CDC Adult Immunization Communication: Update on Research, Activities, and Resources

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National Adult and Influenza Immunization Summit
May 2015

CDC Adult Immunization Communication Program Goals and Audiences

- Increase awareness of the risks of vaccine-preventable diseases, the benefits of adult immunization, and adult vaccine recommendations.

- Encourage adults to get vaccinated according to CDC’s recommended immunization schedule.

- Encourage healthcare professionals to assess vaccine needs of their adult patients, strongly recommend immunization, provide vaccines or make appropriate referrals to other immunization providers, and document vaccination.
BUILDING A FOUNDATION

Formative Research

- FallStyles national survey (September/October 2012)
- Literature Review (November/December 2012)
- Focus groups with adults (March 2013)
  - 66 focus groups in 3 cities
  - Segmentation
    - Age: 40-59, 60+
    - Health: With and without chronic conditions (diabetes, COPD/Asthma, heart disease)
    - Race/ethnicity: White, African American, Hispanic
- In-depth interviews with HCPs (July/August 2013)
  - 16 Physicians and 12 Nurse Practitioners/Registered Nurses
  - Primary care and specialties serving patients with chronic conditions
**Key Findings: Adults**

- Adults believe VPDs can be serious and vaccines are important, especially for certain groups.
- Awareness and knowledge of vaccines recommended for adults besides influenza is low.
- HCP recommendation is #1 reported factor in influencing vaccination decisions, but adults perceive receiving few vaccine recommendations.
- Adults are motivated to get vaccines to protect their own health and many would get a vaccine in order to protect loved ones as well.
- Adults do have some concerns about the safety and side effects of vaccines as well as questions about vaccine effectiveness and cost.

**Key Findings: Healthcare Professionals**

- HCPs have high knowledge about influenza, tetanus, and pneumococcal vaccines (most important).
- Perceived seriousness of VPDs is a key factor in how HCPs view the importance of specific adult vaccines.
- Most feel it is the role of primary care providers to track and administer vaccines.
- Primary care HCPs are more familiar with adult vaccines.
  - Stock vaccines that are considered standard of care for their type of practice and/or requested by patients.
  - Vaccine assessment during annual medical visit or if international travel is planned.
- Specialist HCPs report competing priorities/time constraints.
Vaccination Decision Making

- **Key Factors:**
  - Susceptibility
  - Risk of consequences
  - Efficacy
  - Safety/side effects
  - Cost

- Adults want tailored information to make an informed decision about whether a vaccine is right for them.

- HCPs believe that vaccination is the patient’s choice and are reluctant to be pushy in their recommendation unless the VPD is perceived to be potentially very serious for the patient.

HCP Vaccine Recommendation: Facilitating Factors

- Tailoring recommendations
- HCPs sharing that they have been vaccinated
- Ongoing conversation between HCP and patient about vaccines and continued reminders/recommendations
- Timing of recommendation
- Patient awareness and knowledge about vaccines
Communication with Adults

- Stress the **relevance and importance** of timely vaccination for protection.
  - Highlight susceptibility: All adults are at risk for VPDs.
  - Explain severity and potential costs of getting VPDs.

- Use **empowering** messages and highlight the **benefits** of vaccination.
  - Getting vaccinated is part of staying healthy.

- Provide **transparent and plain language** information on VPDs and vaccines, including safety and efficacy as well as how to get vaccinated.

- **Tailor** information as much as possible. Encourage them to talk with HCPs about vaccines that are right for them.

Communication with HCPs

- Stress seriousness of VPDs and critical role HCPs play in patients getting vaccinated.

- Highlight low coverage rates and missed opportunities for vaccination.

- Relay new standards that call on ALL HCPs to take steps to ensure that patients are fully immunized.

- Provide resources to assist in making compelling recommendations and addressing patient questions.

- Direct them to tools and support in improving immunization practices.
Communication Framework

Stages in Vaccination Decision-Making

- Unaware of recommended vaccine
- Aware vaccine is recommended but not considering
- Considering recommended vaccine
- Made the decision NOT to vaccinate
- Made the decision to vaccinate
- Get recommended vaccine
- Follow schedule

What we can do to promote vaccination

- Increase Awareness (Easily accessible info)
- Engagement (Info from trusted sources)
- Education (info to make informed decision)
- Support (tools / resources)
- Reinforcement

Key Factors:

Perceived:
- Susceptibility
- Severity
- Consequences
- Benefits
- Costs/Risks
- Norms
- Self-efficacy

HCP Recommendation

DEVELOPING A PROGRAM
**Communication Strategies, Activities, Channels**

- **Promotional Outreach**
  - Media
  - Partners

- **Information Dissemination**
  - HCPs
  - Partners
  - Media

- **Building Champions**
  - Partners
  - HCPs
  - Media

- **Support Tools and Training**
  - Partners
  - Media

**Raise awareness about need for and benefits of IZ, VPD susceptibility and consequences.**

**Educate on recommended immunization schedule, VPDs, and vaccine safety and efficacy.**

**Recognize best practices and reinforce social norms related to adult vaccination.**

**Provide tools and resources to support decision-making and build self-efficacy in vaccination.**

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**Communication Resources: Adult Audiences**

- **Promotional Outreach**
  - Posters and Flyers
  - Web buttons and banners
  - Sample tweets and social media posts
  - Radio PSAs

- **Information Dissemination and Education**
  - Matte articles and web features
  - Educational factsheets

- **Support Tools**
  - Easy to read schedule (revised based on testing)
  - Vaccine Quiz: [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)
  - Adult immunization website: [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults) (also in Spanish)

Available at [www.cdc.gov/vaccines/AdultPatientEd](http://www.cdc.gov/vaccines/AdultPatientEd)
Outreach Products

“I got vaccinated because I can’t risk getting sick.”

