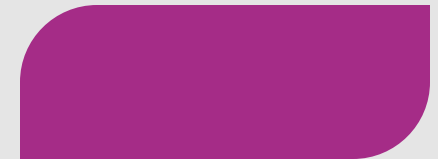


Adolescent Immunization Action Week 2024



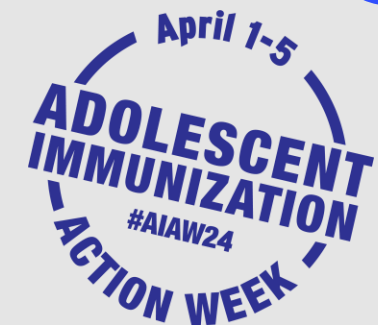
A National Movement to Get Adolescents Up to Date on Immunizations

Judy Klein, President and Treasurer of Unity Consortium
March 19, 2024



UNITY

United for adolescent vaccination





CME Accreditation Statement



The Illinois Chapter, American Academy of Pediatrics designates each live webinar for a maximum of 1 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses and Nurse Practitioners can submit Certificates of Attendance to their accrediting board to claim credit for participation in the live webinars.

Name and Credentials	Role in Activity	Was there a relevant Financial Disclosure	List of Mitigated Disclosures
Judy Klein	Faculty/Presenter	No	N/A
Carissa Lee Holmes, MD	Planning Committee Member	No	N/A
Anita Chandra-Puri, MD, FAAP	Planning Committee Member	Yes	Consulting Fees - Merck; Speakers Bureau - GSK
Shoji Samson, DO	Planning Committee Member	No	N/A
Ayezah Mir, MD	Planning Committee Member	No	N/A
Jennifer Burns	Faculty/Presenter Planning Committee Member Content Reviewer	No	N/A
Rutu Ezhuthachan MD	Planning Committee Member	No	N/A
Caroline Werenskjold, MPH	Staff	No	N/A
Monica Del Ciello, MPH	Staff	No	N/A
craig batterman, md	Planning Committee Member	No	N/A
Brandi Vogt, CHES	Staff	No	N/A
Magale Avitia, MPH, CHES	Staff Moderator/Facilitator	No	N/A
Sharon Hovey, MD	Planning Committee Member	No	N/A
Shefali Parikh	Staff	No	N/A
Nina Alfieri MD	Planning Committee Member	No	N/A
Stephanie Atella, MPH, CHES	Staff	No	N/A
Erin Moore, MS	Staff	No	N/A
Wayne Franklin, MD	CME Reviewer	No	N/A
Joe Hageman, MD	CME Reviewer	Yes	Royalties- Owlet Inc





Our Speaker

Judy Klein

President and Treasurer of Unity Consortium





Unity Consortium Disclaimer

UNITY Consortium is a 501(c)3 organization with diverse members and a common objective - to improve adolescent health through a focus on prevention and immunization. The Consortium intends to drive or support efforts to protect adolescents against all vaccine-preventable diseases, as recommended by the CDC.

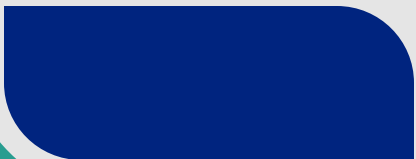
The UNITY Consortium does not endorse or recommend any commercial products, processes, or services.

This document represents the collective vision and views of the UNITY Consortium members and are not necessarily endorsed by the Consortium members' organizations.

Learning Objectives



1. Communicate with parents and adolescents about vaccines with a deeper understanding of their perspectives on preventive health, vaccines, vaccine information sources, and the role of physicians in vaccine decision-making
2. Leverage Adolescent Immunization Action Week, April 1-5, and AIAW turnkey materials to encourage parents of adolescents and young people themselves to take action to stay up to date on recommended immunizations
3. Plan activities during AIAW for your practice to support adolescent vaccination including reminder/recall for appointments and sharing vaccine information on practice/physician communications platforms including email, website, and social media



UNITY Vision and Mission



MISSION: Provide action-oriented leadership, innovation and education on preventive health and immunization for adolescents and young adults:

✓ **ESTABLISH**

immunization as a central component of preventative health and as an investment in lifelong health

