

Teen Vaccination Campaign - Reaching Out To Teens



T2X



About National Meningitis Association

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

Instill

- An understanding of disease impact and value of vaccination

Advocate

- In support of directives/mandates for meningococcal vaccination

Support

- Families and survivors who have been affected by meningococcal disease

Build

- Awareness for all adolescent vaccine-preventable diseases

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**¹
- 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

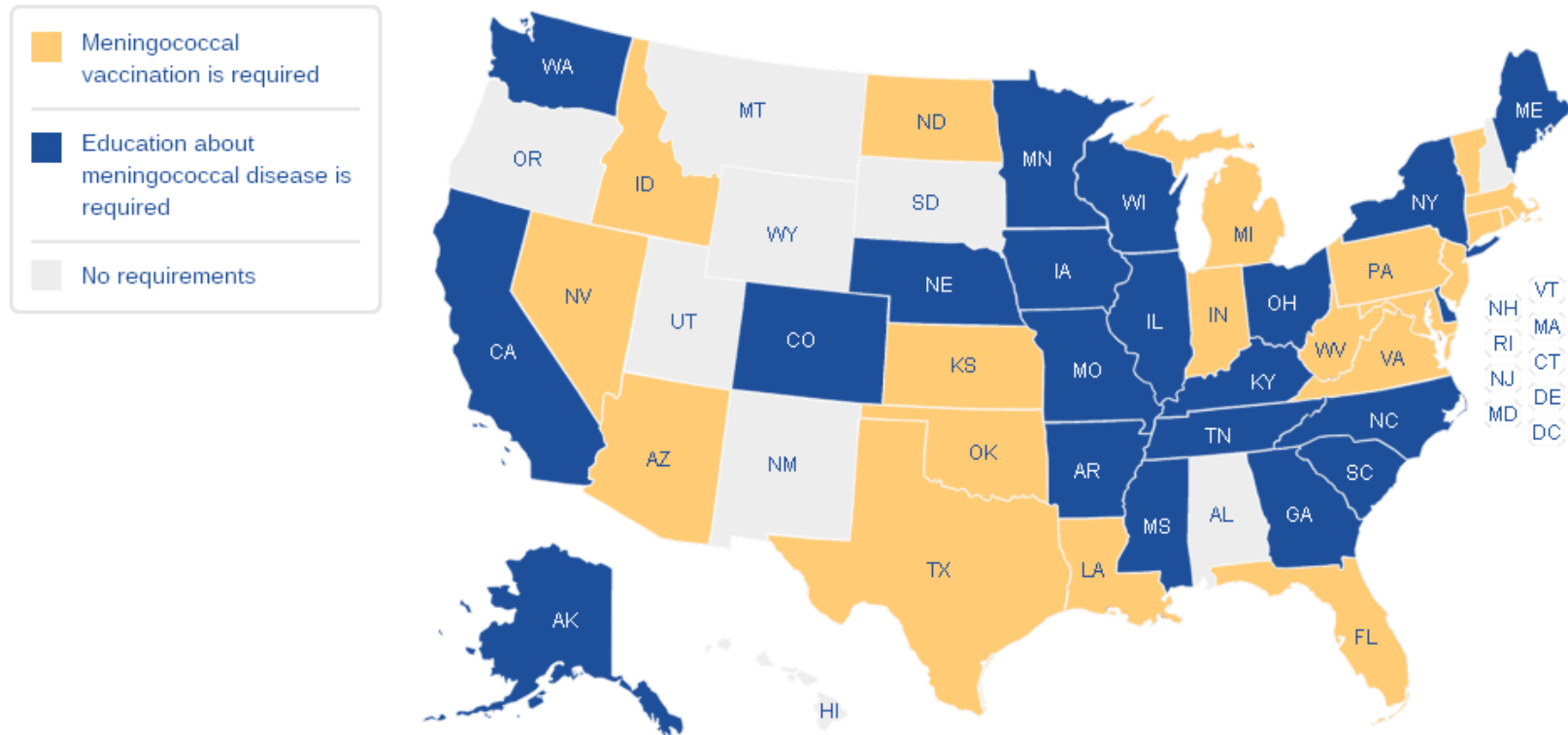
Vaccination for others with
specified risk factors

