

Communication Strategies to Improve Adult Immunization

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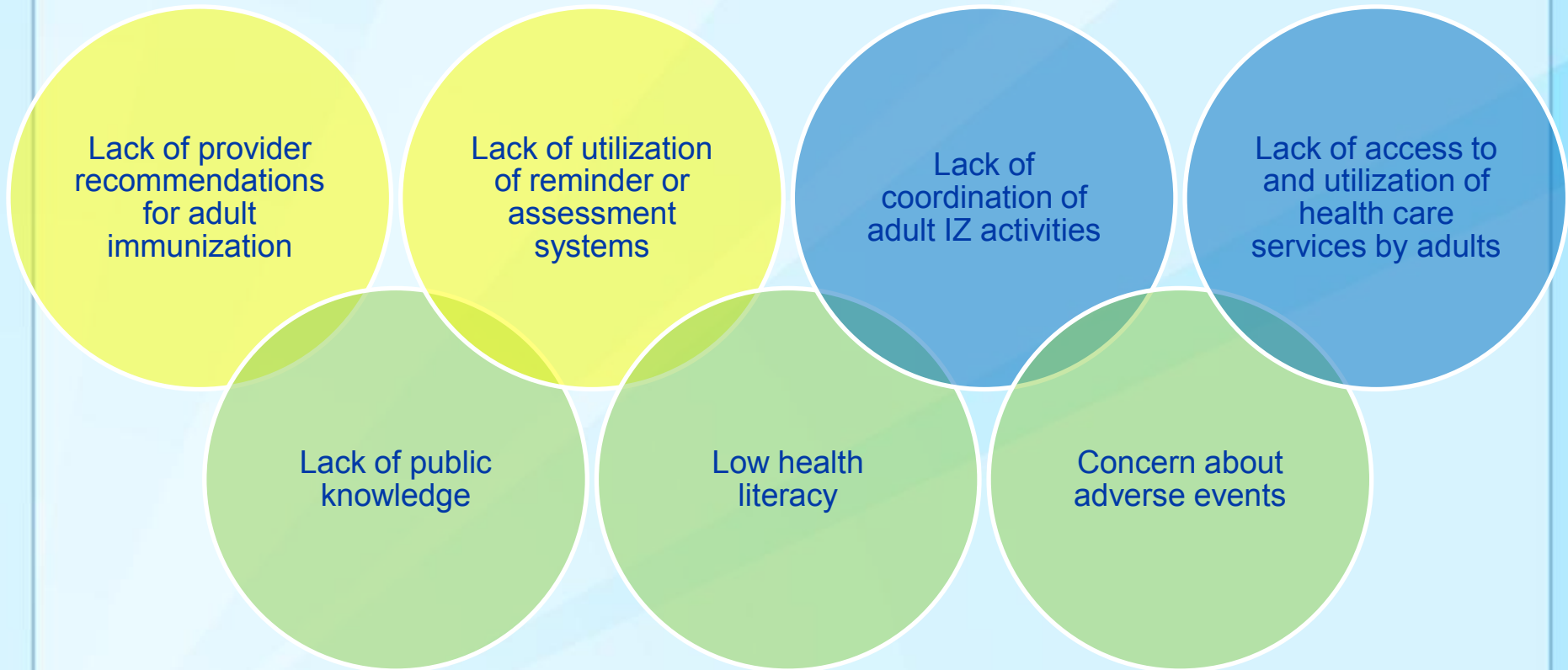
National Conference on Immunization and Health Coalitions

May 21, 2014

Objectives

- ❑ Present key findings and implications from CDC adult immunization communication research.
- ❑ Provide an overview of CDC's framework and approach for communicating about adult immunization.
- ❑ Share best practices and communication resources for the promotion of adult immunization.

