

Adult Immunization Communication Program Update

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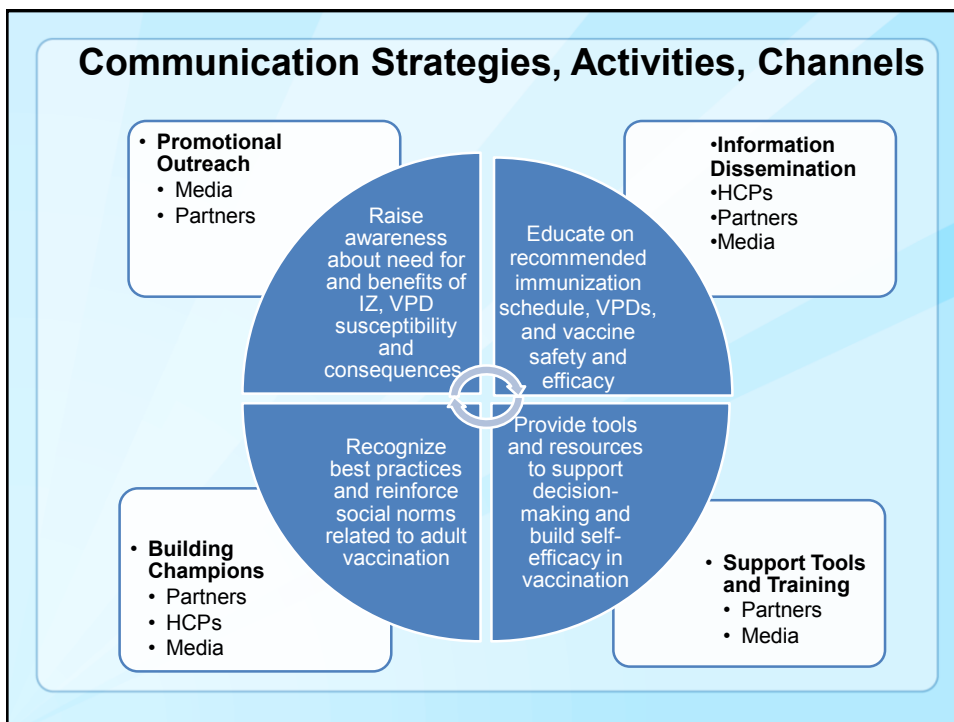
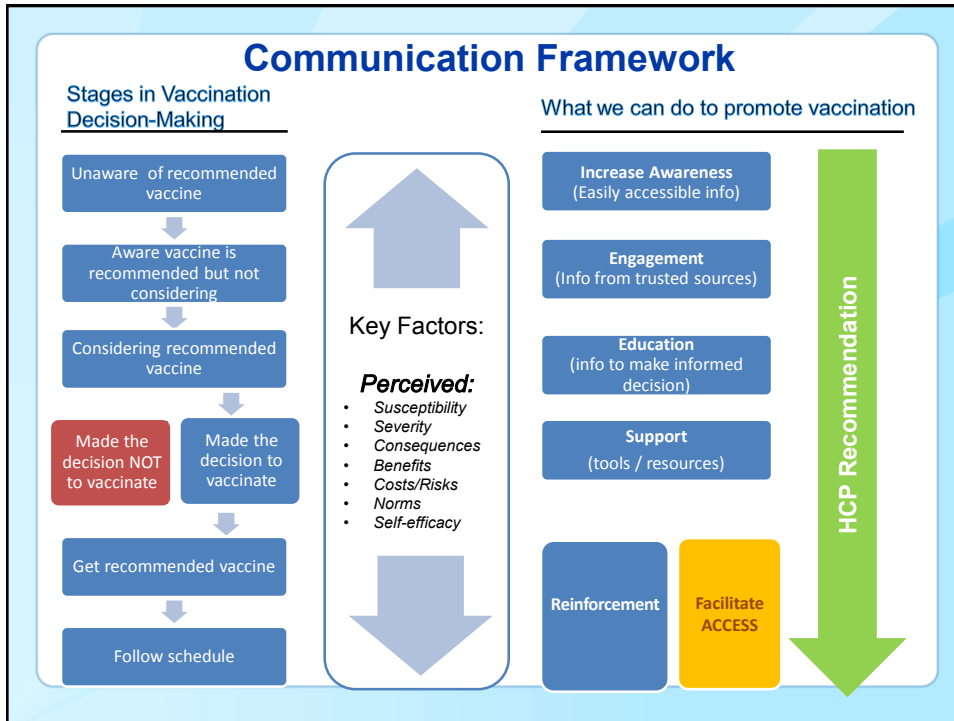
National Adult and Influenza Immunization Summit
May 2016

National Center for Immunization and Respiratory Diseases



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.