- 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 for more information

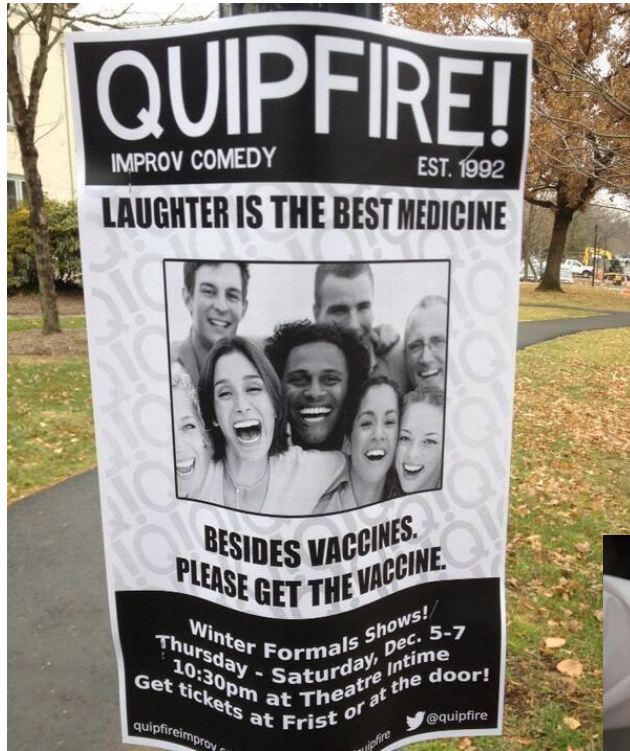
Meningococcal Requirements by State

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

JoNel Aleccia, NBC News

8 hours ago



Princeton University

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

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Student work: 'Princeton Against Meningitis'

Posted December 3, 2013; 12:25 p.m.

by Student Health Advisory Board

Google+ Tweet Facebook Recommend 56

e-mail print



The Student Health Advisory Board speaks with some of the Princeton students who have meningitis and with Dr. Janet Neglia of University Health Services. The University will offer the first dose of a Meningitis B vaccine on Dec. 9-12 to all undergraduate students; graduate students living in undergraduate dormitories, the Graduate College and annexes; and members of the University community with certain medical conditions. For more information, visit the University's meningitis information website.

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Princeton University

@Princeton



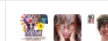
Follow

Students, please note: Meningitis vaccinations beginning now at Frist, Level B multipurpose room. ow.ly/rARXc

Reply Retweet Favorite More

3 RETWEETS

1 FAVORITE



8:59 AM - 9 Dec 13



Princeton University

@Princeton



Follow

Our fourth and final day of meningitis vaccination clinics begins at noon and runs until 8 p.m.

Reply Retweet Favorite More

1 RETWEET



11 AM - 12 Dec 13



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!

BOOST Your Knowledge Teen Meningitis Campaign

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 & Round



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 they 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

T2X.ME/MENINGITIS

NMA
NATIONAL MENINGITIS ASSOCIATION
nmaus.org

tapi
The Arizona Partnership for Immunization

Arizona Department of Health Services

T2X

2013



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 AUTO-ENROLLMENT PROGRAM CAN BE CANCELED AT ANY TIME. STANDARD CARRIER 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

BOOST Your Knowledge Teen Meningitis Campaign

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!

	Status	Points
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	Completed	3700

[Close Custom Activities](#)

2

5 Tips for Surviving Shots

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, l you'll 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

Just For You:



Bacterial Meningitis PSA
a month
by HostMichael



Ashlee Lee's Story
a month
by HostMichael

[Meningitis](#)

[Immunizations](#)

[5 Tips for Surviving Shots](#)

[What would you do if](#)

Getting Started

Res



Meningitis

Meningitis is a very serious disease that can kill you.

