

Patient Education Workgroup

Workgroup Report & Introduction to
Quick Guide to Adult Vaccine Messaging

May 14, 2014

Co-Leads:

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National Adult and Influenza Immunization Summit



During This Session

Workgroup

- Annual Report
- Introduction to Messaging Guide

ACOG

- Messaging in the "Real World"

Workgroup

- Breakout Session Report – Action Steps for NIAM
- What's in Store for the Future?

National Adult and Influenza Immunization Summit



Patient Education Workgroup Members

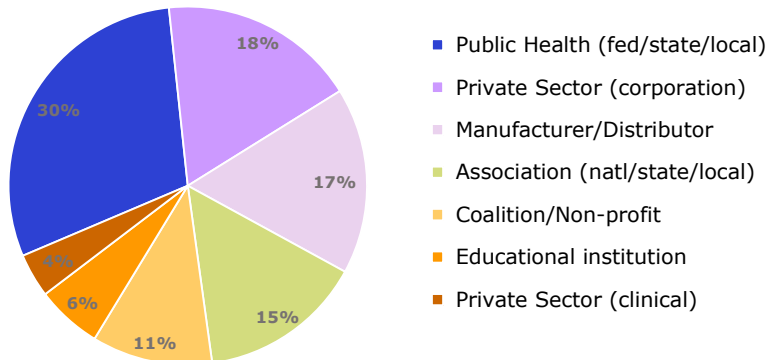
Allison Alexander, *Immunize Oregon*
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 Jacqueline Awe, *Savannah State University*
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 Ray Michael Bridgewater, *Assemblies of Petworth*
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 Susan Farrall, *CDC*
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 Rebecca Fish, *HHS*
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 Marcus Nemeth, *ABO Pharmaceuticals*
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 Margaret Tomecki, *APHA*
 JC Velazquez, *HMA Associates*
 Barbara Wolicki, *MI Immunization Program*

National Adult and Influenza Immunization Summit



Patient Education Workgroup Representation, by Member's Organization Type (n=54)



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Patient Education WG History

2012

- Conducted gap analysis with existing patient education materials

2013

- Calendar w/ messaging matrix for target audiences
- Method to solicit personal stories about VPDs
- Collaborated on Adult Vaccine Resource Library

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Summit – May 2013

For the PATIENT EDUCATION working group, the following three actionable priority activities have been proposed as action items over the next year. Please specify which one you think is the highest priority in terms of potential impact and the Working Group having the ability to make a difference.

	Response Percent	Response Count
Identifying effective adult immunization messages	72.0%	95
Building out the communications Calendar	9.1%	12
Collecting real life stories	18.9%	25

Identifying effective adult immunization messages

72%

How did we follow our marching orders?

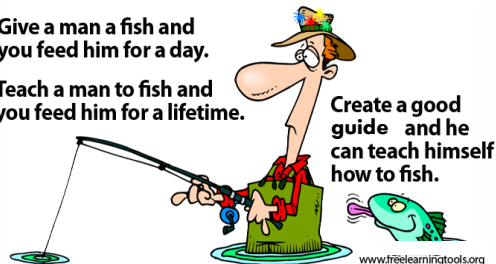
- Began examining available research
(minimal/proprietary)
- Determined we should wait on CDC research results
 - Literature Review (Nov/Dec 2012)
 - Adult Consumers: Focus Groups (March 2013)
 - HCPs: In-depth interviews (July-Aug 2013)
- Began developing partner distribution list
- Determined “philosophy”
 - Purpose
 - Size

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**Give a man a fish and
you feed him for a day.**

**Teach a man to fish and
you feed him for a lifetime.**



**Create a good
guide and he
can teach himself
how to fish.**

www.freelearningtools.org



- Simple...“quick”
- Easy-to-understand; useable!
- Based on *research* about effective messages
- Provide references for more detailed information
- “Teach a man to fish”

QUICK GUIDE TO
ADULT VACCINE MESSAGING



- What motivates adults to get vaccinated?
- What types of messages work?
- What are some examples of effective messages?
- How do I adapt these messages for my audience?
- How do I share my message?
- Where can I get help?
- Are there some good sample materials available?