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

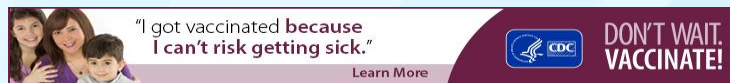
- Matte articles and web features
- Educational factsheets
- Video featuring real family

❑ Support Tools

- Easy to read schedule (revised based on testing)
- Vaccine Quiz: www.cdc.gov/vaccines/adultquiz
- Adult immunization website: www.cdc.gov/vaccines/adults


Available at www.cdc.gov/vaccines/AdultPatientEd

Outreach Products



"I got vaccinated because I can't risk getting sick."

Learn More

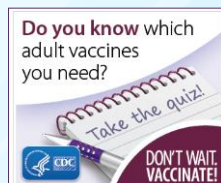
 **DON'T WAIT. VACCINATE!**



"I want to protect my health, so I'm getting the vaccines I need."


 **DON'T WAIT. VACCINATE!**

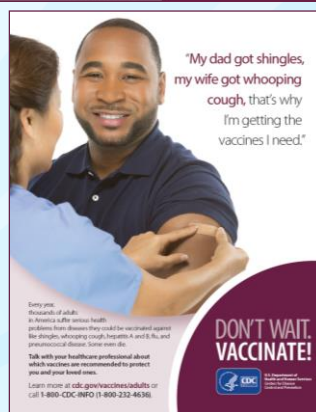
Learn More




Do you know which adult vaccines you need?

Take the quiz!

 **DON'T WAIT. VACCINATE!**



"My dad got shingles, my wife got whooping cough, that's why I'm getting the vaccines I need."

 **DON'T WAIT. VACCINATE!**


Every year, thousands of adults in America suffer serious health problems from diseases they could be vaccinated against like shingles, whooping cough, hepatitis A and B, and pneumonia/disease. Some even die.

Talk with your health care professional about which vaccines are recommended to protect you and your loved ones.

Learn more at cdc.gov/vaccines/adults or call 1-800-CDC-INFO (1-800-232-4636).



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

 **DON'T WAIT. VACCINATE!**

Learn More

www.cdc.gov/vaccines/AdultPatientEd

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

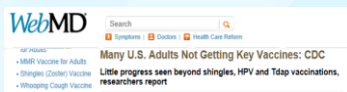
- Patient education materials
- Best practices on strengthening recommendations (SHARE)
- Tips on addressing common questions about specific vaccines
- Medscape module on vaccine recommendation (with video vignettes)

Available at www.cdc.gov/vaccines/hcp/adults

**OUTREACH & EDUCATION
ACTIVITIES**

Media Outreach Opportunities

- Annual release of adult immunization schedule and NHIS adult vaccination coverage data



- National Immunization Awareness Month



Media Outreach: July – October 2014

- 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*



Media Outreach: February – April 2016

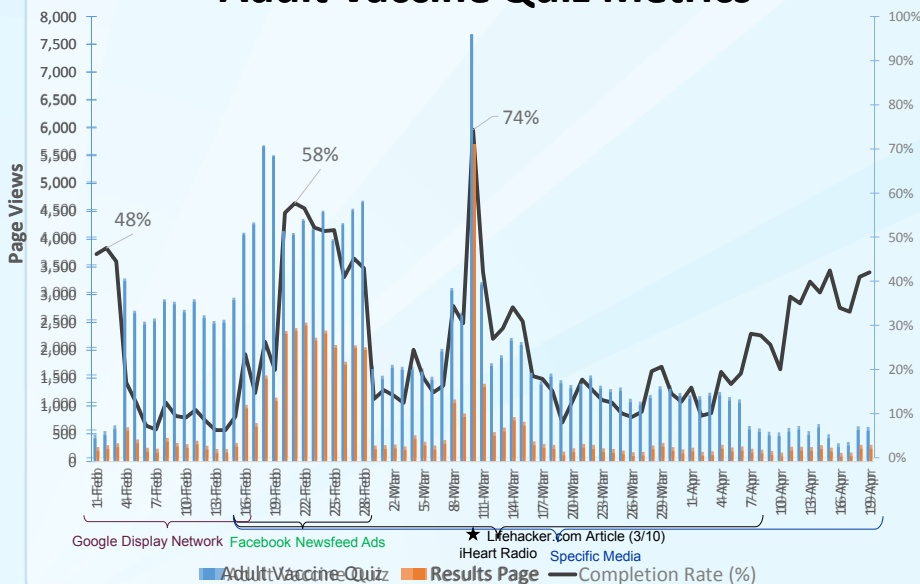
- Internet iHeart Radio
- Digital
 - Google Search Engine Marketing
 - Google Banner Ads
 - Facebook ads
 - Specific Media interactive ads



