RSV Vaccine For Me?
Addressing Barriers to Adult Coverage

AUTHORS

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BACKGROUND / PURPOSE

In June 2023, ACIP first recommended RSV vaccination for adults 60 and older using shared clinical decision-making. Since then, the recommendation has been updated in 2024 and again in 2025. According to National Immunization Survey data, **38% of adults** ages 60-74 at increased risk and **47.5% of adults** 75 or older, received an RSV vaccination during the 2024-25 season. With funding from GlaxoSmithKline (GSK), the American Lung Association's RSV Vaccination for Adults initiative aimed to provide patients and caregivers with tools to self-advocate so that they can understand the importance of RSV prevention and discuss with their healthcare provider whether vaccination is appropriate for them.

GOALS

- ✓ Raise awareness about RSV, disease burden and factors that put older adults at increased risk for severe RSV illness.
- ✓ Raise awareness about availability of RSV vaccination for eligible adults.
- ✓ Drive key audiences to learn steps to help prevent RSV infection and questions to ask their healthcare provider about staying up to date on all recommended respiratory vaccinations.
- ✓ Expand general awareness of the importance of vaccination to protect against infectious respiratory disease in adults.

AUDIENCE

Adults eligible for RSV vaccination, with an emphasis on those living with chronic lung disease.

Resources

RSV in Adults

RSV for Healthcare Providers

METHODS

Webinar

In October 2024, the Lung Association conducted a webinar to help educate adults about the implications of respiratory viruses when living with chronic medical conditions like lung disease, diabetes and heart disease. The webinar featured presenters from the Heart Association, Diabetes Association and CDC, and reached over 375 individuals within 47 states.

Patient Survey

In December 2024, the Lung Association partnered with Phreesia, a point of care marketing company, to conduct a survey with individuals 60 years or older to complete while they wait for their healthcare provider visit. Around 1,615 survey responses were received.

Webpage Survey

To help understand RSV awareness and intent for vaccination among adults 60 and older, the Lung Association distributed a survey on the RSV in Adults webpage that received around 475 responses between December 2024-July 2025.

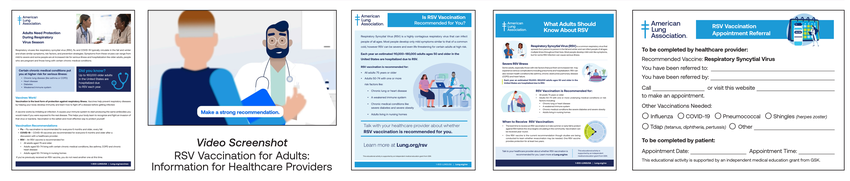
STRATEGIES DEVELOPED POST SURVEYS

The Lung Association

- Developed educational resources to increase knowledge of RSV and risk factors for severe illness.
- Created resources to improve understanding of available RSV vaccines.
- Encouraged adults to discuss RSV with their healthcare provider.
- Promoted co-administration of recommended vaccines to protect against seasonal viruses.

Healthcare Provider RSV Resource Hub

In May 2025, the Lung Association created an RSV Vaccine Education for Providers initiative. The initiative included creating a webpage to house available resources and tools for healthcare providers so they can easily educate, recommend and vaccinate patients or refer them to a vaccination site.



Video Screenshot
RSV Vaccination for Adults: Information for Healthcare Providers

PATIENT SURVEY RESULTS

44% of patients reported little to no familiarity with RSV, even among individuals with underlying medical conditions who are at high risk of severe RSV illness.

64% of patients reported they have never discussed RSV with a healthcare provider.

40% of patients who are aware of an RSV vaccine report having received it.

Among those who have discussed RSV with a healthcare provider, 58% of patients are **more than twice as likely** to have received the vaccine compared to those who haven't (**26%**).

WEBPAGE SURVEY RESULTS

What Adults Want to Know About the RSV Vaccine

- ✓ How does the vaccine prevent RSV
- ✓ What are the potential side effects
- ✓ Can it be received with other vaccines
- ✓ How often should you get the vaccine
- ✓ How safe is the vaccine
- ✓ Is the vaccine covered by insurance

REACH

Social Media Performance

1.7M+ impressions
through organic and paid social media

916K+ impressions
through Facebook advertising for target audience

Website Performance

400K+ page views
for the RSV in Adults web page

Traditional and 3rd Party Performance

577.8M impressions
for traditional media including PR Newswire, media relations, a matte release, and iHeart radio promotion targeted in Mississippi, one of the lowest vaccinated states in the country.

82K unique users
saw targeted RSV focused ads through Phreesia partnership.

CONCLUSION

This ongoing initiative is working to increase RSV knowledge among older adults so that they can make informed vaccination decisions. By providing clear, accessible information to individuals recommended for vaccination, and tools and resources for healthcare professionals, the Lung Association aims to help address the following barriers:

- Lack of knowledge about RSV risk among older adults and adults who are at increased risk for severe RSV illness.
- Absence of provider discussions and recommendations with eligible adults.
- Uncertainty regarding insurance coverage.
- Confusion around eligibility for receiving an RSV vaccine.
- Misinformation about vaccines.

FUTURE TACTICS

1. Explore focus group opportunities to test Lung Association messaging and resources related to RSV.
2. Continue to promote Lung Association and partner resources through the RSV for Healthcare Professionals webpage and develop strategies to reach providers
3. Build and expand relationships with nationwide immunization partners to learn about initiatives and collaboration opportunities.

CONTACT

For more information contact Michelle Caul and Tiffany Belser at **Immunization@Lung.org**.

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