Key Barriers to Adult Immunization



A Pathway to Leadership for Adult Immunization:
Recommendations of the National Vaccine Advisory Committee. (2011)

The Role of Health Communication

Policy Change

Systems Change

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

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

KEY RESEARCH FINDINGS

Research with Adults

- ❑ **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
 - Hispanic/Latinos
 - Whites

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

WHAT WE LEARNED: Knowledge and Attitudes

- ❑ Adults believe that vaccines are important, especially for certain groups of adults.
- ❑ Adults believe that VPDs are serious, and in some cases, deadly.
- ❑ Awareness and knowledge of vaccines recommended for adults besides influenza is low.
- ❑ Adults vary in their attitudes toward different vaccines that they have heard about.

WHAT WE LEARNED: Motivators and Barriers

- ❑ **HCP recommendation is the number one reported factor in influencing vaccination decisions, but adults perceive receiving few recommendations for vaccines from HCPs.**
- ❑ 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.
- ❑ However, adults do have some concerns about the safety and side effects of vaccines as well as questions about vaccine effectiveness and cost.

WHAT WE LEARNED: Key Factors in Decision Making

- ☐ How likely am I to get the disease?
- ☐ How serious could the disease be for me?
- ☐ How well the vaccine would work? Could I still get the disease?
- ☐ What are the side effects?
- ☐ How much will this cost me?

IS THE VACCINE RIGHT FOR ME?

Adults want TAILORED information to make an informed decision.

WHAT WE LEARNED: Recommending Vaccines

- ❑ HCPs commonly discussed with their patients:
 - ❑ **Consequences** of not being vaccinated (e.g. disease symptoms and potential severity)
 - ❑ **Safety and efficacy** of the vaccine
 - ❑ Possible **side effects**
 - ❑ **Benefits** of the vaccine
- ❑ 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.

WHAT WE LEARNED: Factors that facilitate acceptance of HCP vaccine recommendation

- ❑ 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

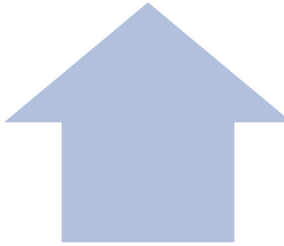
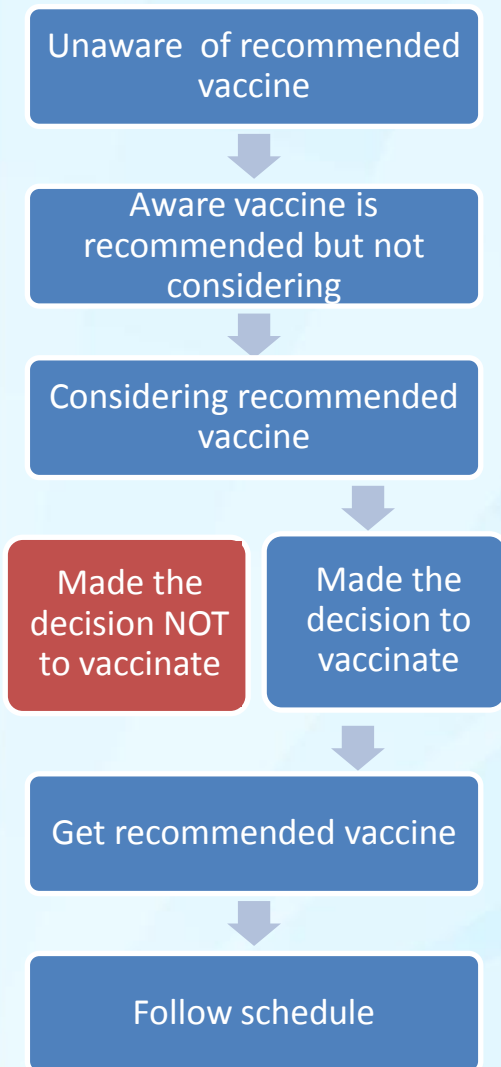
WHAT WE LEARNED: Messaging

- ❑ Adults favored simple, concise, direct, and to-the-point messages.
- ❑ Adults reacted positively to messages that stress prevention or encourage vaccination as a way to be proactive or have control over their health.
- ❑ Adults preferred messages that are empowering and provide information that can help them make an informed decision.
- ❑ Adults valued references to HCPs and messages that urged them to talk with their HCP to determine which vaccines are right for them.

