Communication Strategies to Improve Adult Immunization

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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

- Lack of provider recommendations for adult immunization
- Lack of utilization of reminder or assessment systems
- Lack of coordination of adult IZ activities
- Lack of access to and utilization of health care services by adults
- Low health literacy
- Concern about adverse events

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

Unaware of recommended vaccine

Aware vaccine is recommended but not considering

Considering recommended vaccine

Made the decision NOT to vaccinate

Made the decision to vaccinate

Get recommended vaccine

Follow schedule

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

- **Promotional Outreach**
  - Media
  - Partners

- **Building Champions**
  - Partners
  - HCPs
  - Media

- **Information Dissemination**
  - HCPs
  - Partners
  - Media

- **Support Tools and Training**
  - Partners
  - Media

- **Raise awareness about need for and benefits of IZ, as well as susceptibility and risks of VPDs**

- **Educate on IZ schedule, VPDs, safety, effectiveness, finding and paying for vaccines**

- **Recognize best practices and reinforce social norms related to adult vaccination**

- **Provide tools and resources to support decision-making and build self-efficacy in vaccination**
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

Susceptibility

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

Consequences

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

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).
Creative Strategy

Benefits (Proactive)

“I want to protect my health, so I’m getting the vaccines recommended for me.”

Don’t Wait. Vaccinate!

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.

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Benefits (Empowering)

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

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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](http://www.cdc.gov/vaccines/adultquiz)
  - Adult immunization website: [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults)

Available at [www.cdc.gov/vaccines/AdultPatientEd](http://www.cdc.gov/vaccines/AdultPatientEd)
Outreach Products

“I got vaccinated because I can’t risk getting sick.”

“I want to protect my health, so I’m getting the vaccines I need.”

“My dad got shingles, my wife got whooping cough, that’s why I’m getting the vaccines I need.”

“I do a lot to stay healthy, including getting vaccinated.”

“Do you know which adult vaccines you need?

Take the quiz!

Every year, thousands of adults in America suffer serious health problems from diseases they could be vaccinated against like polio, whooping cough, hepatitis A and B, flu, and pneumococcal disease. Some even die.

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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](http://www.cdc.gov/vaccines/schedules/hcp/adult.html)
  - Free CE training: [www.cdc.gov/vaccines/ed/](http://www.cdc.gov/vaccines/ed/)
  - FAQs on adult vaccines COMING SOON!

Available at [www.cdc.gov/vaccines/hcp/adults](http://www.cdc.gov/vaccines/hcp/adults)
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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