“I want to protect my health, so I’m getting the vaccines I need.”

“My dad got shingles, my wife got whooping cough, that’s why I’m getting the vaccines I need.”

“I do a lot to stay healthy, including getting vaccinated.”

Do you know which adult vaccines you need?

www.cdc.gov/vaccines/AdultPatientEd

Fact Sheets for Adults

www.cdc.gov/vaccines/AdultPatientEd
Products for Adults with Chronic Conditions

www.cdc.gov/vaccines/AdultPatientEd

Spanish Language Fact Sheets
Spanish Language Posters

Communication Resources: HCP Audiences

- **Outreach**
  - Web buttons and banners
  - Sample tweets and social media posts

- **Information Dissemination and Education**
  - Matte articles
  - Series of factsheets on new practice standards
  - Medscape commentary with Dr. Bridges

- **Support Tools and Training**
  - Patient education materials
  - Tips on addressing common questions about specific adult vaccines
  - Medscape module on vaccine recommendation (with video vignettes)

Available at www.cdc.gov/vaccines/hcp/adults
HCP Series: Implementing Standards

SHARE Critical Information

- Share the tailored reasons why the recommended vaccine is right for the patient given age, health status, lifestyle, job, or other risk factors.
- Highlight positive experiences with vaccines to reinforce benefits and strengthen confidence in vaccination.
- Address patient questions and any concerns about vaccines, including side effects, safety, and vaccine effectiveness, in plain and understandable language.
- Remind patients that vaccines protect them and their loved ones from many common and serious diseases.
- Explain the potential costs of getting VPDs, including serious health effects, time lost (such as missing work or family obligations), and financial costs.
Addressing FAQs about Adult Vaccines

Influenza (Flu) Vaccines

What disease does this vaccine protect against?
Influenza (Flu) protects against the three most common influenza viruses, including H3N2, H1N1, and B viruses. These are the viruses that cause the most flu-like illness in the U.S. There are many different strains of these virus circulating, and the flu vaccine is designed to protect against the most common or dominant strains. It’s important to get a new flu vaccine every year because the flu viruses change each year.

How effective is this vaccine?
The flu vaccine is highly effective in protecting people from illness caused by the specific flu viruses that are included in the vaccine. The effectiveness of the vaccine varies from year to year, depending on which strains of the flu virus are included in the vaccine and which strains are circulating in the population.

Who is at risk for this disease?
People who are at risk for severe flu illness include:• Children, especially those younger than five years old or those at risk for complications from flu• Pregnant women• Older adults• People with chronic medical conditions such as asthma, diabetes, or heart disease

What could happen if you get this disease?
Illness associated with the flu can cause serious complications, such as pneumonia, respiratory failure, and death. For some people, such as young children, older adults, and those with chronic medical conditions, the flu can cause more severe illness and complications that can result in hospitalization.

What is this disease spread?
The flu is spread through respiratory droplets when an infected person sneezes or coughs. The virus can also be spread by touching a surface that has the virus on it and then touching the mouth or nose. The flu is typically spread from the time symptoms start until five days after the illness begins.

Pneumococcal Vaccines (PCV13 and PPV23)

Zoster (Shingles) Vaccine

What disease does this vaccine protect against?
The shingles vaccine protects against the varicella-zoster virus, which causes chickenpox. After a person has chickenpox, the virus stays in the body and can cause shingles in some people later in life. The shingles vaccine is recommended for everyone who is 60 years of age or older.

How effective is this vaccine?
The shingles vaccine is highly effective in protecting people from shingles. The vaccine is about 90% effective in preventing shingles among people who are 60 years or older, and it is about 87% effective in reducing the risk of serious complications from shingles.

Who is at risk for this disease?
People who are 60 years of age or older are at increased risk for shingles and its complications. Other people who are at increased risk include:

OUTREACH ACTIVITIES

OUTREACH ACTIVITIES
Earned Media Tactics

• Annual release of adult immunization schedule and NHIS adult vaccination coverage data
  – Radio media tours (Jan 2013, Feb 2014)
  – Matte article distribution (Feb 2014)

• National Immunization Awareness Month
  – Radio media tour (Aug 2014)
  – Matte article distribution (Aug 2013, Aug 2014)

• National radio PSA dissemination
  – August – Nov 2014: 1193 airings on 341 stations