Translating Research into Practice

CDC COMMUNICATION PROGRAM

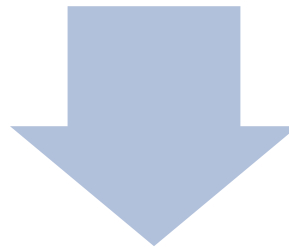
Stages in Vaccination Decision-Making



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)

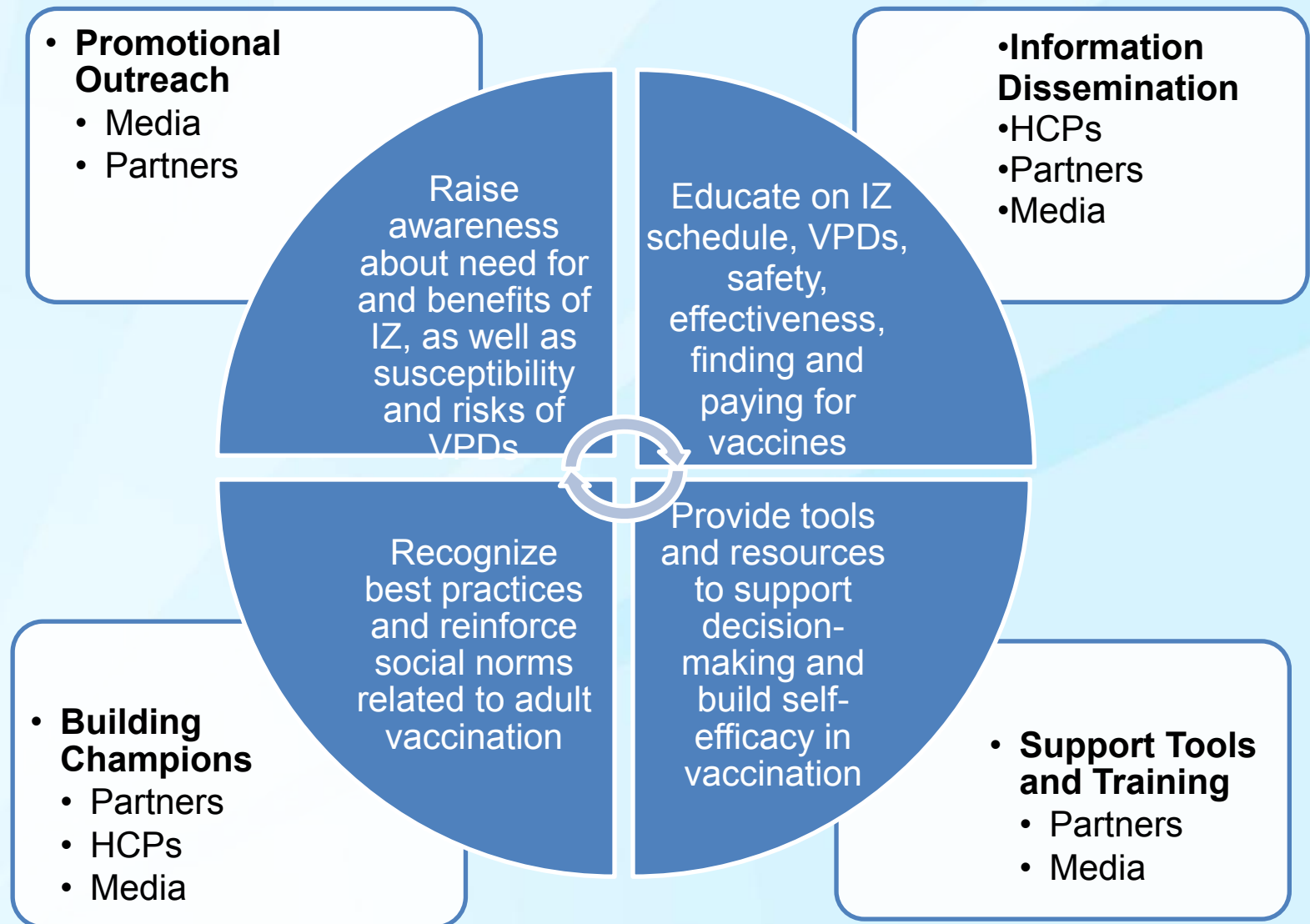
Reinforcement

Facilitate ACCESS

HCP Recommendation



Communication Strategies and Activities



Communicating 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.

