Childhood Influenza Immunization: Converting Mothers’ Intentions into Action – A NFID Consumer Research Study

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Welcome and Overview

- **Childhood Influenza Immunization Coalition**
  - Established by the National Foundation for Infectious Diseases to improve low immunization rates among children
  - Comprised of 32 public health, medical, patient and parent groups committed to increasing awareness about influenza vaccination and promoting healthy choices

*CIIC is made possible by an unrestricted educational grant to NFID from sanofi pasteur.*
**CII/C Research Overview: A Multi-Phased Approach**

- Provide deeper insight into factors and triggers that motivate and inhibit vaccination behavior.
- Assess shifts in attitudes toward influenza vaccination post the 2009 pandemic and as a result of CDC’s universal influenza vaccine recommendation.
- Uncover persistent/new barriers; identify most motivating messages.
- Garner strategic insights to inform and optimize communications messages to decision-makers.
Knowledge of universal recommendation correlates with higher intent to vaccinate.

Mothers’ knowledge is power.

Knowledge of universal recommendation correlates with higher intent to vaccinate.

Misinformation about influenza and influenza vaccine may be depressing vaccination rates.

However, mothers’ knowledge may not be accurate.

Misinformation about influenza and influenza vaccine may be depressing vaccination rates.

Mis-beliefs such as, “a healthy child is strong enough to battle influenza,” lead to uncertainty about vaccine necessity.

Myths and magical thinking persist.
Desire to protect family/community are top reasons that mothers vaccinate children.

Altruistic motives are a factor in the decision to vaccinate.

A healthy respect for the severity of influenza on a child’s health is seen among some mothers.

Mothers’ instinct to protect the family is strong.

Protecting children from serious illness motivates many to vaccinate; others minimize influenza’s severity.

Safety concerns are paramount; safety messages are motivating, especially in regard to younger children.
A family’s experience with influenza is associated with higher vaccination rates.

Many mothers have not altered their influenza vaccination intentions for their children, though intent remains high.

Pediatricians are the favored source of information; their recommendation is motivating.

Familiarity with influenza often breeds “contempt.”

Last year’s H1N1 pandemic did not necessarily “rock mothers’ world.”

Mothers require a personal “GPS” to wade through information overload.
Significant Findings
Nearly two-thirds of mothers (65 percent) reported an intention to have children vaccinated (2010-2011 season)

- Shift toward “more likely” to vaccinate is eight times greater than shift toward “less likely” to vaccinate
- Hispanic mothers somewhat more likely (22 percent) to vaccinate than in the past

- **16%** More likely to get children vaccinated than in the past (22% for Hispanic mothers)
- **2%** Don’t know
- **2%** Less likely to get children vaccinated than in past
- **31%** No change in intentions; will *not likely* get your children vaccinated – as in past
- **49%** No change in intentions; will *likely* get children vaccinated – as in past
Awareness of CDC Recommendations Leads to Greater Intent to Vaccinate

Mothers’ Awareness of Vaccination Recommendations

For the past three years, annual influenza vaccination has been recommended for all children age 6 months through 18 years of age

This year, annual influenza vaccination is recommended for all Americans 6 months of age and older

- Those Less Likely to Vaccinate: 68%
- Those More Likely to Vaccinate: 89%
- Those Who Will Vaccinate (No Change in Intent): 88%

- Those Less Likely to Vaccinate: 65%
- Those More Likely to Vaccinate: 76%
- Those Who Will Vaccinate (No Change in Intent): 82%

Prevent Childhood Influenza.org
Nearly 7 in 10 mothers judge influenza vaccination as *vital* as other annual health measures, with little ethnic variation.
Family/Community Protection Among Top Reasons in Favor of Vaccination; Disease Severity Most Important

- Protects young children in your family: 96%
- Protects others in your community: 95%
- Protects children who have underlying health issues: 95%
- Provides best available protection against a serious disease that can result in hospitalization for children: 93%
- Provides best available protection against a serious disease that can kill children: 92%
- Can lessen flu severity, even if it doesn't totally protect your child: 90%
- Eliminates worry of seeing your child lifeless and in pain: 75%
- H1N1 made you more aware that flu can be serious for children: 71%
- Someone you know had a bad experience with the flu: 49%

Top reasons selected as the *SINGLE* most important in red
Lack of Pediatrician Recommendation, Safety Concerns and Misinformation are Key Vaccination Reservations

- Your parents, and you, grew up fine without influenza vaccine: 81%
- Your pediatrician or other PCP left it up to you and you chose not to give your child another vaccine: 77%
- Your children are healthy and don’t need the vaccine: 75%
- You aren’t sure the vaccine works: 75%
- You don’t want to put unknown substances in your child’s body: 73%
- You think concern over H1N1 was blown out of proportion by the media: 71%
- Influenza is too unpredictable, you prefer to take your chances that the flu won’t hit your kids: 71%
- Hand washing works just as well - or better - as a means of flu prevention: 68%
- You aren’t sure the vaccine is safe: 64%

*Top reservations selected as the SINGLE most important in red*
Pediatrician Recommendation & Reassurance of Safety Most Likely to Help Overcome Barriers

Vaccination Motivators

- A strong recommendation from your pediatrician*: 73%
- Reassurance that the vaccine is always researched and tested: 73%
- Knowing that this year’s vaccine will provide protection against the H1N1 pandemic influenza strain still in circulation: 71%
- Better understanding of how the flu vaccine can work to build immunity for your child: 70%
- More information about the different flu strains and how many are in the vaccine: 69%
- Statistics regarding flu’s impact on children: 61%
- Knowledge of vaccine ingredients: 61%
- Hearing personal stories about children in your community who have become seriously ill or died from flu: 57%
- Knowledge that your pediatrician or other primary care provider has their child(ren) vaccinated for influenza: 53%

