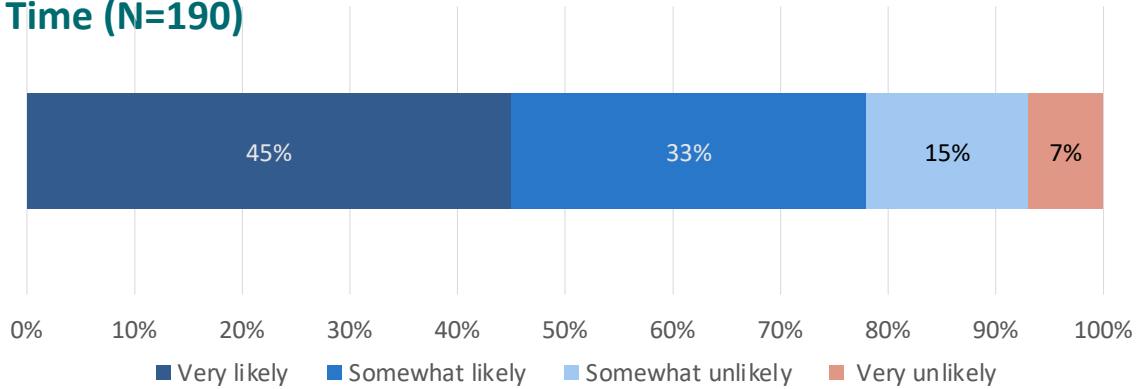
Preliminary, Unpublished result

Fielded: September 13-15, 2022

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8

78%* Reported Being Very Likely or Somewhat Likely to Get the Annual Flu Vaccine and a COVID-19 Booster Dose at the Same Time (N=190)



*Of those who received at least one dose of the COVID-19 primary series and have not received their annual flu vaccine or the Updated Booster, But Are Eligible and Willing

Preliminary, Unpublished result

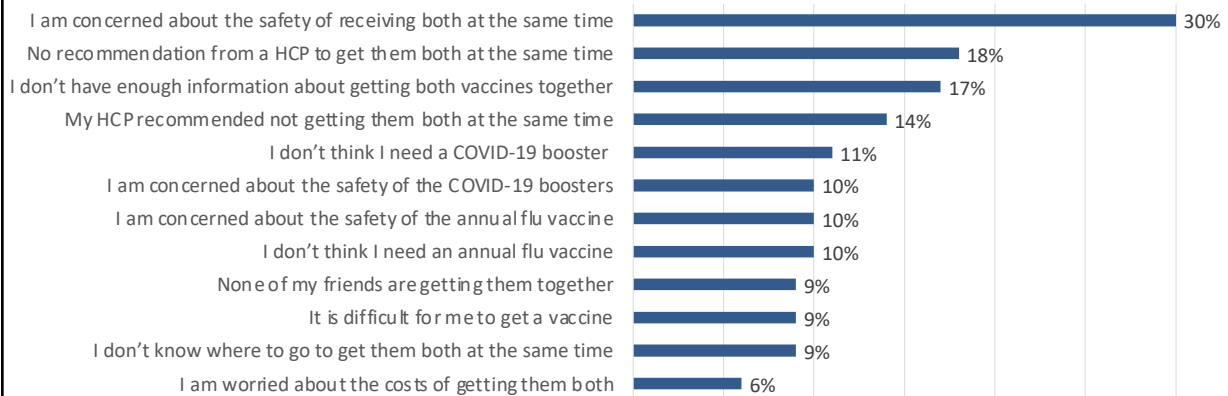
Fielded: September 13-15, 2022



9

9

Top Reasons Given* That Make It More Difficult to Get a Booster at the Same Time as the Annual Flu Vaccine (n=256)



*Of those who received at least one dose of the COVID-19 primary series and have not received their annual flu vaccine

Preliminary, Unpublished result

Fielded: September 13-15, 2022



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CDC's State of Vaccine Confidence Insights: Bivalent Vaccine Report

Data Collection Period: August 30 – September 12, 2022



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CDC's State of Vaccine Confidence Insights Report

- Collects data from over 24 quantitative and qualitative data sources:
 - Digital media, social media, polls, literature, CDC-INFO, web metrics, etc.
- Themes identified using integrated and thematic analysis
- Assigned a threat level relative to the perceived threat to vaccine uptake and the degree it appears within and between the data sources