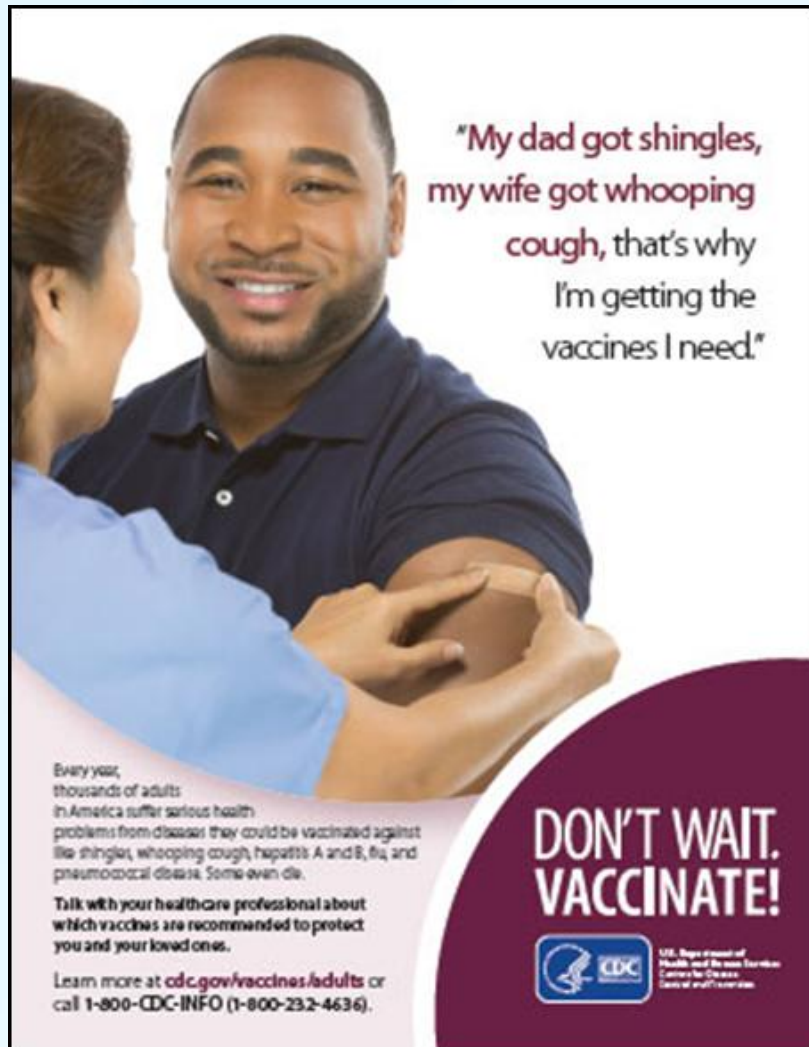
HCP Recommendation: SHARE Critical Information

- **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.

Key Message Frames

- Overarching: You can **protect your health** – and others around you – by getting vaccinated.
- All adults are at risk for VPDs. (**susceptibility**)
- VPDs can have **serious consequences** and costs.
- Getting vaccinated is a part of **staying healthy**.