* 69 percent of mothers also cite pediatricians as first choice for information about influenza/immunization
# Messages Emphasizing Safety, Disease Severity & Family Protection Most Likely to Motivate

<table>
<thead>
<tr>
<th>MOTIVATIONAL MESSAGES</th>
<th>VERY LIKELY TO MOTIVATE</th>
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| For vaccines to be approved -- including influenza vaccine -- the manufacturing process must meet FDA safety standards, and each batch of vaccine is carefully tested before it is released. | National Sample: 64%  
African Americans: 64%  
Hispanics: 63% |
| Every flu season is different and unpredictable, some mild and some severe; but some, like last year’s H1N1 pandemic are particularly serious for children. | National Sample: 62%  
African Americans: 69%  
Hispanics: 60% |
| It makes sense to vaccinate your child(ren) for influenza to protect all the members of your family -- from infants to grandparents. | National Sample: 60%  
African Americans: 63%  
Hispanics: 59% |
| The flu vaccine protects your child(ren) from a highly infectious disease that can have serious health consequences for them. | National Sample: 59%  
African Americans: 58%  
Hispanics: 51% |
| If one child dies from influenza, it’s as devastating as dying from any other disease; influenza vaccination is the best way to prevent your child from becoming that statistic. | National Sample: 57%  
African Americans: 55%  
Hispanics: 57% |

- Little variation across ethnic groups
# Perceptions of Motivational Messages Differ Slightly Among Ethnic Groups

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<tbody>
<tr>
<td></td>
<td>National Sample</td>
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<tr>
<td>It takes just one exposure to influenza for your child(ren) to possibly get very ill – and even end up in the hospital.</td>
<td>55%</td>
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<tr>
<td>Influenza vaccination is the best way to protect your children from an infectious disease that results in an average of 20,000 yearly hospitalizations for children.</td>
<td>54%</td>
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<tr>
<td>To protect as many people as possible, the Centers for Disease Control and Prevention (CDC) now recommends that every person over 6 months of age get a flu vaccine.</td>
<td>54%</td>
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<td>The flu vaccine is newly formulated each year, so it can offer the best protection.</td>
<td>54%</td>
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<tr>
<td>The flu vaccine works with your child’s immune system to build disease-protecting immunity.</td>
<td>53%</td>
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<tr>
<td>Flu can kill, even healthy people. Each year, flu-related deaths can range from 5,000 to 50,000 people.</td>
<td>53%</td>
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<tr>
<td>Be Fluent. Know your flu facts and learn why vaccination offers the best means of influenza protection.</td>
<td>53%</td>
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* Ethnic differences not significant due to small sample sizes.
Emotional Appeals Are Somewhat Less Motivating than Rational Arguments

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<tr>
<td>Seasonal flu vaccines have been given safely for years. Over 100 million Americans</td>
<td>National Sample</td>
</tr>
<tr>
<td>are vaccinated every year, and last flu season, 80 million people in the U.S. also</td>
<td>African Americans</td>
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<tr>
<td>safely received the H1N1 vaccine.</td>
<td>Hispanics</td>
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<tr>
<td></td>
<td>52%</td>
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<td></td>
<td>45%</td>
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<td></td>
<td>51%</td>
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<td>The flu vaccine helps control deadly flu epidemics that were devastating to previous</td>
<td>52%</td>
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<td>generations.</td>
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<tr>
<td></td>
<td>51%</td>
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<td>Each year, the flu vaccine contains multiple flu strains for greater odds of protection.</td>
<td>50%</td>
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<td></td>
<td>44%</td>
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<td></td>
<td>49%</td>
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<td>The flu vaccine can lessen flu severity, even if your child doesn’t get full protection.</td>
<td>47%</td>
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<td></td>
<td>37%*</td>
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<td></td>
<td>44%</td>
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<tr>
<td>Influenza vaccination helps you avoid that helpless feeling of seeing your child sick</td>
<td>47%</td>
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<tr>
<td>and lifeless with the flu.</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>51%</td>
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<tr>
<td>The flu vaccine has been proven safe over generations of use.</td>
<td>45%</td>
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<td></td>
<td>42%</td>
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<td></td>
<td>46%</td>
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<tr>
<td>Childhood influenza vaccination helps you avoid feeling guilty that you allowed your</td>
<td>42%</td>
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<tr>
<td>child to suffer form a disease you could have prevented.</td>
<td>48%</td>
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<td></td>
<td>46%</td>
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<tr>
<td>Hand washing can’t protect your children from airborne flu germs. Only vaccination can</td>
<td>38%</td>
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<tr>
<td>offer the best protection.</td>
<td>53%*</td>
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<td></td>
<td>41%</td>
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* Ethnic differences not significant due to small sample sizes.
Putting it All Together: Using Insights to Enhance Strategic Communications

Communicate Clearly & Effectively
Utilize messages that best resonate with parents

Promote & Enhance Education & Outreach
Continue to emphasize influenza “knowledge is power”

Empower HCPs to Make a Strong Vaccination Recommendation
Leverage role of pediatricians as key players in increasing vaccination rates

Prevent Childhood Influenza.org
Three “R’s” Approach to Influenza Vaccination

- Re-interpret influenza as serious disease
- Re-educate parents to debunk persistent myths once and for all
- Recommend annual vaccination as an important part of a child’s overall health maintenance

Prevent Childhood Influenza.org
Thank you

www.PreventChildhoodInfluenza.org