Type	Input	Cadence	Sources	Tactics for Utilization
Social Media Listening & Media Monitoring	Communication Surveillance Report	Daily on weekdays	<ul style="list-style-type: none"> Google news Meltwater CrowdTangle Native platform searches 	<ul style="list-style-type: none"> Share of voice topic analysis to identify themes Emerging topics
	Meltwater	Daily	<ul style="list-style-type: none"> Facebook, Twitter, Instagram Blogs News media Online forums 	<ul style="list-style-type: none"> Share of voice topic analysis Emerging theme topics Identify high reach/velocity topics
	QADC Channel Comment Analysis	Daily on weekdays	<ul style="list-style-type: none"> Native platform searches 	<ul style="list-style-type: none"> Sentiment analysis Identify message gaps/voids
Direct Reports	CDC-INFO Metrics	Weekly	<ul style="list-style-type: none"> CDC-INFO inquiry line list Prepared response (PR) usage report 	<ul style="list-style-type: none"> Cross-compare PR usage with inquiry theme analysis Sentiment analysis Identify information gaps/voids
	VTF Media Requests	Weekly	<ul style="list-style-type: none"> Media request line list 	<ul style="list-style-type: none"> Leading indicator for news coverage Identify information gaps/voids
Research	Web Metrics	Weekly	<ul style="list-style-type: none"> Top pages Google search queries Top FAQs Referring domains 	<ul style="list-style-type: none"> Identify information gaps/voids Identify keywords/search terms, changes in web traffic
	Poll Review	Weekly	<ul style="list-style-type: none"> Harris Poll, PEW research, Gallup Poll, RFF New data related to vaccine hesitancy 	<ul style="list-style-type: none"> Identify socio-behavioral indicators related to motivation and intention to vaccinate
	Literature Review	Weekly	<ul style="list-style-type: none"> PubMed, LitCovid, ProQuest Central New data related to vaccine hesitancy 	<ul style="list-style-type: none"> Identify current vaccination intention Identify barriers to vaccination
Third Party Reports	Tanaq Social Listening + Media Monitoring Report	Weekly	<ul style="list-style-type: none"> Meltwater Sprout Social First Draft Native platform searches 	<ul style="list-style-type: none"> Trending topics Demographic and geographic conversation monitoring
	CrowdTangle content insights report	Biweekly	<ul style="list-style-type: none"> Facebook 	<ul style="list-style-type: none"> Top pages (voices), groups General trends/sentiment analysis News analysis through posts
	First Draft News Vaccine Misinformation Insights Report	Monthly	<ul style="list-style-type: none"> Proprietary methods 	<ul style="list-style-type: none"> Media trends analysis Emerging threats and data deficits Online vaccine narratives
	Project VCTR	Weekly	<ul style="list-style-type: none"> Proprietary methods 	<ul style="list-style-type: none"> National and regional trends in negative attitudes toward vaccination Conversations around Legislation

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Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

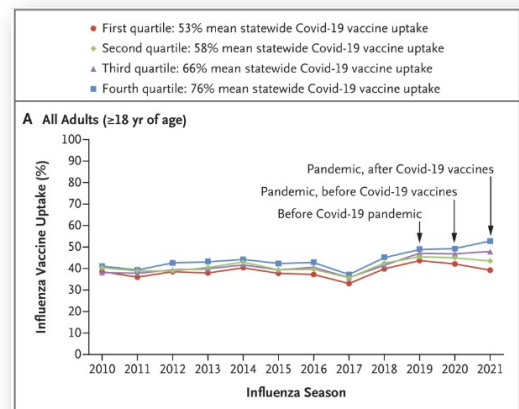


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Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

■ Perceptions, concerns, and threats to vaccine confidence

- One study found that adult influenza vaccine uptake decreased from 43.7% to 39.2% in states with the lowest COVID-19 vaccine uptake and only decreased after the COVID-19 vaccine was introduced.
 - The authors believe this indicates that factors associated with COVID-19 vaccine confidence may have carried over to affect influenza vaccination rates.



Leuchter, R. K., Jackson, N. J., Mafi, J. N., & Sarkisian, C. A. (2022). Association between Covid-19 vaccination and influenza vaccination rates. *New England Journal of Medicine*, 386(26), 2531-2532.