Creative Strategy



"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 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

Susceptibility



"I have too much to do to risk getting sick, so I'm getting vaccinated."

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Consequences

Creative Strategy

"I want to protect my health,
so I'm getting the vaccines
recommended for me."



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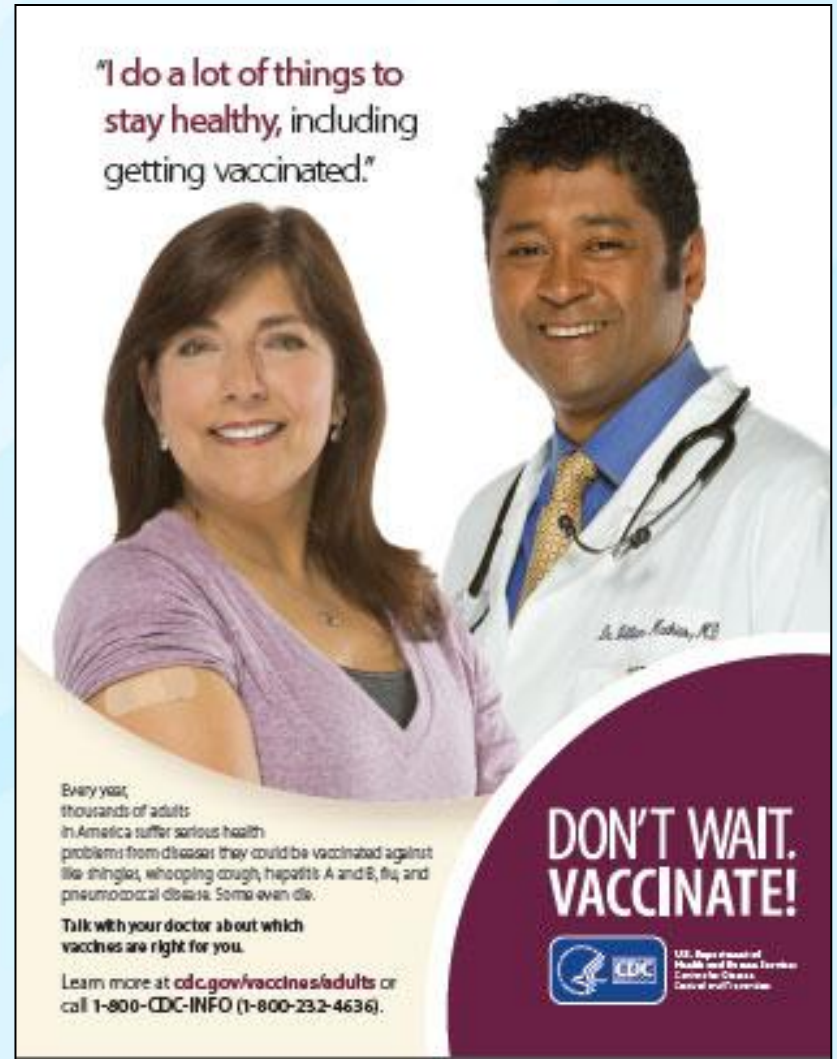
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U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Benefits (Proactive)

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



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Benefits (Empowering)

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 COMING SOON!
- Infographic COMING SOON!

❑ Support Tools

- Easy to read schedule
- 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!**

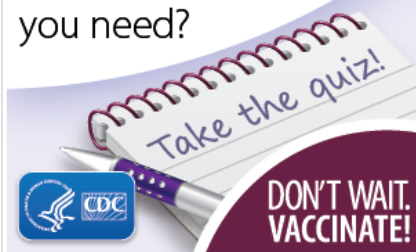
"I want to protect my health, so
I'm getting the vaccines I need."