QUICK GUIDE TO

ADULT VACCINE MESSAGING



What Motivates Adults to Get Vaccinated?

Motivations to get vaccinated vary from person to person. But thanks to focus group research conducted by the U.S. Centers for Disease Control and Prevention (CDC) in 2013, we know three common motivators are:

- **A recommendation from a health care provider.**
Recommendations from health care providers are the most important factors in convincing adults they should be immunized. During every visit, it is critical for health care providers to review their patients' immunization history to determine whether he or she needs to be vaccinated.
- **Protection against diseases that could have serious consequences.**
Adults are motivated to get vaccinated if they believe it will protect them from diseases that could lead to serious illness, missed work or school, medical bills, and inability to care for loved ones.
- **A desire to protect others.**
Although some adults don't believe that they are susceptible to serious illness, most do think that immunization is important for those that are at risk. Adults are willing to get vaccinated if they understand that protecting themselves means protecting those around them.

Guide contains more detail – Just showing highlights in following slides

QUICK GUIDE TO

ADULT VACCINE MESSAGING



What Motivates Adults to Get Vaccinated?

- A recommendation from a health care provider
- Protection against diseases that could have serious consequences
- A desire to protect others

QUICK GUIDE TO

ADULT VACCINE MESSAGING



What Types of Messages Work?

- Simple, concise, direct, to the point
- Stress prevention or encourage vaccination as a way to be proactive or have control over their health
- Empower adults & provide information that can help them make an informed decision
- Encourage adults to speak with their health care providers for more tailored information
- End with an “ask”

QUICK GUIDE TO

ADULT VACCINE MESSAGING



What are Some Examples of Effective Messages?

YOU CAN PROTECT YOUR HEALTH – AND OFTEN OTHERS AROUND YOU – BY GETTING VACCINATED.

VACCINE-PREVENTABLE DISEASES CAN CAUSE SERIOUS CONSEQUENCES, EVEN DEATH.

ALL ADULTS ARE AT RISK FOR VACCINE-PREVENTABLE DISEASES.

YOU HAVE TOO MUCH TO DO TO RISK GETTING SICK, SO GET VACCINATED.

QUICK GUIDE TO

ADULT VACCINE MESSAGING



How Do I Adapt These Messages for My Audience?

AGE

Young adults may be more interested in protecting their friends by getting vaccinated, while older adults may be more concerned with protecting children and grandchildren.

NEWLY INSURED

As the pool of the newly insured individuals expands, some individuals may not understand that vaccines are available to them. You may need to include an additional message letting them know "You're covered" to receive vaccines.

AUDIENCES

MINORITY POPULATIONS

Acknowledge cultural diversity and deal sensitively with cultural differences that affect the way messages are received.

CHRONIC CONDITIONS

Individuals with chronic conditions are most receptive to messages about vaccination as part of a healthy lifestyle. Some individuals, particularly those with diabetes, may need additional information on why their condition puts them at greater risk of vaccine-preventable diseases.

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ADULT VACCINE MESSAGING



How Do I Adapt These Messages for My Audience?

Age

- Young adults – interested in protecting friends
- Older – protecting children/grandchildren

Chronic conditions

- Part of a healthy lifestyle
- Why at higher risk due to condition

Minority populations

- Acknowledge diversity/ culturally sensitive

Newly insured

- "you're covered"

QUICK GUIDE TO

ADULT VACCINE MESSAGING



How Do I Share My Message?

Posters & Flyers

- Stick to a single message
- Always ask your audience to *do something*
- Use visuals to catch the eye
- Place text above or to the side of the picture

Social Media



QUICK GUIDE TO

ADULT VACCINE MESSAGING



Any Parting Words of Wisdom?

“There’s not a magic bullet – no single message will reach all adults.”

How do you maximize your impact?

- Stress the relevance & importance of timely vaccinations
- Use empowering messages & provide support tools
- Provide transparent & plain language information on VPDs & vaccines
- Encourage adults to talk with their healthcare providers

QUICK GUIDE TO

ADULT VACCINE MESSAGING



Where Can I Get Help?