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Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

Perceptions, concerns, and threats to vaccine confidence

- The same study found that adult influenza vaccine uptake increased from 49.0% to 52.8% in states with the highest COVID-19 vaccine uptake.
- This study also found a strong consistent association over time since October 2021 of COVID-19 vaccine uptake and intent of flu vaccination since July 2021, in children and adults.
- The study found no meaningful difference in adult influenza vaccine uptake after the COVID-19 vaccine was introduced for children ages 6 months to less than 18 years or adults ≥65 years.

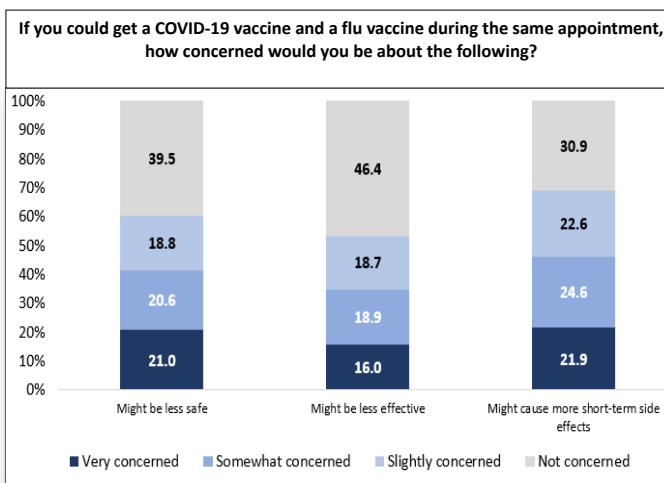


Leuchter, R. K., Jackson, N. J., Mafi, J. N., & Sarkisian, C. A. (2022). Association between Covid-19 vaccination and influenza vaccination rates. *New England Journal of Medicine*, 386(26), 2531-2532.

Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

Perceptions, concerns, and threats to vaccine confidence

- A CDC probability-based Omnibus panel survey found a meaningful percentage of people were concerned about the safety and decreased effectiveness associated with coadministration



Unpublished result; Predecisional – Not for Distribution

Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

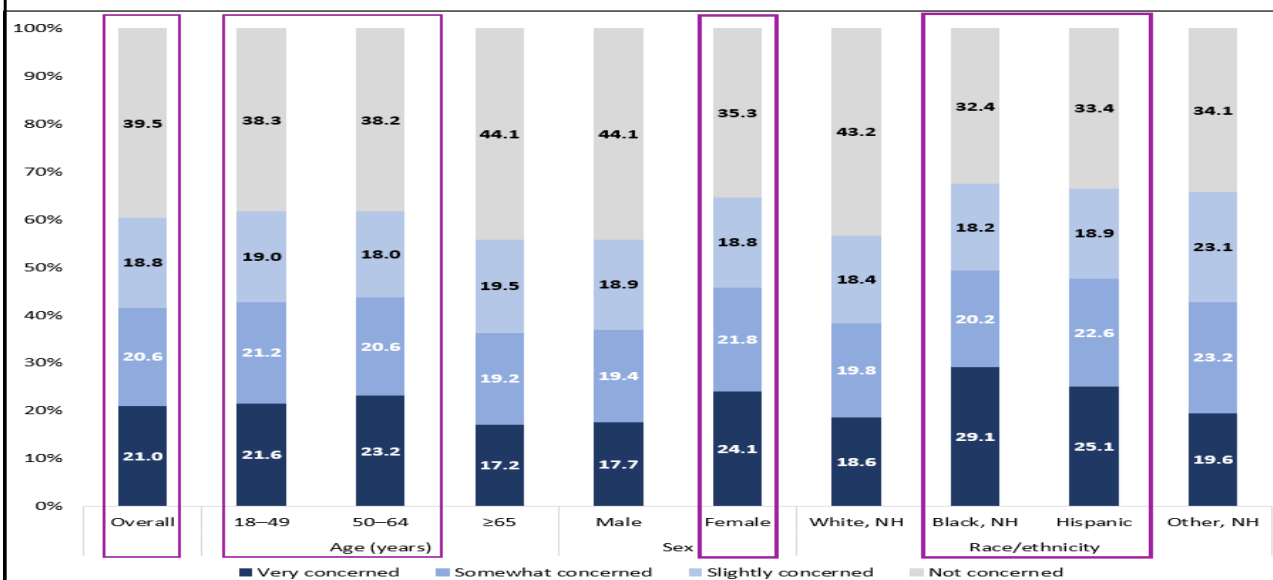
Perceptions, concerns, and threats to vaccine confidence

- Omnibus panel survey data from late last year also showed high correspondence between an intent for flu vaccination for the 2020-21 season and COVID-19 vaccination intention.
- The CDC probability-based Omnibus panel survey also found that concerns about coadministration impacting the vaccines' effectiveness and safety differed by age, gender, race, and ethnicity.

