



VACCINATE
YOUR FAMILY



America Loves Vaccines: Analyzing and Implementing State Surveys

Amy Pisani, MS, Executive Director, Vaccinate Your Family

Today's Agenda



Overview of Topline
State Survey
Results



How State
Coalitions are Using
Survey Results



Families Fighting
Flu National Poll
Results

Today's Focus is on Three States



CT



ID



WI

Connecticut Methodology

- Lake Research Partners was hired by Vaccinate Your Family to design and administer this survey which was conducted online from June 9 – 16, 2020. The survey reached a total of 600 adults in Connecticut and oversamples of 75 African American and 100 Latinx adults. The sample of respondents was drawn from an online panel.
- The base sample was weighted by gender, region, age, race, party identification, and race by gender. The African American oversample was weighted by gender, age, and party identification. The Latinx oversample was weighted by gender, region, age, and party identification. The oversamples were weighted down into the base to reflect their proportion of the overall population. The base and the oversamples were weighted to reflect their actual proportion of the Connecticut statewide population.
- The margin of error for the base is +/-4.0%. The margin of error for the oversamples and subgroups is higher.

Idaho Methodology

- Idaho Immunization Coalition/Get Immunized, Idaho hired GS Strategies Group to design and administer a statewide poll for Idaho adults, a sample size of $n=400$ yields of margin of error of $\pm 4.9\%$.
- The research objectives focus broadly on Idahoans' attitudes immunizations and how they are responding to public health events happening now (i.e., are people more likely to voice support for getting immunizations and/or legislation requiring immunizations for children).

Wisconsin Methodology

- Vaccinate Your Family hired The Tarrance Group to design and administer a survey of 500 adults in Wisconsin from May 18 – 20, 2020.
- All respondents interviewed in this study were part of a fully representative sample of N=500 registered likely 2020 voters. Responses to this survey were gathered via live telephone interviews. The confidence interval associated with a sample of this type is $\pm 4.5\%$ in 19 of 20 cases. Tarrance Group used quotas on region, gender, age, and cell phone usage to ensure an accurate sample.

You May Have Seen These Headlines

Vox

“A third of Americans might refuse a Covid-19 vaccine. How screwed are we?”
(September 10, 2020)

Science AAAS

“Just 50% of Americans plan to get a COVID-19 vaccine. Here’s how to win over the rest”
(June 30, 2020)

