

# Update on CDC's Adult Immunization Communication Activities

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## Objectives

- ❑ Provide a brief overview of the adult immunization communication program.
- ❑ Share recent communication activities and new resources available.

# 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.

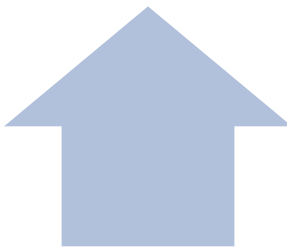
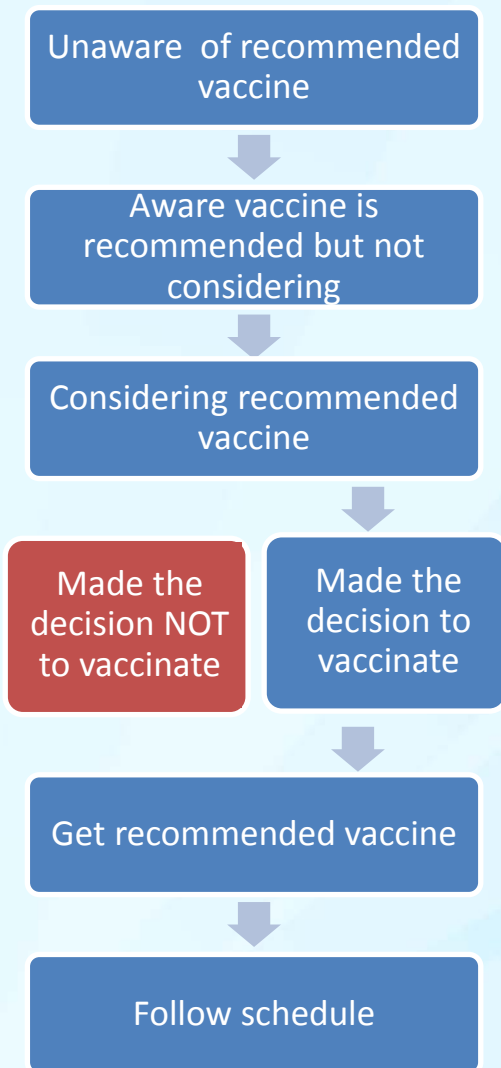
# Building a Foundation: Mixed Method Research with Adult Consumers

- ❑ FallStyles Survey (September/October 2012)
- ❑ Literature Review (November/December 2012)
- ❑ Focus groups (March 2013)
  - 66 focus groups in 3 cities
  - Segmentation
    - Adults 40-59 with chronic conditions (Diabetes, COPD/Asthma, Heart Disease)
    - Adults 40-59 with no chronic conditions
    - Adults 60+
    - African Americans
    - Latinos
    - Whites

# Building a Foundation: Research with Healthcare Professionals

- ❑ **In-depth interviews (July/August 2013)**
  - 16 Physicians and 12 Nurse Practitioners/Registered Nurses
  - Primary care and specialties serving patients with chronic conditions
  - South, Midwest, and West regions
  - TOPICS:
    - Vaccine administration
    - Knowledge of Immunization schedule
    - Attitudes regarding VPDs
    - Vaccine recommendations & conversations
    - Resources and support needed

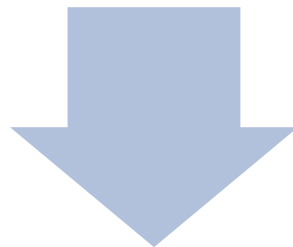
## Stages in Vaccination Decision-Making



### Key Factors:

#### ***Perceived:***

- *Susceptibility*
- *Severity*
- *Consequences*
- *Benefits*
- *Costs/Risks*
- *Norms*
- *Self-efficacy*



## 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**

**Facilitate ACCESS**

HCP Recommendation



# Communication with Adults

- ❑ Stress the relevance and importance of timely vaccination for protection.
  - Highlight susceptibility
  - Explain severity and potential costs of getting VPDs
- ❑ Use empowering messages and highlight the benefits of vaccination.
- ❑ Provide transparent and plain language information on VPDs and vaccines, including safety and efficacy as well as how to get vaccinated.
- ❑ Tailor the information as much as possible. Encourage them to talk with their HCPs about vaccines that are right for them.

