

Adult Immunization: The Consumer Perspective and CDC Communication Efforts

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Objectives

- ❑ Share highlights from a recent survey of US adults**
- ❑ Describe a new CDC adult immunization communication effort**
- ❑ Share recent communication activities and available resources**

**SELF-REPORTED ADULT VACCINATION
KNOWLEDGE, ATTITUDES, BELIEFS,
AND SELF-REPORTED BEHAVIORS:
PORTER NOVELLI FALLSTYLES 2012**

Styles Survey Background

- ❑ **Annual series of self-administered, mailed market research surveys**
 - ConsumerStyles
 - HealthStyles (FallStyles)
 - YouthStyles

- ❑ **Knowledge Networks collects all data for Styles surveys using probability-based sampling of panelists online.**

- ❑ **FallStyles (September-October, 2012)**
 - Sent to a random sample of 6,253 households that returned ConsumerStyles surveys
 - Re-contact response rate was **80.1%** (3,503/4,371)

- ❑ **Data are weighted to the 2009 Current Population Survey of the U.S. Census**
 - Gender, age, race/ethnicity, household income, and household size

Participant Demographics

		<i>n</i> (%)
Age	18-29	691 (19.7)
	30-44	955 (27.3)
	45-59	973 (27.8)
	60+	885 (25.3)
Gender	Female	1812 (51.7)
	Male	1691 (48.3)
Race/Ethnicity	White, Non-Hispanic	2348 (67.0)
	Black, Non-Hispanic	402 (11.5)
	Other, Non-Hispanic	203 (5.8)
	Hispanic	504 (14.4)
	2 + Races, Non-Hispanic	46 (1.3)

SELF-REPORTED VACCINE BEHAVIORS

How many times in the past 12 months have you visited:

Number of visits	Your primary care doctor (e.g. a family practitioner, internist, OB/GYN)	A specialist (e.g. a cardiologist, oncologist, dermatologist)
0	25.9%	62.1%
1-2	48.6%	23.9%
3-4	16.2%	8.0%
5-6	5.0%	2.9%
7+	4.3%	3.1%

Are any of the following vaccines recommended for you as an adult?

	Yes %	No %	Don't know %
Influenza	71.8	15.1	13.0
Hepatitis A	14.3	42.4	43.3
Hepatitis B	20.1	39.9	40.0
Pneumococcal	26.4	34.9	38.7
Tdap	11.9	39.0	49.0