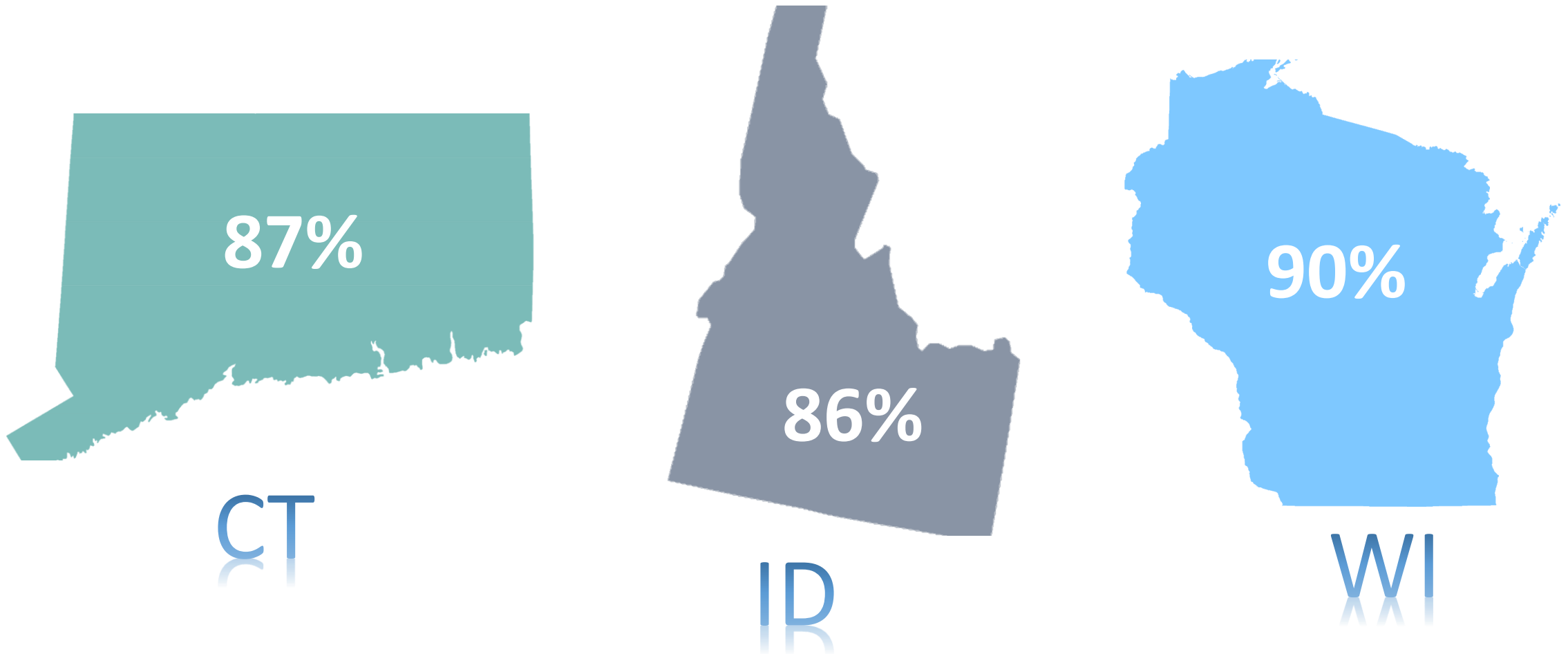
GALLUP

“One in Three Americans Would Not Get COVID-19 Vaccine”
(August 7, 2020)

