

Adult Immunization: CDC Communication Strategies and Efforts

Michelle Basket

Lead Health Communication Specialist
National Center for Immunization and Respiratory Diseases
Office of the Director

National Vaccine Advisory Committee
June 11, 2013



Objectives

- ❑ **Describe plans for CDC adult immunization communication effort**
- ❑ **Present highlights from formative research with consumers and preliminary communication strategies**
- ❑ **Share next steps**

Increasing Demand for 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 professionals** 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
 - 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.
- ❑ Concepts, messages, and materials will be developed and tested with target audiences prior to distribution.
- ❑ The communication 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 partners and other relevant national medical associations and consumer groups to support this communication program.

Research

- ❑ **FallStyles Survey (September/October 2012)**
- ❑ **Literature Review (November/December 2012)**
- ❑ **Adult Consumers: Focus groups (March 2013)**
 - Segmented by race/ethnicity, age, and chronic conditions
- ❑ **Health Care Providers: In-depth interviews (July 2013)**
 - Physicians, physician assistants, and nurses in primary care and specialist settings

WHAT WE LEARNED: Knowledge and Attitudes

- ❑ Awareness and knowledge of adult vaccines besides influenza is low.
- ❑ Adults believe that VPDs are serious, and in some cases, deadly.
- ❑ They also believe that getting vaccines is important, especially for certain groups of adults:
 - Older adults
 - People with chronic conditions
 - People whose jobs or hobbies expose them to many people and/or sick people.
 - Travelers

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 adult 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 have concerns about the safety and side effects of vaccines as well as questions about effectiveness.

WHAT WE LEARNED: Messaging

- ❑ Adults favor 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 about their health.
- ❑ Adults prefer messages that are empowering and provide information that can help them make an informed decision.
- ❑ Adults with chronic conditions and older adults
 - Value messages that are directed or tailored to them
 - Favor messages that relay vaccination as providing a sense of control over their health.

Implications for Communication

- ❑ **Raising awareness about adult vaccination is needed, but will not be enough.**
- ❑ **When communicating with adults:**
 - Encourage them to ask if they need vaccines at each visit
 - Provide transparent and plain language information on VPDs and vaccines, including safety and efficacy
 - Use empowering messages and provide support tools to help them understand risks and benefits in order to make an informed decision
- ❑ **To support HCPs:**
 - Provide resources to assist them in making strong recommendations
 - Provide resources to assist them in answering patient questions and addressing concerns

Key Communication Challenges

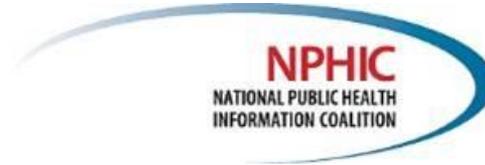
- **Multiple products**
 - An “immunization schedule” and individual vaccinations
 - Some vaccines more known than others (e.g., flu vaccine)
 - Vaccines vary on many dimensions (e.g., cost, timing, dosing, efficacy)
- **Much competition**
 - For limited physician time
 - For consumer attention
 - Among health issues for the above
- **Broad but very diverse audience**
 - Age, gender, race/ethnicity
 - Health literacy
 - Trust in medical system

Next Steps

- ❑ Complete analysis of consumer focus groups
- ❑ Use results of concept and message testing to develop approach and creative direction for program
- ❑ Formative research with health care professionals to understand what support and information they need to educate patients and make strong recommendations
- ❑ Share research findings with health care professional organizations and consumer groups to inform their efforts
- ❑ Work with partners to develop tailored educational materials and communication resources
- ❑ Engage organizations that can support communication efforts at national, state, and local levels

National Immunization Awareness Month

- ❑ Supported by NPHIC



- ❑ Campaign Toolkit: Immunization Across the Lifespan
 - Key Messages
 - The Facts
 - Sample News Release/Matte Article(s)
 - Sample Tweets and Facebook posts
 - Event Ideas
 - Resources (such as infographics, photos, websites)
- ❑ Adult Immunization Focus: August 18-24, 2013

<http://www.nphic.org>

Acknowledgements

- ❑ **Carolyn Bridges**
- ❑ **Kate LaVail**
- ❑ **Matthew Reynolds**
- ❑ **Aparna Ramakrishnan**
- ❑ **Kris Sheedy**
- ❑ **Belinda Smith**
- ❑ **ICF International**

THANK YOU!

apf2@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: <http://www.cdc.gov>

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.