Have you received the following vaccine *as an adult?*

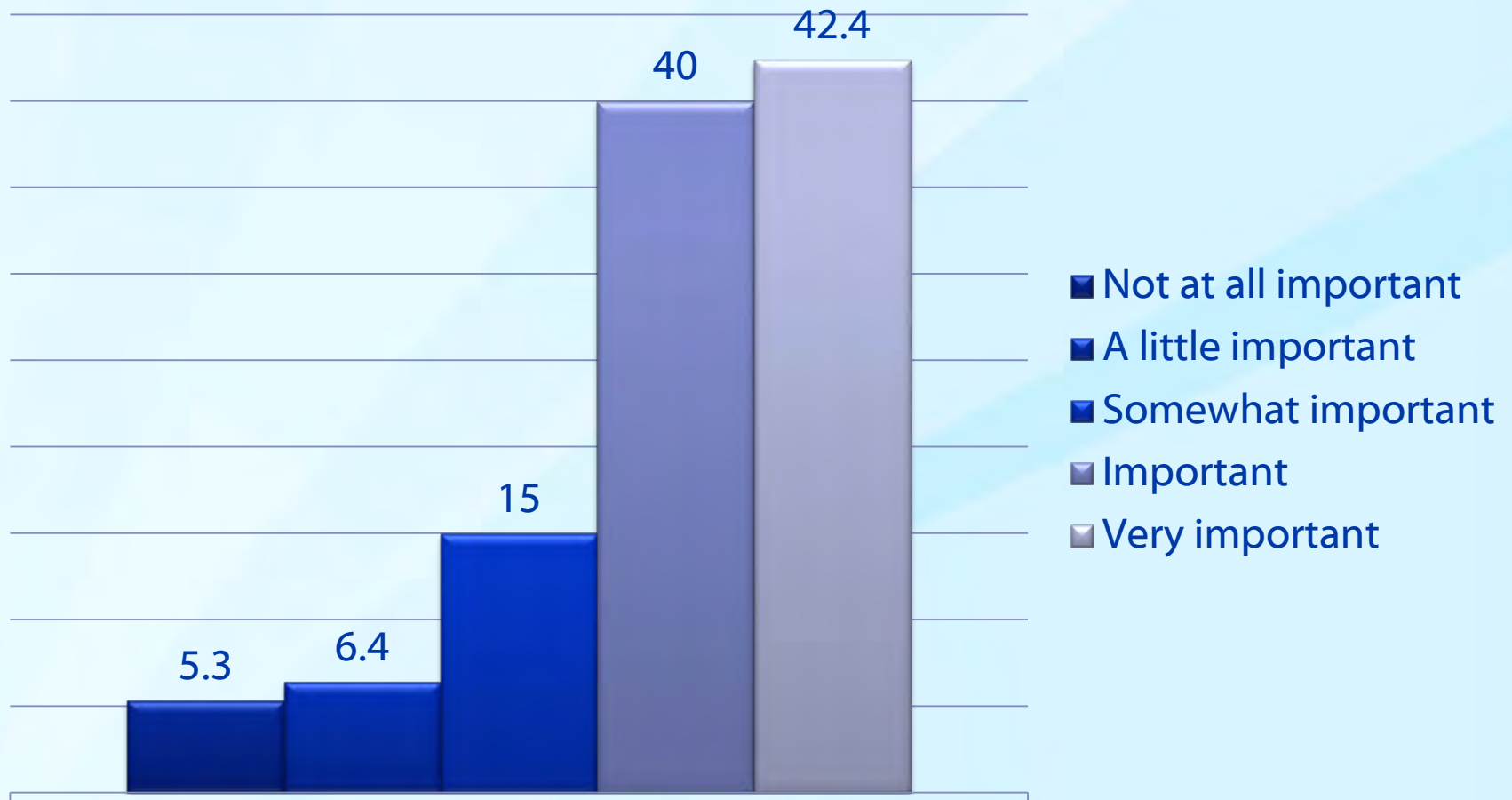
Ages		Influenza	HPV	Tdap	Zoster	Pneumococcal
18-29	Yes	39.8%	17.6%	14.3%	2.5%	7.4%
	No	43.9%	59.4%	58.1%	70.1%	65.0%
	Don't know	16.2%	22.9%	27.7%	27.4%	27.6%
30-44	Yes	48.4%	1.6%	15.9%	.5%	6.4%
	No	42.9%	80.6%	61.3%	79.8%	74.0%
	Don't know	8.6%	17.9%	22.8%	19.8%	19.6%
45-59	Yes	52.9%	2.3%	7.5%	.6%	10.7%
	No	42.0%	83.3%	71.9%	83.5%	73.7%
	Don't know	5.1%	13.9%	20.6%	15.9%	15.7%
60+	Yes	72.4%	.6%	5.2%	5.2%	44.6%
	No	23.5%	80.7%	70.3%	73.0%	43.6%
	Don't know	4.1%	18.6%	24.4%	21.8%	11.8%