To protect yourself, you need to know
3 things about meningitis.

lete 5:00



00:00
02:25



How is meningitis spread?

kissing

☐

coughing

☐

sneezing

☐

all of the above

☒

see all



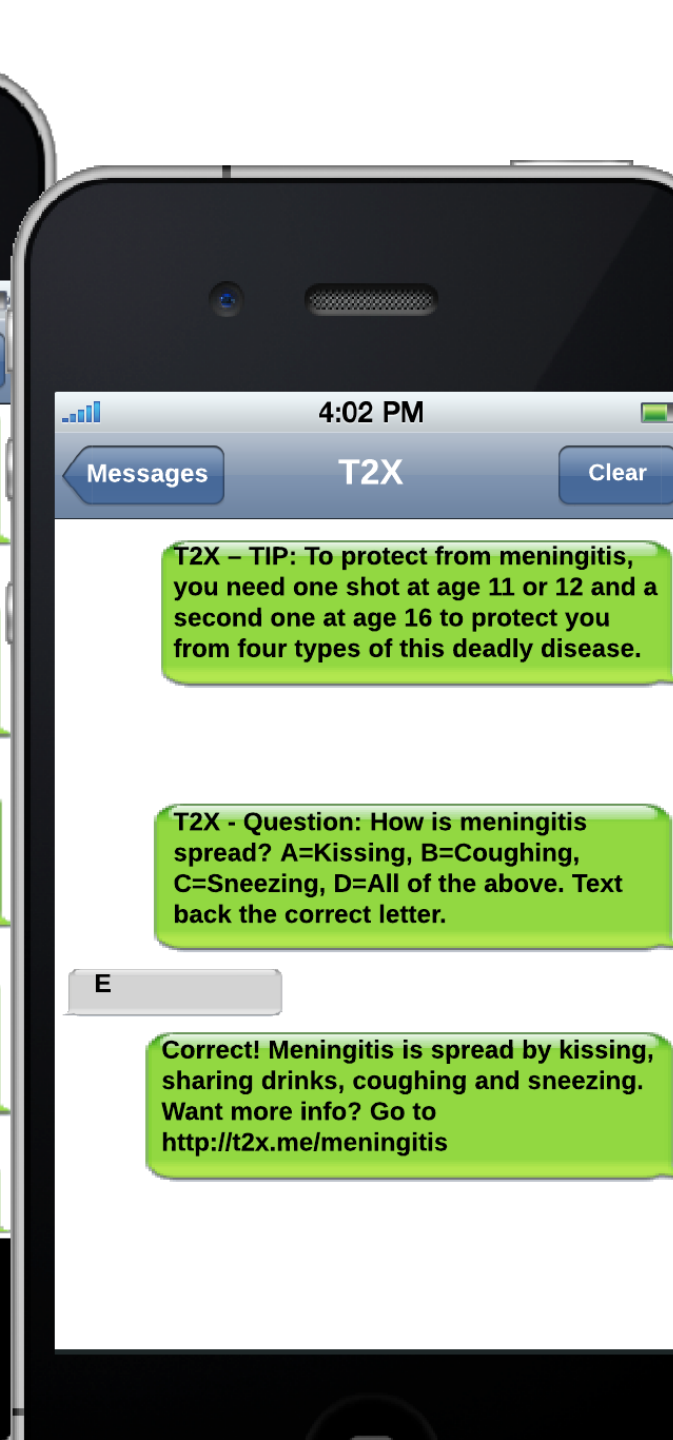
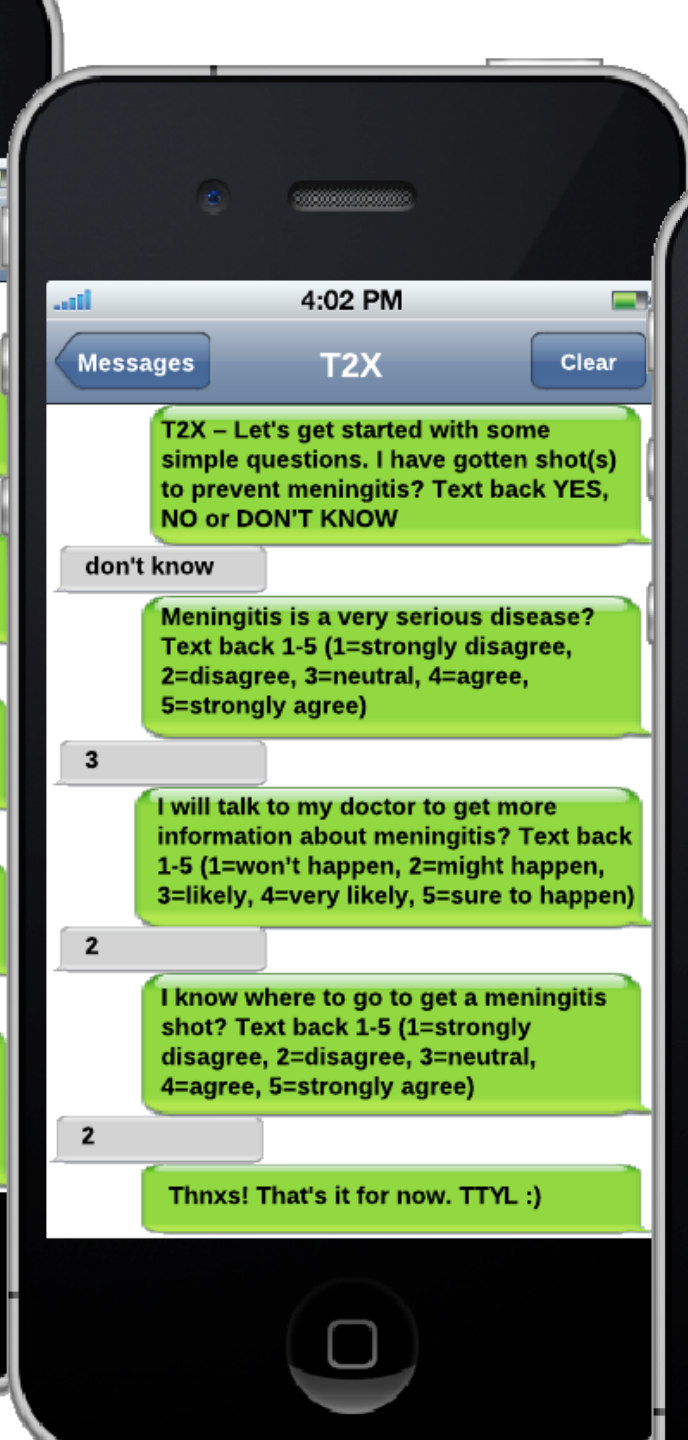
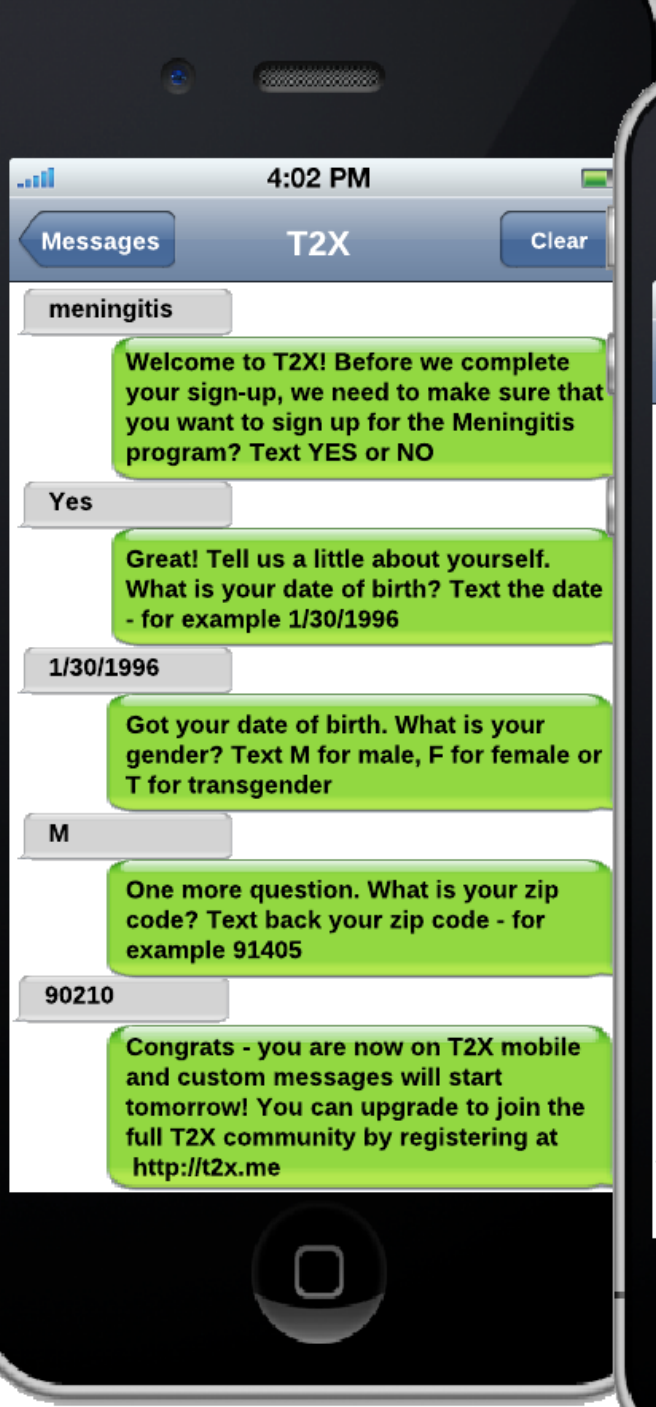
choice: Correct!