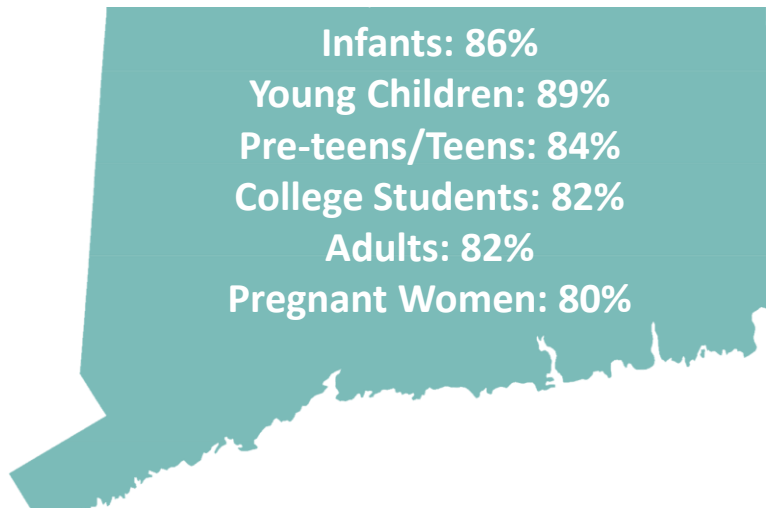


State Surveys are a Source of Optimism

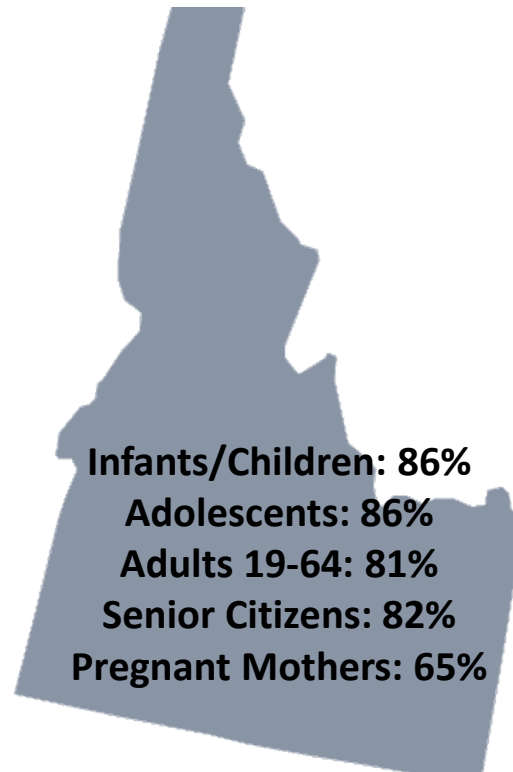
People Know Vaccines are Important



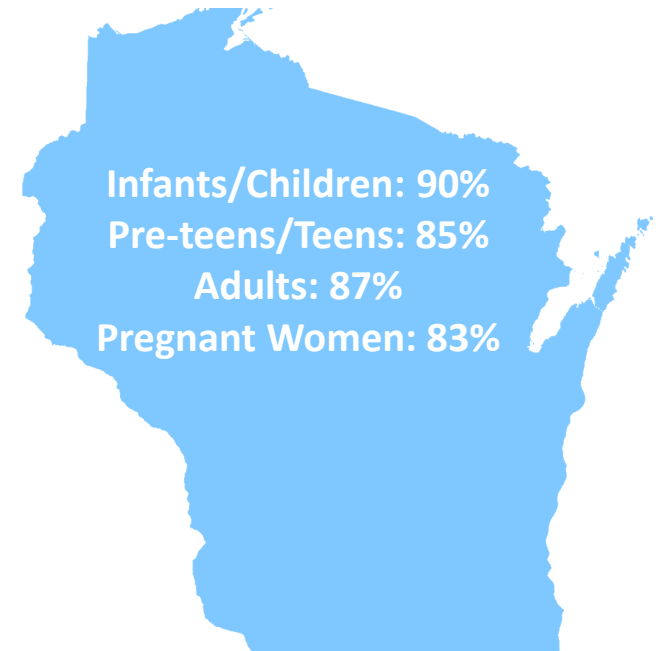