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

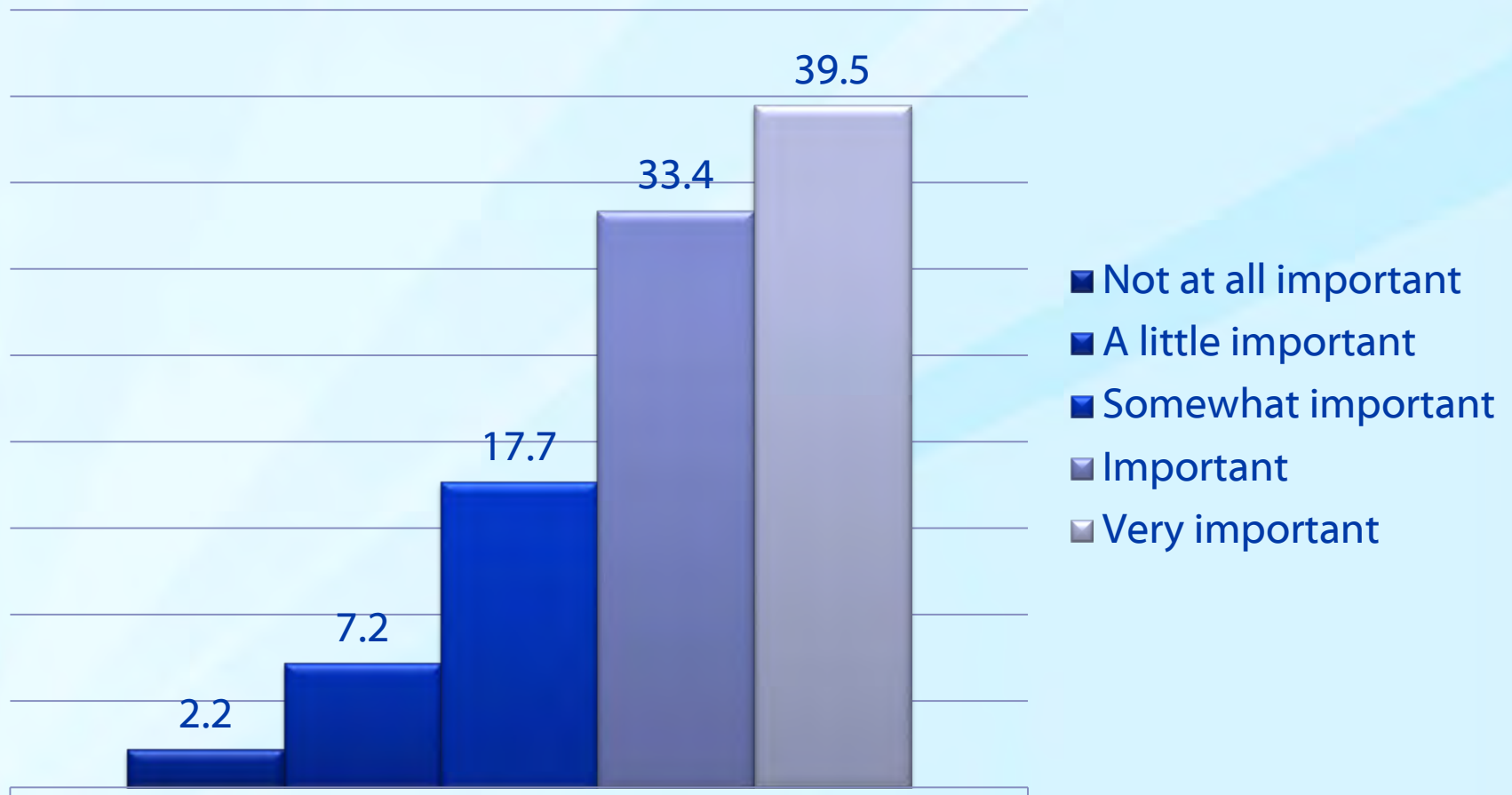
Ages		Influenza	Tdap	HPV	Zoster	Pneumococcal
18-29	Yes	23.6%	5.1%	7.8%	0.0%	1.4%
	No	76.4%	94.9%	92.2%	100%	98.6%
30-44	Yes	35.0%	4.9%	1.6%	.1%	2.7%
	No	65.0%	95.1%	98.4%	99.9%	97.3%
45-59	Yes	41.2%	2.6%	.4%	.6%	5.4%
	No	58.8%	97.4%	99.6%	99.4%	94.6%
60+	Yes	61.4%	3.0%	0.0%	3.8%	18.3%
	No	38.6%	97.0%	100%	96.2%	81.7%

