

Living Today for a Better Tomorrow: Helping Adults Understand the Value of Immunization to Long-term Health

National Foundation for Infectious Diseases

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Adult Vaccination Web Site

ADULT IMMUNIZATION – ADULT VACCINE – ADULT IMMUNIZATIONS – ADULT VACCINATION – ADULT VACCINES

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HOME PAGE

VACCINE PREVENTABLE
DISEASES & INFECTIONS

10 REASONS TO BE
VACCINATED

SHARE YOUR STORY

FOR HEALTH CARE
PROVIDERS

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Which vaccines do I need?

Vaccination is a safe and cost-effective way to stay healthy, and it's not just for kids! Vaccines are recommended for adults to protect them from serious and sometimes deadly infectious diseases. But while more adults are taking a role in their health these days — eating better and exercising — many forego one of the simplest preventive care measures available, adult vaccination.

Find Out More ►



10 Reasons To Be Vaccinated

Learn just a few reasons why vaccination is important for adults.



► Read More

Downloadable Documents

► Adult Vaccination
Fact Sheet [PDF]

► Adult Immunization
Report [PDF]

► CDC Immunization Schedule [PDF]



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This Web site is supported by unrestricted educational grants to the National Foundation for Infectious Diseases from GlaxoSmithKline, Merck, sanofi pasteur and Wyeth Pharmaceuticals.

Call to Action

CALL TO ACTION

Saving Lives: Integrating Vaccines for Adults into Routine Care

Made possible by unrestricted educational grants to the National Foundation for Infectious Diseases from Merck, Novartis Vaccines and sanofi pasteur.



Saving Lives: Integrating Vaccines for Adults into Routine Care

Organizational Supporters

The following groups agree that immunization rates in adults need to be improved to reduce the impact of vaccine-preventable diseases in Americans of all ages.

- AARP
- American Academy of Physician Assistants
- American College of Obstetricians and Gynecologists
- American College of Physicians
- American Medical Association
- Asian and Pacific Islander American Health Forum
- Centers for Disease Control and Prevention
- Immunization Action Coalition
- Infectious Diseases Society of America
- National Foundation for Infectious Diseases
- Society for Adolescent Medicine

About the National Foundation for Infectious Diseases

The National Foundation for Infectious Diseases is a non-profit, tax-exempt (501(c)(3)) organization founded in 1975 and dedicated to educating the public and health care professionals about the causes, treatment and prevention of infectious diseases.

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Web Site Resources: Health Care Provider Section

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For Health Care Providers



- **Overviews of vaccine-preventable diseases**
 - “Why should I vaccinate adults against pneumococcal disease?”
- **Professional practice toolkit**
 - Appointment card reminders, posters, patient fact sheets, practice newsletters/Web article, etc.

The Unassailable Value of Vaccines



- Vaccination named by CDC as one of the ten greatest public health achievements of the 20th Century
- Smallpox: 21,064 cases and 894 deaths (1900)
- Measles: 469,924 cases and 7,575 deaths (1920)
- Diphtheria: 147,991 cases and 13,170 deaths (1920)
- Pertussis: 107,473 cases and 5,099 deaths (1922)

Ten great public health achievements—United States, 1900-1999. *MMWR*. 1999;48:241-243.

Immunity as a Lifetime Continuum



- Highly successful U.S. childhood immunization program takes us from birth to adolescence
- While most vaccines are delivered to infants and toddlers, adolescents and adults need boosters and have access to additional vaccines
- Because immunization stops in childhood, adults make up 95% of the 50,000+ U.S. deaths from vaccine-preventable diseases each year

Pediatric Immunization Program: Elements of Success



- Strong infrastructure
 - Pediatric offices well equipped to handle vaccination
 - School mandates
- Financial support
 - Private insurance
 - Vaccines for Children program
 - Section 317
- Strong focus on education

Why Adults Forego Vaccination

- Difficulty conceptualizing value of prevention
 - Easier to see value of treatment

- Lack of awareness and knowledge
 - Vaccine-preventable infectious diseases
 - Vaccine safety and efficacy

- Not enough positive messages from health care systems and health care providers

- New initiative started with news conference in January, 2008; reported:
 - CDC data on vaccine coverage rates in adults
 - NFID data from a national consumer survey of adults

NFID Consumer Survey Results



- 49% correctly named influenza as a vaccine-preventable disease; just 3 to 18% could name any of the other vaccine-preventable diseases
- 22% *not at all concerned*, 27% *not very concerned*. about a family member or themselves getting a vaccine-preventable disease
- Interactions in physician offices are a key factor in vaccine delivery
 - 87% are very or somewhat likely to get a vaccine if their doctor recommends it.
 - 55% would not get a vaccine *unless* it was recommended by their doctor

Survey of 1,005 adults (504 men, 501 women) ≥18 years of age, fielded October, 2007.
Margin of error for entire sample is ±3%.

Barriers to Adult Immunization

- Lack of awareness
- Lack of resources
- Lack of knowledge

Call to Action for Adult Immunization



- Ongoing education and awareness activities essential
 - Mandates are useful for childhood immunization but unlikely to be put in place for adults
- Healthcare providers need to be up-to-date on the latest adult immunization schedule/recommendations
 - Both vaccinators and non-vaccinators can support immunization
 - All healthcare providers who have meaningful patient contact can help
- Adult immunization campaign messages must emphasize the benefits of immunization to adults of all ages
 - Healthy people can pass illnesses on to others at greater risk
- Changing behavior is a long-term process of education and reinforcement

Looking Forward

- NFID will continue its robust adult immunization campaign
- Essential resources needed, in addition to the education and awareness NFID can provide
 - Immunization registries
 - Appropriate reimbursement policies (Medicare, Medicaid, private insurers, Section 317 funds)
 - Specialist and primary care physician education