And That's True for All Demographics



CT

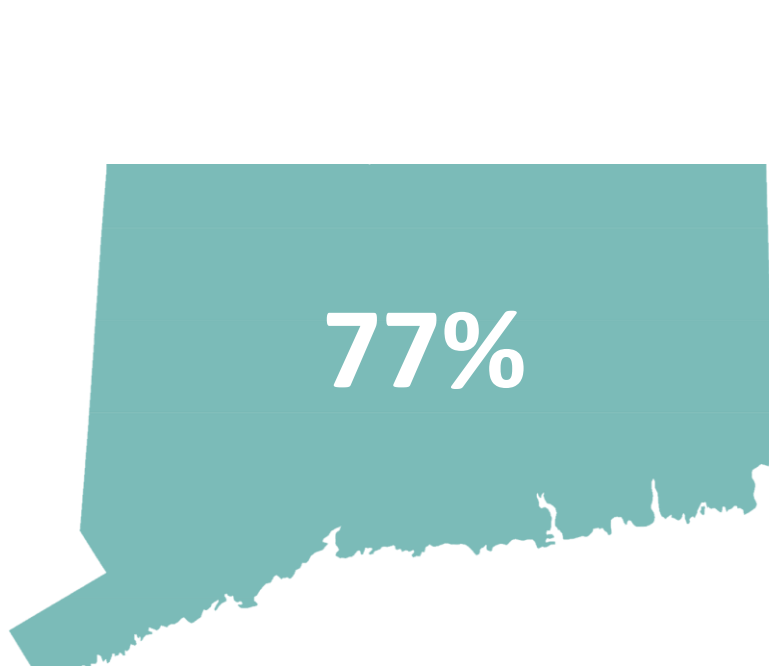


ID

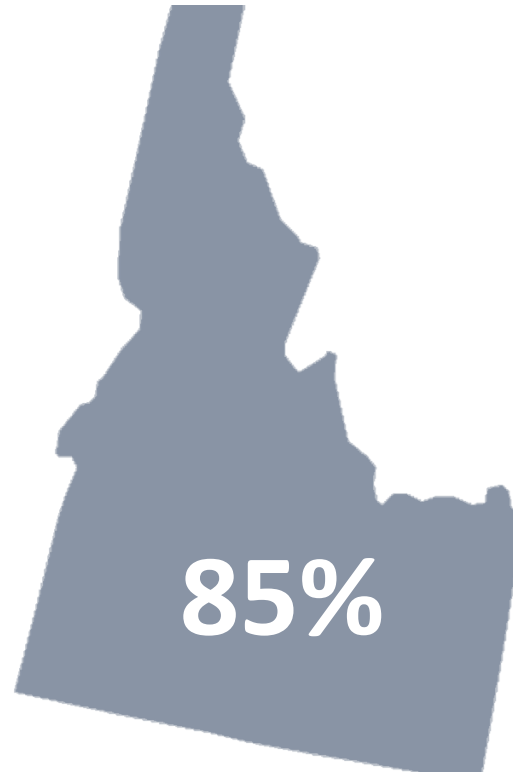


WI

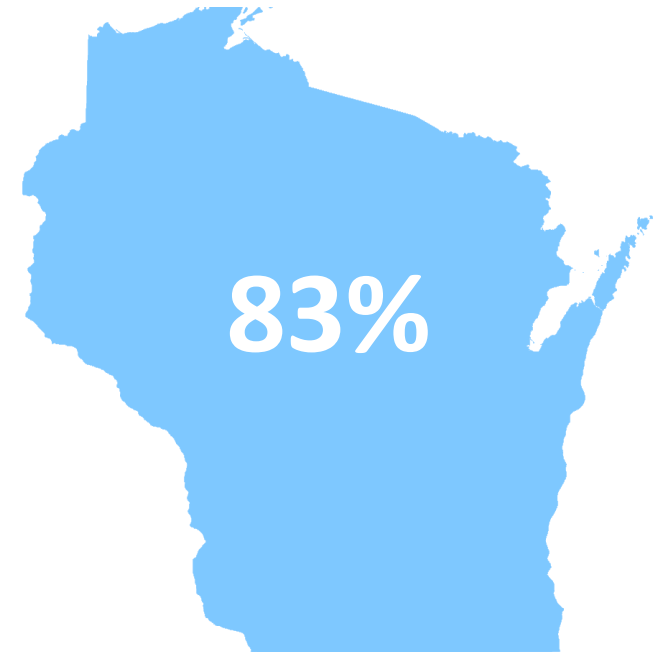
People Understand that Vaccines are Safe