# Communication with HCPs

- ❑ Stress the seriousness of VPDs that vaccines prevent against 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 and concerns.
- ❑ Direct them to tools and support in improving immunization practices.



# HCPs: SHARE a Strong Recommendation

- **S**hare the reasons why the recommended vaccines are right for the patient given age, health status, lifestyle, job, or other risk factors.
- **H**ighlight your own experiences with vaccination to reinforce benefits and strengthen confidence.
- **A**ddress patient questions and any concerns about vaccines, including side effects, safety, and vaccine effectiveness, in plain and understandable language.
- **R**emind patients that many vaccine-preventable diseases are common in the U.S. and can be serious for them.
- **E**xplain the potential costs of getting VPDs, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

# Communication Resources: Adult Audiences

## ❑ Promotional Outreach

- Posters and Flyers
- Web buttons and banners
- Sample tweets and social media posts
- Radio PSAs COMING SOON!

## ❑ Information Dissemination and Education

- Matte articles and web features
- Factsheets
- Infographic COMING SOON!

## ❑ Support Tools

- Easy to read schedule
- 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)

# Outreach Products



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

[Learn More](#)



**DON'T WAIT.  
VACCINATE!**

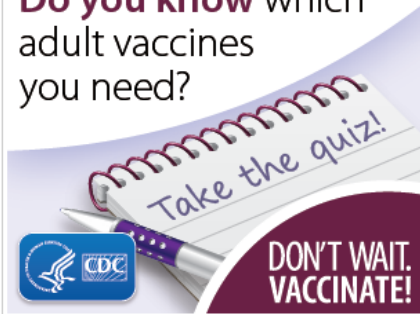
"I want to protect my health, so  
I'm getting the vaccines I need."



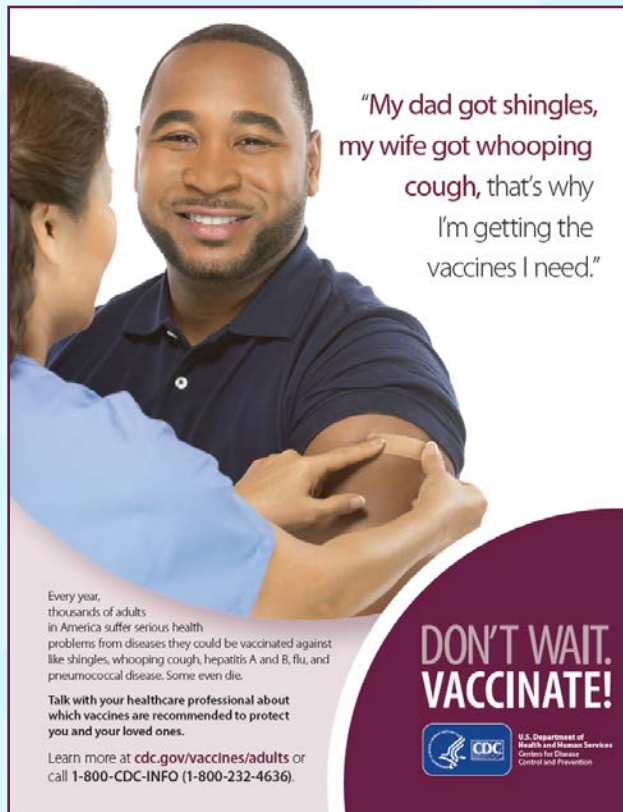
**DON'T WAIT.  
VACCINATE!**

[Learn More](#)

**Do you know** which  
adult vaccines  
you need?



**DON'T WAIT.  
VACCINATE!**




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

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, flu, and  
pneumococcal disease. Some even die.

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

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

**DON'T WAIT.  
VACCINATE!**

 U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

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



**DON'T WAIT.  
VACCINATE!**



[Learn More](#)

[www.cdc.gov/vaccines/AdultPatientEd](http://www.cdc.gov/vaccines/AdultPatientEd)

# Communication Resources: HCP Audiences

## ❑ Promotional 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
- Infographic COMING SOON!

## ❑ Support Tools and Training

- 2014 Adult Immunization Schedule  
[www.cdc.gov/vaccines/schedules/hcp/adult.html](http://www.cdc.gov/vaccines/schedules/hcp/adult.html)
- Free CE training: [www.cdc.gov/vaccines/ed/](http://www.cdc.gov/vaccines/ed/)
- FAQs on adult vaccines

Available at [www.cdc.gov/vaccines/hcp/adults](http://www.cdc.gov/vaccines/hcp/adults)

# Series: Implementing Standards

## 5 Vaccine Documentation

Keep an up-to-date record of all vaccine doses received by your patients.