Meningitis is easily spread by kissing, sharing drinks, cough who have meningitis usually confuse it with flu.

[Click for more information](#)

You chose: "all of the above"

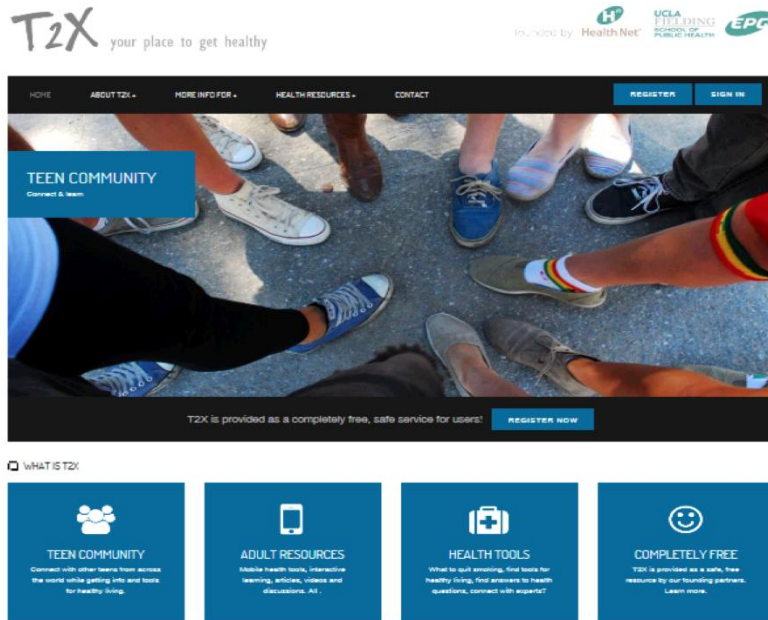
Total votes: 7



Learning Outcomes

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

BOOST Your Knowledge – Teen Meningitis Campaign



TAPI NMA T2X ADHS

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



TAKE CONTROL
3 VACCINES TO PROTECT ME



T2X



3 Vaccines to Protect Me

Search ...