CT

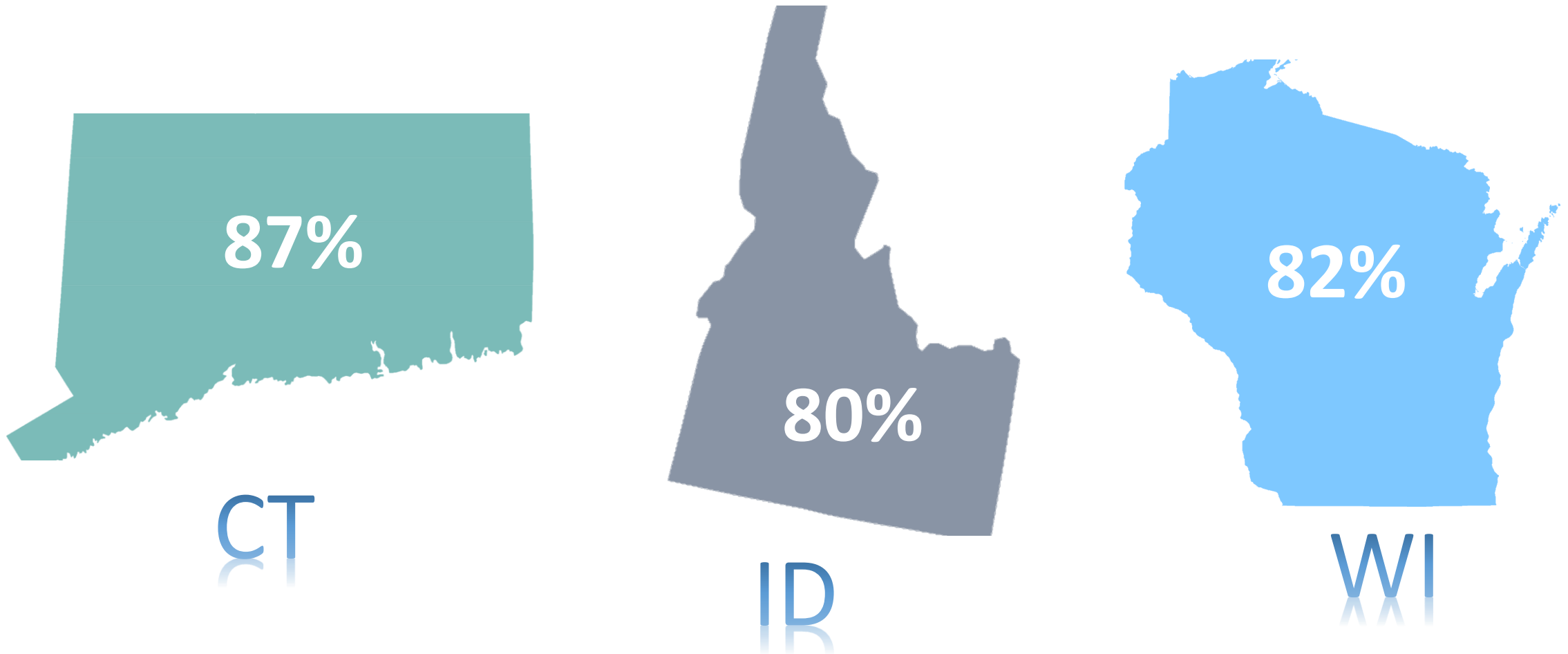


ID

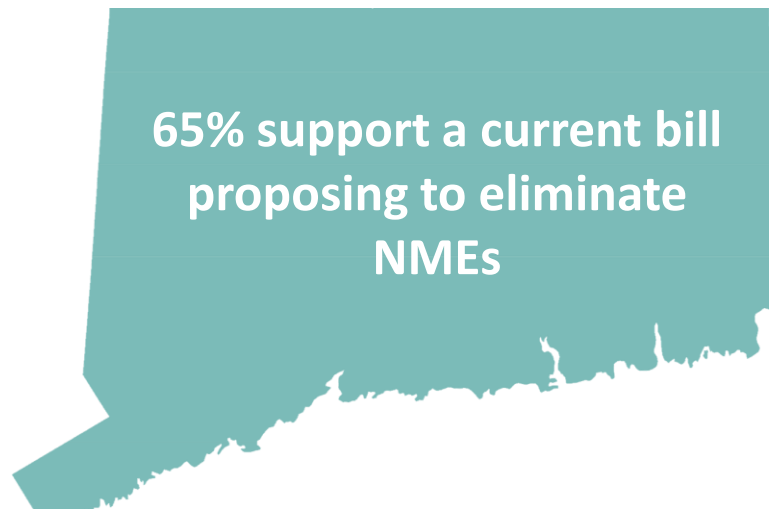


WI

People Support School-Entry Requirements



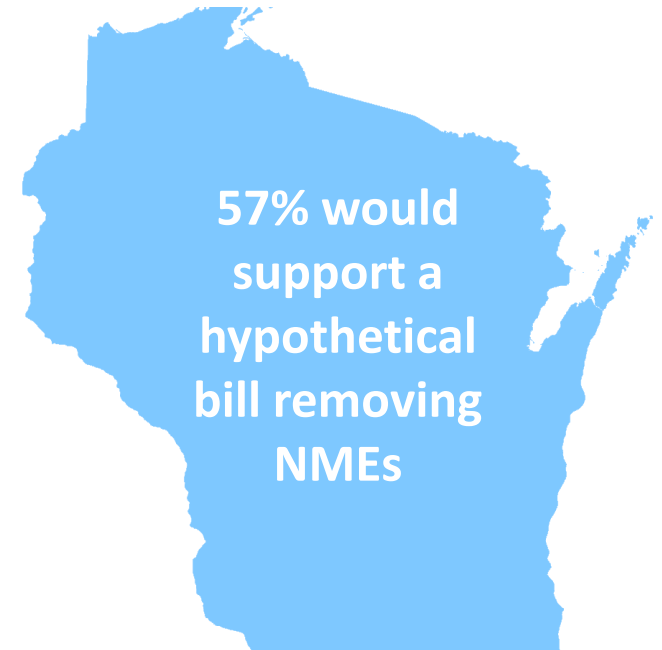
To Legislate or Not to Legislate...that is the question



