Teen Vaccination Campaign - Reaching Out To Teens
About National Meningitis Association

Dedicated to educating families, medical professionals and others about meningococcal disease and prevention

<table>
<thead>
<tr>
<th>Instill</th>
<th>Advocate</th>
<th>Support</th>
<th>Build</th>
</tr>
</thead>
<tbody>
<tr>
<td>• An understanding of disease impact and value of vaccination</td>
<td>• In support of directives/mandates for meningococcal vaccination</td>
<td>• Families and survivors who have been affected by meningococcal disease</td>
<td>• Awareness for all adolescent vaccine-preventable diseases</td>
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</tbody>
</table>

NMA is a 501(c)3 foundation.
# Meningococcal Disease Risk and Impact

## Risk among College Students

- Adolescents and young adults among ages most at risk
- **20 percent of** all meningococcal disease **cases occur in teens and young adults** ages 14–24
- Living in crowded settings like college dorms also a factor
  - Adolescents and young adults **not living in dorms or on campus** also at risk
- During outbreaks: anyone who has been exposed

## Devastating Impact

- Although rare, disease can be devastating
- Of those who get meningococcal disease **10-14 percent die**
- Among those who survive, approximately **1 in 5 live with permanent disabilities**
  - Brain damage, hearing loss, loss of kidney function or limb amputations.
Meningococcal Vaccines

CDC Meningococcal Vaccination Recommendations

- Routine primary vaccination at 11-12 years
- Booster dose at age 16 helps protect college students
- Vaccination for others with specified risk factors

- Current routinely recommended vaccines cover serogroups: A, C, Y and W135
  - Do not prevent serogroup B disease
- Meningococcal B vaccine was made available for Princeton outbreak
  - Licensed in the EU and Australia

Visit [www.cdc.gov/vaccines](http://www.cdc.gov/vaccines) for more information
Meningococcal Requirements by State
Secondary and Higher-Ed, Education and Vaccination

14 States require vaccination for college entry: CT, FL, KS, LA, MA, MD, ND, NJ, NV, OK, PA, TX, VA,* VT

*Public universities only.  http://www.nmaus.org/state-meningococcal-disease-policies/
94% of students vaccinated to date

Jo Nel Alecia, NBC News

8 hours ago

Students line up at the Princeton University student center on Monday to receive shots of an imported vaccine aimed at a dangerous meningitis outbreak.

Princeton University
94% of students vaccinated to date
BOOST Your Knowledge
Teen Meningitis Campaign

– Teen Outreach Campaign Needs

☐ Speak to teens
☐ Contain the reasons the vaccine is important – risks (we learned this from a previous teen campaign)
☐ Multiple ways to engage in campaign
☐ Develop a message that healthcare workers would support (we learned this from a previous teen campaign)
☐ To find or reach the teens in their environment
BOOST Your Knowledge
Teen Meningitis Campaign

What did we do?
We asked teens, again!
Two informal teen focus groups were used:

– One group consisted of primarily inner-city Phoenix teens at a city Charter High School.
– Second group was Scottsdale area, mid-level to high-level academic performers.
BOOST Your Knowledge
Teen Meningitis Campaign

Graphic Designer started testing –
skateboarders
the word BOOST

Colors – yellow, orange, black, green..

Fonts – Clean, **Thick**, Rough & Rounded
BOOST Your Knowledge
Teen Meningitis Campaign

Teen Feedback –

• They wanted the photos to have meaning to the disease to tell them why the vaccine was important.

• They liked the round/rough look

• Some liked the darker and some liked a more vibrant look
BOOST Your Knowledge
Teen Meningitis Campaign

We tested these with the two teen groups and we received positive feedback. These photos are from NMA and a campaign that they are currently using. We felt it was a good fit as we hoped the BOOST campaign would roll out beyond AZ.
BOOST Your Knowledge
Teen Meningitis Campaign

BOOST YOUR KNOWLEDGE ABOUT MENINGITIS

TEXT MENINGITIS to 602-456-2951

GET THE FACTS
- 1 in 7 teens and young adults who get bacterial meningitis will die.
- Symptoms can include fever, vomiting, rash, sensitivity to light, stiff neck, exhaustion.
- 2 out of 10 that survive will have brain damage, amputations, organ failure, hearing loss.
- Close contact with others can increase your risk of meningitis: coughing, kissing, sneezing.
- Get your 1st vaccine b/w 11-12 years, then get boosted 5 years later.
- Being vaccinated is the best way to prevent meningitis.