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TAK CONTROL

3 VACCINES TO PROTECT ME

1. Whooping Cough

Quisque ligulas ipsum, euismod atras vulputate
iltrices etri elit. Class aptent taciti sociosqu ad litora
torquent per conubia nostra, per inceptos
himenaeos. Nulla nunc dui, tristique in semper vel,
congue sed ligula.

2. Meningitis

Quisque ligulas ipsum, euismod atras vulputate
iltrices etri elit. Class aptent taciti sociosqu ad litora
torquent per conubia nostra, per inceptos
himenaeos. Nulla nunc dui, tristique in semper vel,
congue sed ligula.

3. HPV

Quisque ligulas ipsum, euismod atras vulputate
iltrices etri elit. Class aptent taciti sociosqu ad litora
torquent per conubia nostra, per inceptos
himenaeos. Nulla nunc dui, tristique in semper vel,
congue sed ligula.

New Partner Site (takecontrol.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...

Dedicated Resources (hpv.t2x.me)

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

Soon to Launch **Take Control** Homepage and **HPV Resources** in T2X

It's time to take control of your health

TAK CONTROL 3 VACCINES TO PROTECT ME

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:





>>> immune platoon disease database <<<

case file: whoopie doopies • real name: pertussis • known aliases: bordetella pertussis (the bacteria that causes pertussis illness); whooping cough (for the "whoop" someone gasping for air after a coughing spell) • microbe type: bacterium



PROFILE

Pertussis leaves its victims literally gasping for air. At first, this tricky preteen might seem like a common cold—runny nose, fever, and cough. That's standard pertussis is just warming up. After a week or two, pertussis infection delivers cruel surprises—thick, gluey mucus and extreme coughing spells. In fits people can literally cough so hard and long that they throw up. Turn blue because they can't breathe. Victims of pertussis make a "whoop" sound when they suck in air after a coughing fit. Pertussis infection is no joke—about 40% of infants who get it wind up in the hospital! Weeks after Stage 2, as the body finally fends off pertussis, the whooping cough tapers down.

POWERS & ABILITIES

Pertussis is highly contagious (easy to catch). "Ward proof": A person with pertussis will infect almost everyone in their household if those people aren't vaccinated.

PREFERRED METHOD OF ATTACK

Pertussis is primarily an "air attacker," flying through the air looking for its next victim, when an infected person coughs or sneezes. The bacterium may also infect people who touch places where wetness from those coughs and sneezes lands, and then touch their noses or mouths.

KNOWN WEAKNESSES

Pertussis fears four letters—D, T, and P—and 2 vaccines, "DTaP" and "Tdap." Kids get "DTaP" while teenagers and grownups get a "boost" with "Tdap." The vaccine ammo contains diphtheria (the D), tetanus (the T), and acellular pertussis (aP). The term "acellular" (pronounced A-SELL-you-luh) means that the vaccine uses pieces of pertussis bacteria (not the whole bacterium cell). By using just pieces, the vaccine can "teach" the body to protect itself, with the fewest side effects.

Since the days before the vaccine, pertussis cases are down more than 80%.

Pertussis may be tough, but some simple basics can help to keep it in check—like washing hands with soap, covering up coughs and sneezes, and not sharing cups and silverware.

PREFERRED VICTIMS

Pertussis is a bully, slamming young children and babies the hardest. Very young kids are just not as able to cough up the gluey mucus as older people are. Also, other bacterial invaders just love to join pertussis' party, moving into a sick person's mucous, pertussis-infected lungs and throat to cause their own infections. These are called "secondary infections." Pertussis mostly pulls off its complications among young children, too—such as pneumonia, seizures, and encephalopathy (disease of the brain).