CT

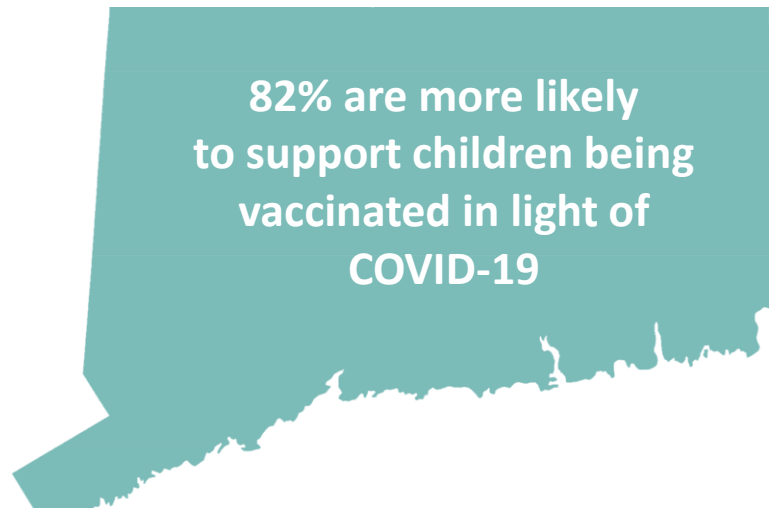


ID

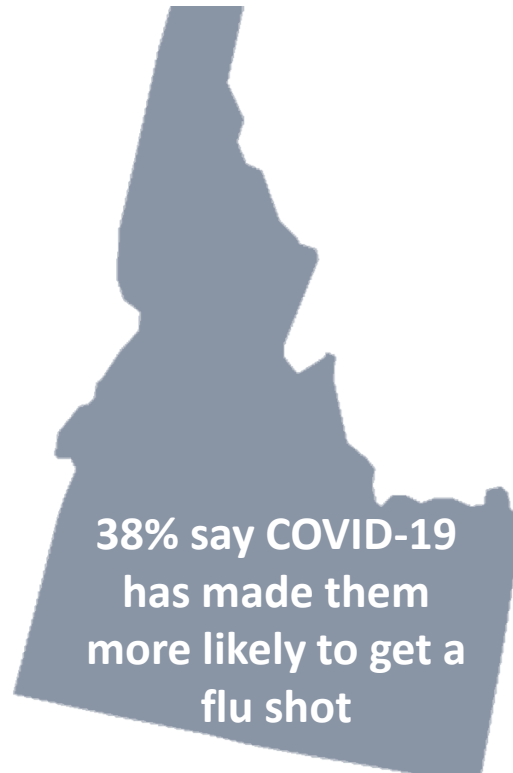


WI

COVID-19 Has Changed Perceptions



CT



ID



WI



Translating Data into Strategy



Connecticut has Presented the Data to Legislators and Media as Discussion of the Exemption Bill Continues



“Vaccinate Your Family just released a poll of Connecticut voters. We overwhelmingly support vaccines, but like so many things that are good for our health, vaccines are easy to put off.”
– “Don’t delay getting currently available vaccines for you and your children” *CT Mirror*, July 23

“That’s similar to a survey Vaccinate Your Family did earlier this year. ‘We specifically asked the question about COVID and said when a COVID vaccine is introduced would you want your children to get the vaccine and 68% of people here in Connecticut would want their children to get the vaccine,’ Amy Pisani, executive director of Vaccinate Your Family said.”
– “Survey Finds 20% of Connecticut Residents Would Not Take COVID-19 Vaccine” *NBC Connecticut*, September 9

Wisconsin is Launching a New, State-wide Coalition



Using positive survey data to normalize immunizations and promote positive messages to our legislators.

- On our webpage highlighting 90% of people agree
- In our recent National Immunization Awareness Letter used by advocates

Idaho is Using Data to Fine Tune Messages, Partners

1. Utilize positive messaging focused on the direct health effects of vaccines in our social media and printed communications.
 - 83% think vaccines are more important when informed of the effectiveness of vaccines on preventing child illnesses and death
 - 81% think vaccines are more important when informed that diseases like polio and the measles can make a comeback without them
2. Will consider pharmacies and pharmacists, in addition to pediatricians and primary care physicians, as an untapped source of vaccination information for Idahoans.
3. Prepare for the eventual COVID-19 vaccine by laying the educational groundwork about its importance.
4. Increase educational efforts concerning maternal immunizations – especially in regard to getting the flu shot and Tdap in the third trimester.