VACCINE KNOWLEDGE, ATTITUDES, & BELIEFS

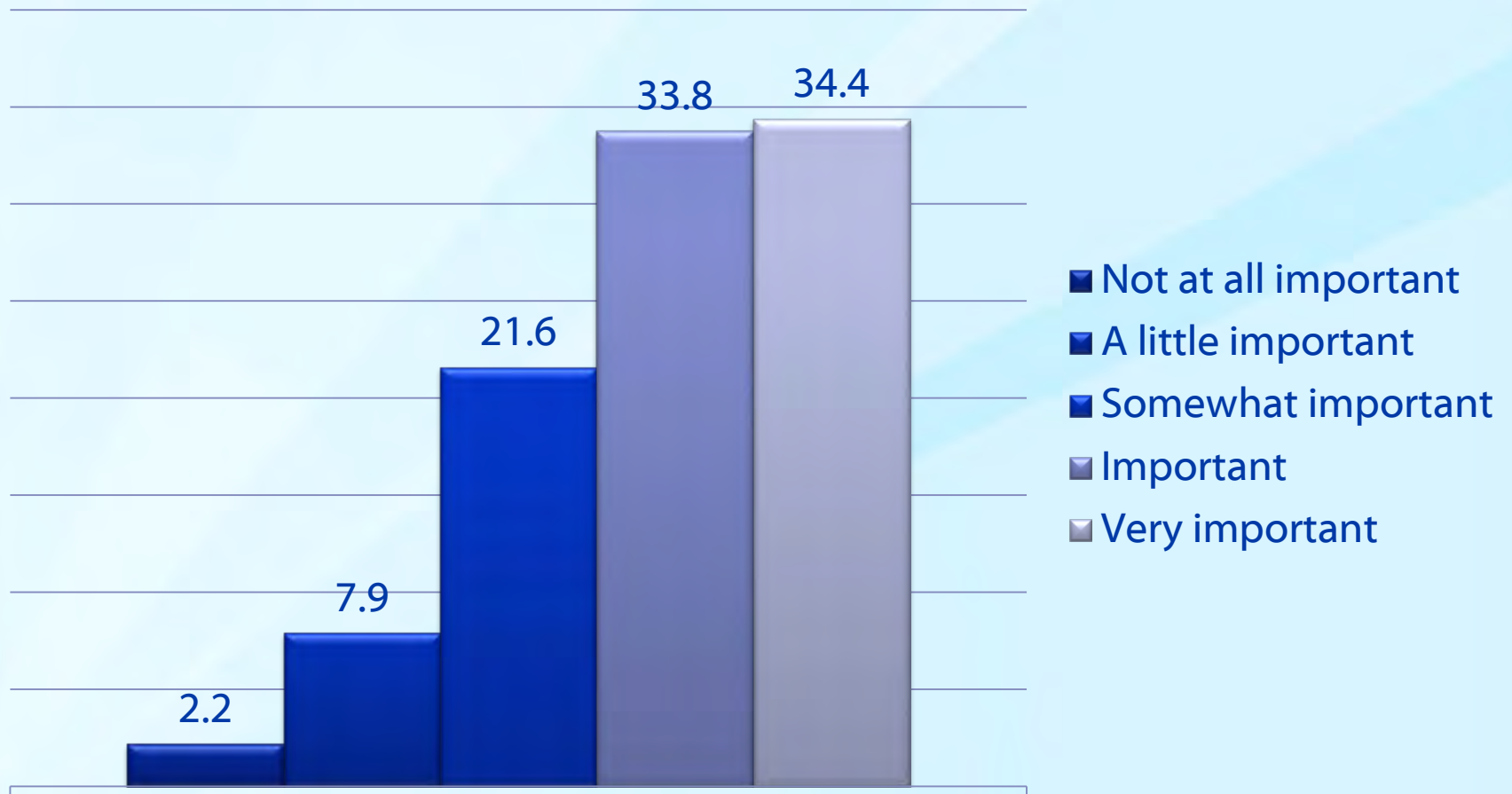
How important do you think vaccines are when it comes to *protecting your health*?



How important do you think vaccines are when it comes to *protecting your family and loved one's health?*



How important do you think vaccines are when it comes to *protecting your community's health*?



Which of the following are important to you when you are making decisions about which adult vaccines you should get?