Paid Media Tactics

• Internet Radio: Pandora
• Digital (Google Search Engine Marketing and Banner Ads, WebMD, and Online Display Networks)
• Times Square Jumbotron
• Print
  – Cooking Light
  – Every Day with Rachael Ray
  – Fitness
  – Food
  – Health
Times Square Jumbotron

National Immunization Awareness Month

- Adult Week: August 24-30, 2014
- Activities
  - Earned and Paid Media
  - Online Toolkit
  - Social Media Outreach
  - Partner Outreach
CAMPAIGN REACH HIGHLIGHTS

- National and local media coverage about adult immunization
- 1,344,409 views of CDC’s adult immunization pages
- 277,828 completions of adult vaccine quiz
- 57,737 downloads of CDC’s adult immunization products
- Approximately 27,000 printed adult immunization materials ordered for dissemination
- At least 42 partners encouraged adults to get vaccinated
- At least 44 partners informed HCPs of new adult immunization practice standards
- At least 20 partners promoted adult immunization during NIAM

WHERE WE ARE NOW
ConsumerStyles Survey Background

- Annual series of self-administered, online market research surveys

- KnowledgePanel ® (formerly Knowledge Networks) collects all data for Styles surveys using probability-based sampling of panelists online

- FallStyles (September-October)
  - Sent to a random sample of households that returned SpringStyles surveys to ensure a minimum of 3500 completed surveys
  - Included questions in 2012, 2013, and 2014

- Data are weighted to previous year’s Current Population Survey of the U.S. Census
  - Gender, age, race/ethnicity, household income, household size
**Which of the following best describes you?**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighted Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am not aware that I need any vaccines as an adult besides the flu vaccine.</td>
<td>28</td>
</tr>
<tr>
<td>I am aware that I need a vaccine as an adult, besides the flu vaccine, but haven't thought about getting it.</td>
<td>15</td>
</tr>
<tr>
<td>I am considering getting vaccinated against a disease other than the flu but have not yet decided.</td>
<td>7</td>
</tr>
<tr>
<td>I have decided to get vaccinated against a disease other than the flu, but have not yet gotten vaccinated.</td>
<td>5</td>
</tr>
<tr>
<td>I have decided to not get vaccinated against a disease other than flu.</td>
<td>9</td>
</tr>
<tr>
<td>I have gotten vaccinated against a disease other than the flu as an adult.</td>
<td>12</td>
</tr>
<tr>
<td>I make sure I am up-to-date with recommended vaccinations.</td>
<td>24</td>
</tr>
</tbody>
</table>

**SOURCE:** Porter Novelli. 2014. *ConsumerStyles (Fall).* Unpublished.

**In the past year, has this vaccine been recommended to you by a medical professional?**

![Graph showing recommended vaccines](image_url)


*All percentages are weighted*
### Which, if any, of the following issues have made it difficult or prevented you from getting a vaccination other than the flu vaccine as an adult?

<table>
<thead>
<tr>
<th>Issue</th>
<th>FS 2014</th>
<th>FS 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>None of these.</td>
<td>51.3</td>
<td>51.0</td>
</tr>
<tr>
<td>I’m healthy and I don’t need vaccines.</td>
<td>13.1*</td>
<td>11.0</td>
</tr>
<tr>
<td>I’m not worried about the diseases.</td>
<td>13.3*</td>
<td>11.6</td>
</tr>
<tr>
<td>I was not aware the vaccine was recommended for me.</td>
<td>11.6*</td>
<td>18.6</td>
</tr>
<tr>
<td>I didn’t know which vaccines to get.</td>
<td>9.2*</td>
<td>14.7</td>
</tr>
<tr>
<td>Other issues not listed.</td>
<td>8.0</td>
<td>7.1</td>
</tr>
<tr>
<td>I couldn’t afford the vaccine(s).</td>
<td>7.0*</td>
<td>10.0</td>
</tr>
<tr>
<td>I was not aware adults needed vaccines.</td>
<td>4.7*</td>
<td>7.2</td>
</tr>
<tr>
<td>I didn’t know where to go to get vaccines.</td>
<td>1.5*</td>
<td>2.7</td>
</tr>
<tr>
<td>I was not able to take off from work to get to the appointment.</td>
<td>1.4</td>
<td>1.9</td>
</tr>
<tr>
<td>The diseases are not serious.</td>
<td>1.2</td>
<td>1.6</td>
</tr>
<tr>
<td>I didn’t have transportation to my vaccine appointment.</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>I could not get an appointment.</td>
<td>0.3*</td>
<td>1.1</td>
</tr>
</tbody>
</table>

*All percentages are weighted & * indicates statistical significance


### MOVING FORWARD

- **How can we increase perceived relevance and relative priority of adult immunization?**
  - NIAM
  - Other opportunities

- **What kinds of resources would be most helpful in supporting your communication efforts?**
Acknowledgements

- Michelle Basket
- Ian Branam
- Carolyn Bridges
- Amy Callis
- Yvonne Garcia
- Kate Lavail
- Lydiesther Martinez
- Matthew Reynolds
- Kris Sheedy
- Alex Shevach
- Belinda Smith
- ICF International

For more information please contact Centers for Disease Control and Prevention

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E-mail: cdcinfo@cdc.gov  Web: http://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.

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