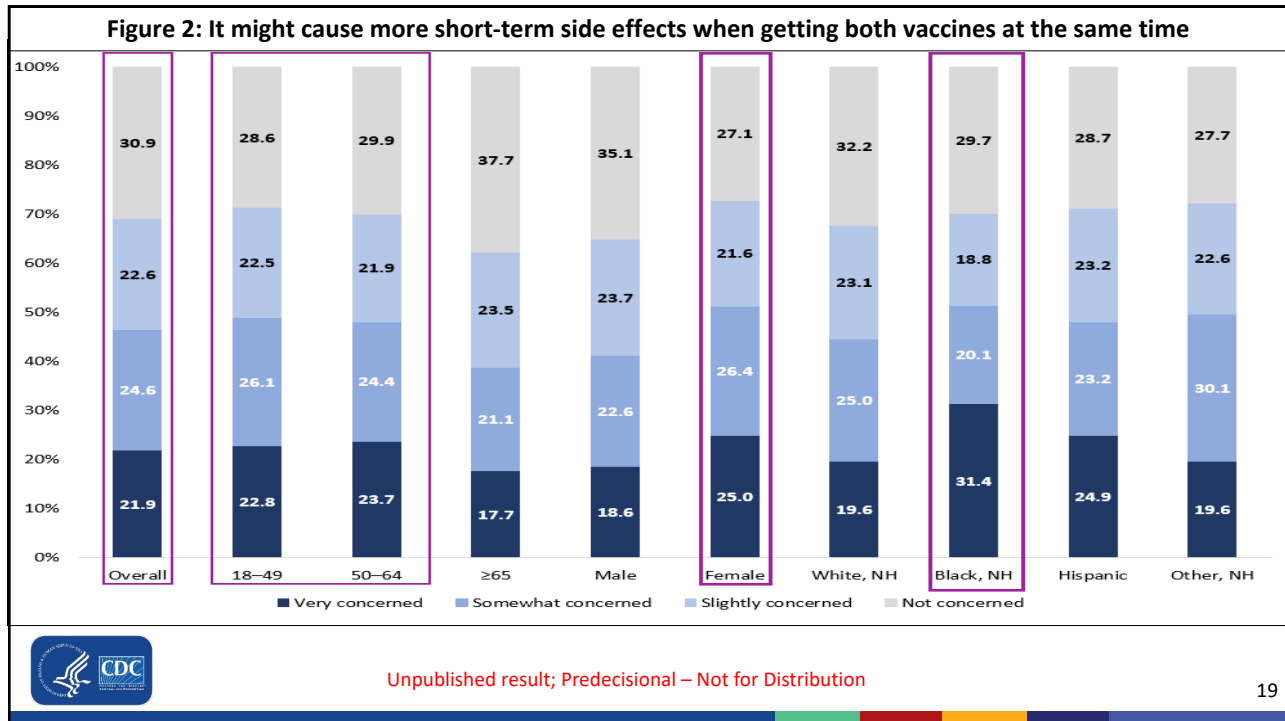


Unpublished result; Predecisional – Not for Distribution

Figure 1: It might be less safe to get both vaccines at the same time



Unpublished result; Predecisional – Not for Distribution



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Theme 4: Some health experts and evidence suggest that combining messaging promoting uptake of the bivalent booster dose and the annual flu vaccine at the same time might not be effective for all people

- Perceptions, concerns, and threats to vaccine confidence**

 - HHS Current Events Tracker Wave 74 reported that only 46% of adults said they thought someone would find a message about getting a COVID-19 booster and flu vaccine at the same time to be motivating as a reason to get a booster.

 - Adults ranked “variant-specific,” “updated,” and “new” boosters about the same regardless of vaccine or booster status.
 - 62% of adults said they thought someone would find a message mentioning the original COVID strain and Omicron to be motivating to get a booster.
 - 47% of unboosted adults found the message referencing both strains to be motivating, compared to 79% of boosted adults.
 - Almost two-thirds of boosted adults found the message about colder weather motivating, compared to 37% of unboosted adults.

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For more information about the themes and findings in this presentation contact:

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TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