Multiple websites listed for:

- General adult vaccine information
- Message development & sharing

QUICK GUIDE TO


ADULT VACCINE MESSAGING



Are There Some Good Sample Materials Available?

Multiple examples to tailor for *your* audience

- General
- Personal Stories about Vaccines and VPDs
- Pregnant Women
- Chronic Conditions
 - Asthma
 - Diabetes
 - Heart Disease
 - Liver Disease
 - Lung Disease
 - Kidney Disease
 - HIV/AIDS


www.izsummitpartners.org/naais-workgroups/patient-education

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Patient Education Workgroup

The Patient Education Workgroup is working to increase awareness of adult immunizations by creating and sharing communication tools with Summit members and other key partners that will assist them in developing and delivering effective and compelling adult immunization messages.

Meeting Schedule
The Patient Education Workgroup meets on the 2nd Thursday of the month at 1 p.m. ET

UPCOMING MEETING
Thursday, June 12, 2014, 1 p.m. ET

Workgroup Members
Leadership Committee

- Amy Cello, CDC
- Erika DeWald, APDO
- Erin Kennedy, CDC
- Laurel Wood, IAC

[MEET THE TEAM](#)

Projects

The Patient Education Workgroup's "Quick Guide to Adult Vaccine Messaging" provides some effective, research-tested messages for reaching adults with important vaccine messages. It also contains tips on customizing your approach and language depending on your audience.

The Patient Education Workgroup has developed a searchable list of adult immunization resources and will continue to promote, maintain, and improve on this searchable database, which was launched at NAIS in July 2013.

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ADULT VACCINE MESSAGING

Quick Guide to Adult Vaccine Messaging
Tips for sharing important vaccine messages with adults.

But wait...there's more!

Other great resources available through Patient Edn WG site

The Patient Education Workgroup developed two attractive handouts to promote and solicit stories about vaccine-preventable diseases in adults; one is intended for patients and the other is for providers.



Stories Worth Telling
Flyer for health professionals



What's Your Story
Share this flyer with your patients



Stories worth telling...

Looking for real stories about vaccine-preventable diseases that you can use when talking to your patients?

Visit the following websites to learn more:

Adult Vaccines: Personal Testimonies
Immunization Action Coalition
vaccineinformation.org/adults/testimonies

Real Stories, Real People
National Foundation for Infectious Diseases
nfid.org/real-stories-real-people

Shot by Shot
California Immunization Program
shotbyshot.org/story-gallery

Together Educating About Meningitis (T.E.A.M)
National Meningitis Association
nmanas.org/programs/team

Voices of Meningitis
National Association of School Nurses
voicesofmeningitis.org

for providers



What's your story?

Your real life story about dealing with a vaccine-preventable disease can send other adults a powerful message about the importance of vaccination.

Visit the following websites to tell your story and help others learn from your experience:

Adult Vaccines: Personal Testimonies
Immunization Action Coalition
vaccineinformation.org/adults/testimonies

Real Stories, Real People
National Foundation for Infectious Diseases
nfid.org/real-stories-real-people

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Voices of Meningitis
National Association of School Nurses
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Make a difference. Share your story.

to share with patients

But wait...there's more!

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Adult Vaccine Resources Library

The workgroup developed a searchable list of adult immunization resources and will continue to promote, maintain, and improve on this searchable database, which was launched at NAIS in May 2013.

Adult Vaccination Resources Library

Search the Library

Search Library

Advanced Search (recommended that you use only 1-2 criteria at a time)

Audience:

Disease:

Vaccine:

Condition:

Age Group:

Special Population:

Keyword/Topic:

Language:

Media Type:

Owner/Publisher:

Publication Date:

About the Library
The Adult Vaccination Resources Library (AVRL) gathers adult immunization resources into one location, allowing healthcare providers and the general public to pinpoint adult immunization resources that can be used in a clinic setting or for individual education. Using simple keywords and other selected criteria, you can search the library to find the resources that meet your needs.
[>> tips on how to search the library](#)



Submit a Resource or Comment
To offer comments, report broken links, or submit suggestions for resources that should be included, please send an email to laure@immunize.org. Please put "AVRL: Suggestion" in the subject line.

www.immunize.org/adult-vaccination



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