CALL TO ACTION:
TAKE THE QUIZ



Adult Vaccine Quiz Metrics



Digital Outreach: Key Takeaways

- ❑ Tailored messages and information are most engaging
- ❑ Targeted advertising on Facebook resulted in high, sustained audience engagement
- ❑ Adults are increasingly using mobile technologies
- ❑ Adults search for information about “vaccines”, especially related to travel
- ❑ Earned media can be very effective in engagement too



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 2012 - 2015
- ❑ Data are weighted to previous year's Current Population Survey of the U.S. Census
 - Gender, age, race/ethnicity, household income, household size

Vaccination Decision-Making: Overall

Which of the following best describes you?	2015
I am not aware that I need any vaccines as an adult <i>besides the flu vaccine.</i>	19%
I am aware that I need a vaccine as an adult besides the flu vaccine, but haven't thought about getting it.	6%
I am considering getting vaccinated against a disease other than the flu but have not yet decided.	5%
I have decided to get vaccinated against a disease other than the flu, but have not yet gotten vaccinated.	6%
I have decided not to get vaccinated against a disease other than the flu.	7%
I have gotten vaccinated against a disease other than flu as an adult.	19%
I make sure I am up-to-date with recommended vaccinations.	39%

*All percentages are weighted.

SOURCE: Porter Novelli. 2015. ConsumerStyles (Fall). Unpublished.

Decision-Making by Vaccine Type

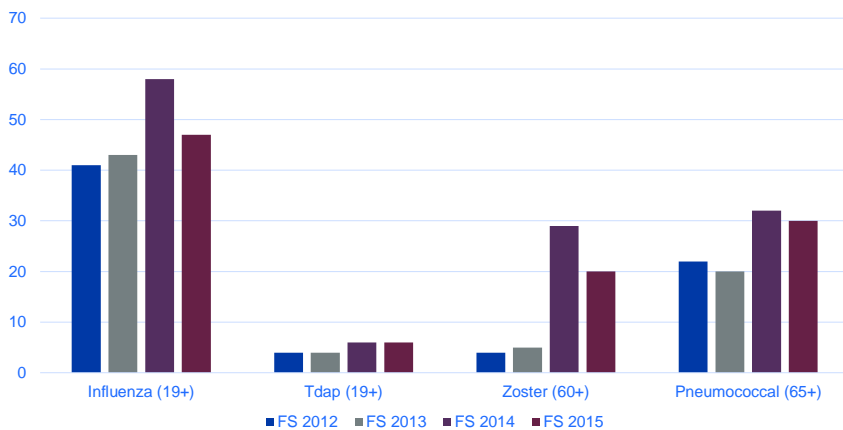
2015

Which of the following best describes you?	Tdap (19+)	Pneumo (65+)	Zoster (60+)
I am not aware that I need this vaccine.	52%	22%	18%
I am aware that I need this vaccine, but haven't thought about getting it.	6%	3%	6%
I am considering getting this vaccine, but have not yet decided.	5%	3%	9%
I have decided to get this vaccine, but have not yet gotten vaccinated.	3%	4%	8%
I have decided not to get this vaccine.	13%	13%	19%
I have gotten this vaccine.	22%	56%	39%

*All percentages are weighted.

SOURCE: Porter Novelli. 2015. ConsumerStyles (Fall). Unpublished.

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



*All percentages are weighted

SOURCE: Porter Novelli. 2012 - 15. ConsumerStyles (Fall). Unpublished.

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?

	2012	2014	2015
None of these.	50.3%	51.8%	45.4%
I was not aware the vaccine was recommended for me.	18.9	10.8	19.9
I'm not worried about the diseases.	13.2	15.0	12.9
I didn't know which vaccines to get.	13.6	8.3	10.3
I'm healthy and I don't need vaccines.	11.3	14.5	9.7
I was not aware adults needed vaccines.	7.2	3.2	8.1
Other issues not listed.	7.1	9.0	7.8
I couldn't afford the vaccine(s).	9.1	7.1	6.3
The diseases are not serious.	1.9	1.3	1.9
I was not able to take off from work to get to the appointment.	1.7	0.7	1.7
I didn't know where to go to get vaccines.	2.5	0.8	1.5
I didn't have transportation to my vaccine appointment.	0.7	0.4	0.4
I could not get an appointment.	1.1	0.3	0.5

*All percentages are weighted. SOURCE: Porter Novelli. 2012, 2014, 2015. ConsumerStyles (Fall). Unpublished.

MOVING FORWARD

- Continue to maximize opportunities to increase engagement and coordinated outreach
 - Annual coverage data/schedule release
 - NIAM

- More targeted and tailored outreach efforts to move priority segments toward vaccination
 - Pregnant women
 - Adults with chronic conditions

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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.

National Center for Immunization & Respiratory Diseases