GET INVOLVED
FIND US ONLINE
ONMA meningitis, tapi
T2X, whyimmunize.org

T2X is a website just for teens 13-18 years old
- Got personal questions you can’t ask your parents?
- Want to know more about your health?
- Want to meet other teens like you?
- Looking to show off your creative work?

T2X lets you talk about the things that YOU care about!
- View videos and pictures, read blogs and share what’s on your mind.
- Chat with friendly health experts.
- Get correct health information.
- Get answers to questions you might be too embarrassed to ask.

Learn how to use your health insurance and start to take charge of your own health.

BOOST YOUR KNOWLEDGE ABOUT MENINGITIS

GET STARTED NOW!
- ON YOUR PHONE TEXT MENINGITIS to 602-456-2951*
- ON THE WEB REGISTER AT T2X.ME/MENINGITIS

*TEXT MESSAGE AND DATA PLAN CHARGES CAN BE CANCELLED AT ANY TIME. STANDARD CAREER RATES APPLY.
BOOST Your Knowledge
Teen Meningitis Campaign

Community Outreach -
✓ TAPI Meetings
✓ School Nurses
✓ Urgent Care Facilities
✓ Boys and Girls Clubs
✓ Community Colleges & Universities
✓ AZAAP and Family Practice
✓ DMV – working on this partnership
✓ Social Media
✓ Poster contest
✓ Community Health Centers
Next Step –

- Partnership with TAPI, NMA & T2X
- T2X.me website is for teens and now adults
- It includes a variety of health information and interactive learning.
- Developed an internal BOOST page on T2X
# Meningitis

Meningitis among teens and young adults has more than doubled since 1991. Though still far from common, meningitis can be deadly. Teens and children are especially susceptible to acquiring meningitis because of their less active immune systems and frequent exposure to bacteria in schools. The good news -- there is a vaccine for it!

<table>
<thead>
<tr>
<th>Status</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Let's get started... ✓ 500

2. 3 things everyone should know about meningitis ✓ 400

3. Nick’s Story ✓ 250

4. How is meningitis spread? ✓ 300

5. CLUB Clip - Talking to your doctor ✓ 400

6. What do you think? ✓ 300

7. So what message is most effective? Select your favorite video. ✓ 400

8. Get Vaccinated! ✓ 400

9. Almost done...what have you learned? ✓ 500

10. BONUS - Earn Your Meningitis Badge! Create your own ichoose poster ✓ 250

**OVERALL**

<table>
<thead>
<tr>
<th>Completed</th>
<th>3700</th>
</tr>
</thead>
</table>
5 Tips for Surviving Shots

Do shots make you nervous? You're not alone. Lots of people dread needles. So next time your doc asks you to roll up your sleeve, try the

1. Distract yourself while you're waiting. Bring along a game. If you get completely caught up in so you're not sitting in the w doctors' offices schedule "shot clinics" where they do nothing
2. Concentrate on taking slow, deep breaths. Breathe all the w help people relax — and concentrating on something other th
3. Focus intently on something in the room. Find a picture, pos on the details: If you're looking at a painting, for example, try c garden, cows in the field, or other images. Or create as many on a sign. Think about how the message on a health awaren takes, keep focusing on something other than the shot until it
4. Cough. Research shows that coughing as the needle goes in

Polls Home

How is meningitis spread?

- kissing
- coughing
- sneezing
- all of the above

You chose: "all of the above"
Total votes: 7

Meningitis is a very serious disease that can kill you.
To protect yourself, you need to know
3 things about meningitis.
Welcome to T2X! Before we complete your sign-up, we need to make sure that you want to sign up for the Meningitis program? Text YES or NO

Yes

Great! Tell us a little about yourself. What is your date of birth? Text the date - for example 1/30/1996

1/30/1996

Got your date of birth. What is your gender? Text M for male, F for female or T for transgender

M

One more question. What is your zip code? Text back your zip code - for example 91405

90210

Congrats - you are now on T2X mobile and custom messages will start tomorrow! You can upgrade to join the full T2X community by registering at http://t2x.me

T2X – Let’s get started with some simple questions. I have gotten shot(s) to prevent meningitis? Text back YES, NO or DON’T KNOW

don’t know

Meningitis is a very serious disease? Text back 1-5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

3

I will talk to my doctor to get more information about meningitis? Text back 1-5 (1=won’t happen, 2=might happen, 3=likely, 4=very likely, 5=sure to happen)

2

I know where to go to get a meningitis shot? Text back 1-5 (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree)

2

Thnx! That’s it for now. TTYL :)

T2X – TIP: To protect from meningitis, you need one shot at age 11 or 12 and a second one at age 16 to protect you from four types of this deadly disease.