	%
A recommendation from your doctor or other health care provider	56.8
A long track record of safety for the vaccine	48.1
No out-of-pocket costs for the vaccines	39.1
Being able to get the vaccine at convenient times	33.8
A vaccine preventable disease outbreak in your community	31.0
Knowing someone else who had the vaccine and had no side effects	23.4
Being able to get the vaccine at locations other than your doctor's office	23.4
None of these	16.9
Personal experience with a vaccine preventable disease	16.4
Incentives or prizes for getting the vaccine	2.5

Summary of Key Findings

- ❑ **Most respondents (more than two thirds) agree that vaccines are important for protecting health and preventing spread of disease.**
- ❑ **HCP recommendation is the number one reported factor in influencing vaccination decisions.**
- ❑ **Adults perceive receiving few recommendations for adult vaccines from HCPs.**
- ❑ **Awareness of recommended vaccines besides influenza is low.**
- ❑ **Three-fourths of adults reported having visited a primary care doctor in the past year.**

CDC ADULT IMMUNIZATION COMMUNICATION PROGRAM

Increasing Uptake of Adult Immunizations: The Role of Communication

Policy Change

Systems Change

Health Communication/Behavior Change

Strategies

- Raise awareness about need for immunization
- Educate about recommended schedule
- Address concerns and misperceptions
- Encourage assessment of vaccination status
- Provide tools for patient education
- Provide tools for provider education

Intended Outcomes

- Increased awareness and knowledge about adult vaccines
- Reduced concern and misperceptions
- Increased assessment of vaccination status
- Increased willingness to recommend and get vaccines
- Increased self-efficacy in discussing adult vaccination

Communication Program Goals

- ❑ 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 providers to assess vaccine needs of their adult patients, strongly recommend immunization, and provide vaccines or make appropriate referrals to other immunization providers.**

Communication Program Audiences

□ Adults 19 and older

- Priority Groups: Adults at highest risk for severe complications from vaccine-preventable diseases
 - Adults age 40 and older with chronic health conditions, specifically heart disease, diabetes, chronic obstructive pulmonary disease (COPD), and asthma
 - Adults age 60 and older



Communication Program Audiences

□ Health Care Professionals

- Priority Groups:
 - Primary Care Physicians
 - Physician Assistants
 - Nurses
- Secondary Groups:
 - Specialists
 - Pharmacists



Communication Program Approach

- Program will be designed following social marketing and risk communication principles and results of formative research with target audiences.**
- Print, radio, and digital media products will be developed and tested with target audiences prior to distribution through paid and unpaid placements.**
- The communication messages, materials, and products will be culturally and linguistically appropriate, written in plain language, and delivered through trusted sources and effective channels for each target audience segment.**
- CDC will work closely with NAIS and partner with other relevant national medical associations and consumer groups to support this communication program.**

Formative Research

- ❑ **Literature Review**
- ❑ **Adult Consumers: Focus groups (March 2013)**
 - Segmented by race/ethnicity, age, and chronic conditions
- ❑ **Health Care Providers: In-depth interviews (April/May 2013)**
 - Physicians, physician assistants, and nurses in primary care and specialist settings

Next Steps

- ❑ Share available findings with partners at NAIS (May 2013)**
- ❑ Use formative research as the foundation to build a branded communication program targeting high-risk adults and health care professionals**
- ❑ Develop educational and multi-media resources to increase awareness about the importance of adult immunization and encourage timely vaccination**
- ❑ Earned and limited paid media coverage through media round tables, radio media tours, print ads, etc.**
- ❑ Engage other organizations that can support communication efforts at national, state, and local levels**

Promoting Adult Immunization – 2013 Media

□ Monday, January 28

- CDC and Annals of Internal Medicine release 2013 adult schedule online
- Launch of the redesigned CDC adult vaccination website



□ Tuesday, January 29

- Press briefing with Dr. Howard Koh and Dr. Carolyn Bridges
- Coverage in national media, including
- Social Media: Drs. Koh and Frieden tweet about adult vaccination



□ Wednesday, January 30

- Radio Media Tour with physicians from CDC, NFID and ACP
- 4,750,700 preliminary media impressions from live interviews



Available CDC Resources

- ❑ Adult vaccine quiz
- ❑ Adult immunization scheduler
- ❑ Resources for patient education
- ❑ Adult vaccination subsite for consumers



Adolescent and Adult Vaccine Quiz

What Vaccines do YOU need?

Did you know that certain vaccines are recommended for adults and adolescent information for people age 11 years and older.

Instructions:

1. Complete the quiz.
2. Get a list of vaccines you may need (this list may include vaccines you need).
3. Discuss the vaccines with your doctor or healthcare professional.

Part One, About You

1. Are you
 - Female
 - Male
2. For women only (Some vaccines can affect pregnancy.)
 - I could become pregnant
 - I am pregnant now

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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.