You should ensure that all vaccine doses are documented in the patient's medical record.

To ensure accuracy, you should:

- Record the date, time, and location of the vaccine.
- Provide the patient with a copy of the record.
- Document the vaccine in the patient's medical record.

For more information, visit [www.cdc.gov/vaccines/adultstandards](http://www.cdc.gov/vaccines/adultstandards).

## 4 Vaccine Referral

Even if you are not a provider, you can help your patients get the vaccines they need.

Routine vaccine referrals are an important part of your practice.

Each year, millions of adults are hospitalized or die from preventable diseases. Many of these deaths could have been avoided if the patient had received the appropriate vaccine.

Patients often do not know what vaccines they need or where to get them. You can help by providing a referral to a provider who can administer the vaccine.

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## 3 Vaccine Administration

There are many ways to administer vaccines, and you should choose the method that is best for your patient.

1. Research the vaccine. Find out the correct dose, route, and timing for the vaccine.

2. Train your staff. Make sure your staff is trained to administer the vaccine correctly.

3. Prepare the vaccine. Make sure the vaccine is stored correctly and is ready to be administered.

4. Distribute the vaccine. Make sure the vaccine is distributed to the correct patient.

5. Ensure the vaccine is administered correctly. Make sure the vaccine is administered to the correct patient, at the correct dose, route, and timing.

6. Follow up. Make sure the patient is followed up after the vaccine is administered.

7. Be aware of potential side effects. Make sure you are aware of the potential side effects of the vaccine.

For more information, visit [www.cdc.gov/vaccines/adultstandards](http://www.cdc.gov/vaccines/adultstandards).

## 2 SHARE a Strong Vaccine Recommendation

U.S. vaccine coverage for adults is low. For example, only 20% of adults 65 years and older have received the Tdap vaccine. This is a problem because Tdap is an important vaccine that can prevent serious diseases like pertussis.

Recommendation is the critical first step in ensuring that your adult patients get the vaccines they need for protection against serious vaccine-preventable diseases.

As a standard of care—whether you provide vaccines or not—you should assess your patients' immunization status at every clinical encounter.

Adult immunization rates are extremely low.<sup>1</sup> For example, rates for Tdap and zoster (shingles) vaccination are 20% or less for adults who are recommended to get them. Even high-risk groups are not getting the vaccines they need—only 20% of adults younger than 65 years at high risk for complications from pneumococcal disease have been vaccinated.

The best way to ensure that your patients are fully vaccinated is to routinely assess their immunization status.

Your patients' vaccination needs will change over time based on factors such as age, health conditions, lifestyle, travel, and occupation. Adults think immunization is important, but most are not aware that they need immunizations other than the influenza vaccine. They rely on you to tell them which vaccines are recommended for them.

Assessing your patients' vaccination status at every clinical encounter will decrease missed opportunities to vaccinate.<sup>2,3,4</sup>

Many adults report they do not receive vaccine recommendations from their healthcare professionals, and studies indicate that vaccine assessments are not routine in most provider offices. Every year, thousands of adults in the United States suffer illness, are hospitalized, and even die from diseases that could have been prevented by vaccines.

Assessment at every encounter will make a difference.

Research indicates that your recommendation is the strongest predictor of whether patients get vaccinated. Implement policies to ensure your patients' vaccination needs are routinely reviewed.

For information on insurance coverage of vaccines for adults, visit [www.cdc.gov/vaccines/hcp/adults](http://www.cdc.gov/vaccines/hcp/adults).

Information Series for Healthcare Professionals  
[www.cdc.gov/vaccines/adultstandards](http://www.cdc.gov/vaccines/adultstandards)

## 1 Vaccine Needs Assessment

A Series on Standards for Adult Immunization Practice

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## Overview

### A Series on Standards for Adult Immunization Practice



In 2013, the National Vaccine Advisory Committee updated the Standards for Adult Immunization Practice to reflect the critical need for ALL healthcare professionals—whether they provide immunization services or not—to take steps to ensure that adult patients get the vaccines they need.