T2X – Question: How is meningitis spread? A=Kissing, B=Coughing, C=Sneezing, D=All of the above. Text back the correct letter.

E

Correct! Meningitis is spread by kissing, sharing drinks, coughing and sneezing. Want more info? Go to http://t2x.me/meningitis
# Learning Outcomes

<table>
<thead>
<tr>
<th>Question</th>
<th>Choices</th>
<th>Pre-Score</th>
<th>Post-Score</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have gotten shots to prevent meningitis</td>
<td>2 - Yes</td>
<td>1.11</td>
<td>1.36</td>
<td>+ .25 or 12.5%</td>
</tr>
<tr>
<td></td>
<td>1 - Don’t Know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0 - No</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meningitis is a very serious disease</td>
<td>1 - Strongly Disagree</td>
<td>3.16</td>
<td>4.65</td>
<td>+ 1.49 or 29.8%</td>
</tr>
<tr>
<td></td>
<td>2 - Somewhat Disagree</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>3 - Neutral</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>4 – Somewhat Agree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 – Strongly Agree</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I will talk to my doctor to get more information about meningitis</td>
<td>1 - Won’t Happen</td>
<td>2.64</td>
<td>3.45</td>
<td>+.81 or 16.2%</td>
</tr>
<tr>
<td></td>
<td>2 - Might Happen</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>3 – Likely to Happen</td>
<td></td>
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<tr>
<td></td>
<td>4 – Very Likely</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 - Sure to Happen</td>
<td></td>
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</tr>
<tr>
<td>I know where to get a meningitis shot.</td>
<td>1 - Strongly Disagree</td>
<td>2.49</td>
<td>4.12</td>
<td>+1.63 or 32.6%</td>
</tr>
<tr>
<td></td>
<td>2 - Somewhat Disagree</td>
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<td>3 - Neutral</td>
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<td>5 – Strongly Agree</td>
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<tr>
<td>Total</td>
<td></td>
<td></td>
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<td>+22.8% Improvement</td>
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</table>
BOOST Your Knowledge – Teen Meningitis Campaign

As of 4/2/14-
• 1,370 visitors
• 92 registered users on T2X.me
• Over 86 qr code scans
• Flyers & posters are available!
Teen Immunization and T2X Expansion

You're taking control of new things in your life - getting behind the wheel, starting a new job, tackling Algebra. There's just one more thing:

It's time to take control of your health.

Get 1 shot of Tdap, get 2 shots of Meningococcal + get 3 shots of HPV for protection from 5 vaccine preventable diseases and HPV-related cancers.

It's never too late to start, so ask your healthcare provider about getting this awesome level of protection. Hey, while you are there, ask about the flu shot and if you need any other vaccines.

Learn more about taking control of your healthy future online at: WhyImmunize.org/TakeControl
Soon to Launch *Take Control* Homepage and *HPV Resources* in T2X

New Partner Site (takecontrol.t2x.me)

Dedicated Resources (hpv.t2x.me)

More Info – www.t2x.me, michael@t2x.me

**HPV Resource List**

- 6 articles
- 8 videos
- 3 polls
- 1 pick your favorite PSA
- *HPV and Cancer* learning module
- *HPV At a Glance* infographic
- *Understanding the HPV Vaccine* learning module
- 16 educational text messages
- Pre/Post Assessment
- 24x7 Nurse chat line (participating insurers)
- And more…
It’s time to take control of your health

It’s never too late to start, so ask your healthcare provider about getting this awesome level of protection.

Learn more about why these vaccines are so important:

1. TDAP VACCINE
2. MENINGOCOCCAL
3. HPV
Thank You

For more information contact:

WhyImmunize.org
nmaus.org
T2X.me