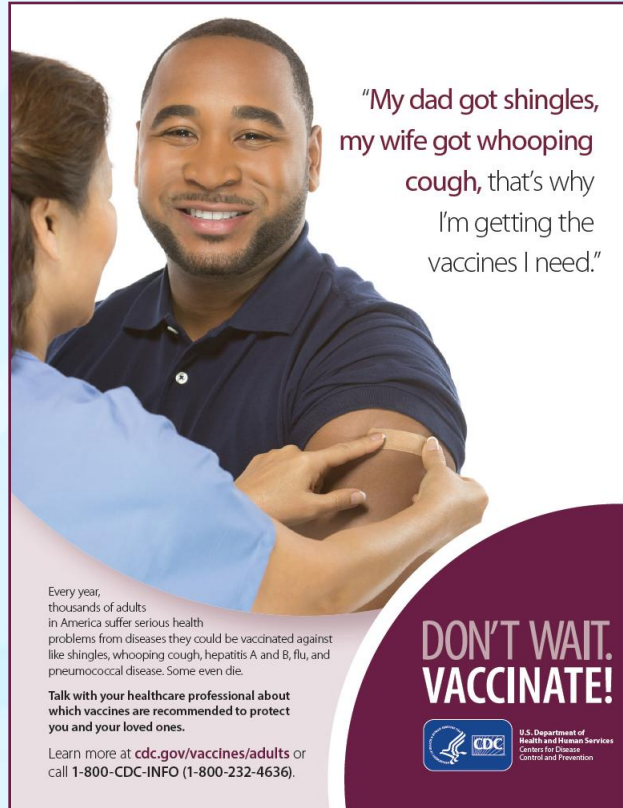
**DON'T WAIT.
VACCINATE!**

[Learn More](#)

Do you know which
adult vaccines
you need?



**DON'T WAIT.
VACCINATE!**



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

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"I do a lot to
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[Learn More](#)

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
- Free CE training: www.cdc.gov/vaccines/ed/
- FAQs on adult vaccines COMING SOON!

Available at 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 use different types of vaccine recorders for different types of patients.

To ensure vaccine records are accurate and complete, you should:

- Record vaccine doses
- Provide patient education
- Document vaccine doses

For more information, visit 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 can help:

- Reduce the number of missed appointments
- Facilitate patient access to vaccines
- Make it easier for patients to get the vaccines they need

For more information, visit www.cdc.gov/vaccines/adultstandards.

3 Vaccine Administration

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

Research shows that patients who receive vaccines in a provider's office are more likely to get the vaccines they need.

For more information, visit 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 recommended pneumococcal vaccine.

Recommendations for adult immunization are 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.

SHARE a Strong Vaccine Recommendation

For more information, visit www.cdc.gov/vaccines/adultstandards.

1 Vaccine Needs Assessment

A Series on Standards for Adult Immunization Practice

Assessment 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.¹ 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.^{2,3,4}

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.

Information Series for Healthcare Professionals
www.cdc.gov/vaccines/adultstandards

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.

Why should adult immunization be a priority for your practice?

- 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.
- 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.
- 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.

For more information on the standards and resources for improving practice, visit:
www.cdc.gov/vaccines/adultstandards

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 at high risk had received pneumococcal vaccination. While coverage among adults 65 years 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

DON'T WAIT. VACCINATE!

Information Series for Healthcare Professionals
www.cdc.gov/vaccines/adultstandards

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

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

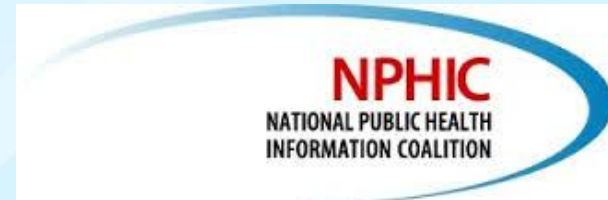


NEXT STEPS

- ❑ 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

National Immunization Awareness Month

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



Support Our Efforts

- **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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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