Patients trust you to give them the best advice on how to protect their health.

Make adult vaccination a standard of care in your practice.

### 2012 U.S. Adult Vaccination Rates

Only 14% of adults 19 years or older had received Tdap vaccination. Over 48,000 cases of pertussis were reported in 2012—and many more cases may have gone unreported. About five in 100 adults with pertussis are hospitalized and others may have complications, which could include pneumonia. Infants are at most risk for severe illness and death from pertussis, making it critical for pregnant women to get vaccinated in every pregnancy.

Only 20% of adults 60 years or older had received zoster vaccination. Nearly 1 million Americans experience the condition each year, and about half of all cases occur in adults 60 years or older. Older adults are also most likely to experience severe pain from the disease and have postherpetic neuralgia.


Only 20% of adults 19 to 64 years of age or older is better; there are still many adults left unprotected. There were approximately 32,000 cases of invasive pneumococcal disease in 2012, and about 3,000 of those resulted in death.

Source: National Health Interview Survey, 2012

### Why should adult immunization be a priority for your practice?

1. Your patients are probably not getting the vaccines they need. Even though most private insurance plans cover the cost of recommended vaccines, adult vaccination rates in the United States are extremely low. Each year, tens of thousands of adults needlessly suffer, are hospitalized, and even die as a result of diseases that could be prevented by vaccines.
2. Your patients are likely not aware that they need vaccines. Although adults do believe immunization is important, a recent national survey showed that most adults are not aware that they need vaccines throughout their lives to protect against diseases like shingles, pertussis, and hepatitis. Many also report not receiving vaccine recommendations from their healthcare professional.
3. You play a critical role in ensuring that your patients are fully immunized. Clinicians are the most valued and trusted source of health information for adults. Your patients rely on you to inform them about the vaccines they need. Research shows that a recommendation from their healthcare professional is the top predictor of patients getting vaccinated.

## DON'T WAIT. VACCINATE!



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

Information Series for Healthcare Professionals  
[www.cdc.gov/vaccines/adultstandards](http://www.cdc.gov/vaccines/adultstandards)



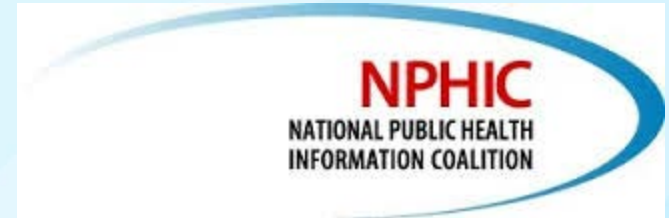
# Promoting Adult Immunization – February 2014

- ❑ Release of 2014 adult immunization schedule and NHIS 2012 adult vaccination coverage data
- ❑ Coverage in national media of adult vaccination coverage rates
- ❑ Social Media: CDC, Dr. Frieden, and Dr. Besser (ABC news) tweet about adult vaccination
- ❑ Radio Media Tour with CDC and ACP vaccination experts reaching an estimated 35,876,886 listeners from live and taped interviews, and a :60 packaged news segment
- ❑ Distribution of a matte article for placement in print and electronic media



# National Immunization Awareness Month

- August 2014
- Adult Week: Aug 24 – 30
- Sponsored by National Public Health Information Coalition



# NEXT STEPS

- ❑ Continue to share key research findings with partners and health communication professionals
- ❑ Continue to test and develop patient education materials and other HCP resources (including Spanish language)
- ❑ Continue to disseminate messages, products, and resources through engagement of partners and media



# What We're Asking Partners to Do

- **SYNDICATE** CDC content on adult immunization to websites that reach HCPs and adults.
- **SHARE** CDC resources on adult immunization.
- **LINK** to CDC information and resources on adult immunization from your websites using web buttons and banners.
- **PLACE** articles on adult immunization in publications that reach HCPs and adults.
- **LET US KNOW** what you are doing to promote adult immunization and give us any feedback on other resources that can support your communication efforts.

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