PRECAUTIONS FOR THE PUBLIC

Stay vigilant. We may think we've gotten the upper hand against pertussis. But, the disease is always scheming to get back on top. Since the 1980s, doctors have been reporting increasing numbers of pertussis cases. At the

moment, there are still far fewer than there were before the vaccine. Still, the number of people infected seems to peak every three or four years, showing that pertussis is still there figuring out its next move.

AREA OF OPERATIONS

Pertussis operates worldwide. It's especially busy and deadly in developing areas of the world, where few people are vaccinated and medical care is less accessible. Pertussis kills millions of people each year, and claims hundreds of thousands of

CRIMINAL RECORD

Doctors have been dealing with pertussis for at least 500 years. In 1906, scientists were able to identify and see *Bordetella pertussis* bacteria through a microscope—a first step in learning how to stop its evil trip. From 1940-45, before the vaccine was widely used, 175,000 people in the U.S. were infected each year. In the 1950s, against pertussis became routine and the tables turned for the better. Now, about 1,000-25,000 people are infected each year, a few die.

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](http://t2x.me/meningitis)
- T2X IS A WEBSITE JUST FOR TEENS

*TEXT MESSAGE AUTO-ENROLLMENT PROGRAM CAN BE CANCELED AT ANY TIME. STANDARD CARRIER

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- BEING VACCINATED IS THE BEST WAY TO PREVENT MENINGITIS

GET INVOLVED

T2X.ME/MENINGITIS
TEXT MENINGITIS TO 602-456-2951



Genital HPV Infection – CDC Fact Sheet



What is HPV?

HPV is the most common sexually transmitted infection (STI). HPV is a different virus than HIV and HSV (herpes). HPV is so common that nearly all sexually active men and women get it at some point in their lives. There are many different types of HPV. Some types can cause health problems including genital warts and cancers. But there are vaccines that can stop these health problems from happening.

How is HPV spread?

You can get HPV by having oral, vaginal, or anal sex with someone who has the virus. It is most commonly spread during vaginal or anal sex. HPV can be passed even when an infected person has no signs or symptoms.

Anyone who is sexually active can get HPV, even if you have had sex with only one person. You also can develop symptoms years after you have sex with someone who is infected making it hard to know when you first became infected.

Does HPV cause health problems?

In most cases, HPV goes away on its own and does not cause any health problems. But when HPV does not go away, it can cause health problems like genital warts and cancer.

Genital warts usually appear as a small bump or group of bumps in the genital area. They can be small or large, raised or flat, or shaped like a cauliflower. A healthcare provider can usually diagnose warts by looking at the genital area.

Does HPV cause cancer?

HPV can cause cervical and other cancers including cancer of the vulva, vagina, penis, or anus. It can also cause cancer in the back of the throat, including the base of the tongue and tonsils (called oropharyngeal cancer). Cancer often takes years, even decades, to develop after a person gets HPV. The types of HPV that can cause genital warts are not the same as the types of HPV that can cause cancer.

There is no way to know which people who have HPV will develop cancer or other health problems. People with weak immune systems may be less able to fight off HPV and more likely to develop health problems from it, this includes people with HIV/AIDS.

How can I avoid HPV and the health problems it can cause?

You can do several things to lower your chances of getting HPV.

Get vaccinated. HPV vaccines are safe and effective. They can protect males and females against diseases (including cancers) caused by HPV when given in the recommended age groups (see "Who should get vaccinated?" below). HPV vaccines are given in three shots over six months; it is important to get all three doses.

Get screened for cervical cancer. Routine screening for women aged 21 to 65 years old can prevent cervical cancer.

If you are sexually active

- Use latex condoms the right way every time you have sex. This can lower your chances of getting HPV. But HPV can infect areas that are

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of STD Prevention



Thank You

For more information contact:

WhyImmunize.org

nmaus.org

T2X.me