National Consumer Survey Topline Results

JUNE 2020



METHODOLOGY

Survey conducted by Remington Research Group May 26 – 28 via live calls to landlines and cell phones as well as digital panels pushed via SMS

Conducted in collaboration with Sanofi



TOTAL PARTICIPANTS:

1,446 adults



WEIGHTED SURVEY:

Weighted to match current Census demographics



MARGIN OF ERROR:

+/-2.5% with a 95% level of confidence



GOAL:

Measure sentiment of flu and flu vaccine messages and determine impact of COVID-19 on those messages to aid in development of 2020-21 flu season messaging

BENCHMARK RESULTS



WHO GETS THE FLU VACCINE

43% of respondents got a flu vaccine this past season and the same percentage report they always do while **27%** say they never get a flu vaccine

- **57% of Hispanics** and **53% of African Americans** did not get a flu vaccine
- **35% of adults with children in the household** report rarely or never getting a flu vaccine
- **48% of people** with the political party affiliation of Independent rarely or never get a flu vaccine



WHERE AND WHEN THEY GOT/PLAN TO GET THE FLU VACCINE

- **Majority** got vaccinated at a doctor's office or drug store, **13%** got vaccinated at place of employment, and if stay at home orders are in place this upcoming season, they are likely to get vaccinated at similar places
- The most popular months to get vaccinated were **October (40%), September (19%) and November (14%)**



HOW THEY FEEL ABOUT THIS UPCOMING FLU SEASON

- **A majority of people** don't know what month they will get vaccinated (**41%**), followed by **October (24%)** and **September (17%)**
- If stay at home orders are in place, **59% are moderately to not at all likely** to get a flu vaccine

KEY TAKEAWAYS



Specific population demographics (younger adults, adults without a college degree) correlate to not receiving the flu vaccine and being apprehensive about receiving the flu vaccine



The basic safety and effectiveness of the flu vaccine is a critical issue that needs to be addressed

- **Safety and effectiveness of the flu vaccine** in general is questioned by ~20% of respondents
- **Specific effectiveness statements** about the flu vaccine are questioned by about one-third of respondents, primarily among respondents under age 40
- **Moms are evenly split**, but 10-15% are neutral (e.g. don't know) regarding effectiveness

KEY TAKEAWAYS

(cont'd)



People agree the flu and coronavirus are serious but do not feel they are vulnerable to death or hospitalization from either

- They feel slightly more susceptible to being at risk for getting coronavirus (64%) than the flu (58%)
- 61% agree when a coronavirus vaccine is approved and available, they will get it right away, compared to 43% who indicated they received a flu vaccine this past season



People are open to learning about the flu and changing their behavior

- At the end of the survey, 53% indicated they would get a flu vaccine in the future, a 10-point increase over the 43% who said they received a vaccine last season, with significant jumps amongst the 18-29 year-old and high school education subsets
- The most set in their ways is the 30-39 age range who had just a 5-point increase

VULNERABILITIES



A disproportionate share of individuals disagree with the statement, "You cannot get flu from the flu vaccine."



40% of respondents do not think "Because flu vaccines are made from dead or weakened virus, or contain no virus at all, you cannot get flu from the flu vaccine" is important information.



Respondents do not factor coronavirus as a driving force for getting the flu vaccine. If stay at home orders are in place, people will be less likely to get vaccinated.

KEY MESSAGES THAT RESONATE THE MOST



Those surveyed believe flu is a serious illness, much more serious than the common cold.



The most important reasons as to why individuals would get the flu vaccine are:

- The flu vaccine can help reduce the risk of flu-related complications that can lead to hospitalization or death
- The flu vaccine can help make flu symptoms less severe
- The flu kills more Americans every year than any other vaccine-preventable disease

MESSAGES THAT RESONATE THE LEAST



The CDC recommends that everyone 6 months of age and older, with rare exception, get vaccinated against flu every year.



My getting a flu vaccine can help me stay healthy so I don't further burden the healthcare system this winter.



Because flu vaccines are made from dead or weakened virus, or contain no virus at all, you cannot get flu from the flu vaccine.

COMMUNICATIONS RECOMMENDATIONS



Target audiences:

- Younger adults
- Those without a college degree
- Moms
- Hispanics
- African Americans



Step One:

Educate target audiences

on the safety and effectiveness of the flu vaccine



Step Two:

Communicate vaccination benefits

such as flu vaccine making flu symptoms less severe

Thank You! Questions?



The Next Generation of Every Child By Two

Amy Pisani

amy@vaccinateyourfamily.org



WISCONSIN IMMUNIZATION NEIGHBORHOOD

Ann Lewandowski

annlewandowski@rwhc.com



Serese Marotta

smarotta@familiesfightingflu.org



Idaho
Immunization
Coalition



Get Immunized, Idaho

Karen Sharpnack

kjsharpnack@live.com