✓ **ENGAGE**

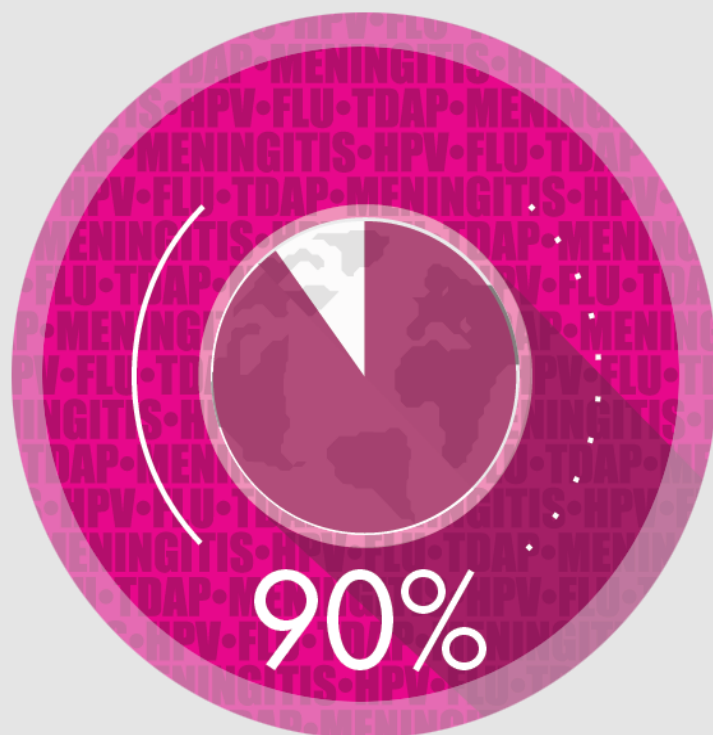
parents, adolescents and young adults to embrace the value of immunization

✓ **DEVELOP**

healthcare providers as advocates that make strong recommendations for all nationally recommended vaccines

✓ **ENSURE**

easy access to and timely delivery of all recommended vaccines



VISION

Coverage is 90% or greater for all nationally recommended vaccines for adolescents and young adults

Unity Members, Liaisons, Partners and Associates



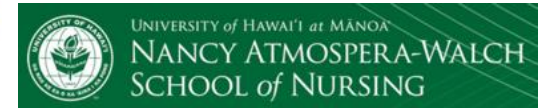
The Vaccine Education Center at The Children's Hospital of Philadelphia



INDIANA UNIVERSITY



SCHOOL-BASED HEALTH ALLIANCE Redefining Health for Kids and Teens



Unity Focus Areas



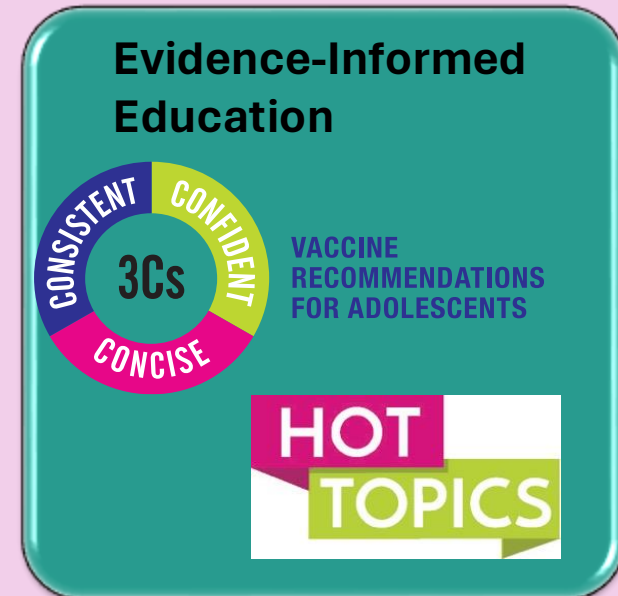
ACTIVATE COMMUNITIES



AMPLIFY VOICE

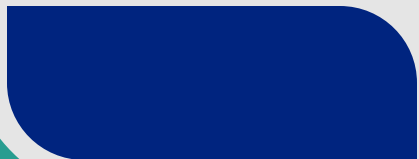


EMPOWER HCPs





Unity's Multi-Wave Survey:
Parent and Teen Beliefs and Behaviors
Regarding Preventive Health and
Vaccines



Unity Surveys of Parents and Adolescents Methodology



Topics covered:

- Health attitudes and behaviors
 - Vaccination and vaccine perspectives
 - Vaccine sources of information
 - Decision-making on health and teen vaccinations
-
- Surveys Fielded: **Oct 2023**, Jun 2021, Feb 2021, Sept 2020, Oct 2016
 - Online, self-administered survey, selected from a large U.S. national panel, balanced for representation, conducted by Dynata

N=507 Parents

Adult Parent or Guardian of at least one child aged 13-18 living in the household

N=512 Teens

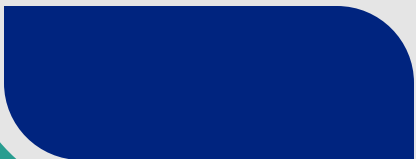
Grouped ages 13-15 and 16-18 years



Where does vaccination currently fit
among health priorities?

Parents for their teens

Teens for themselves

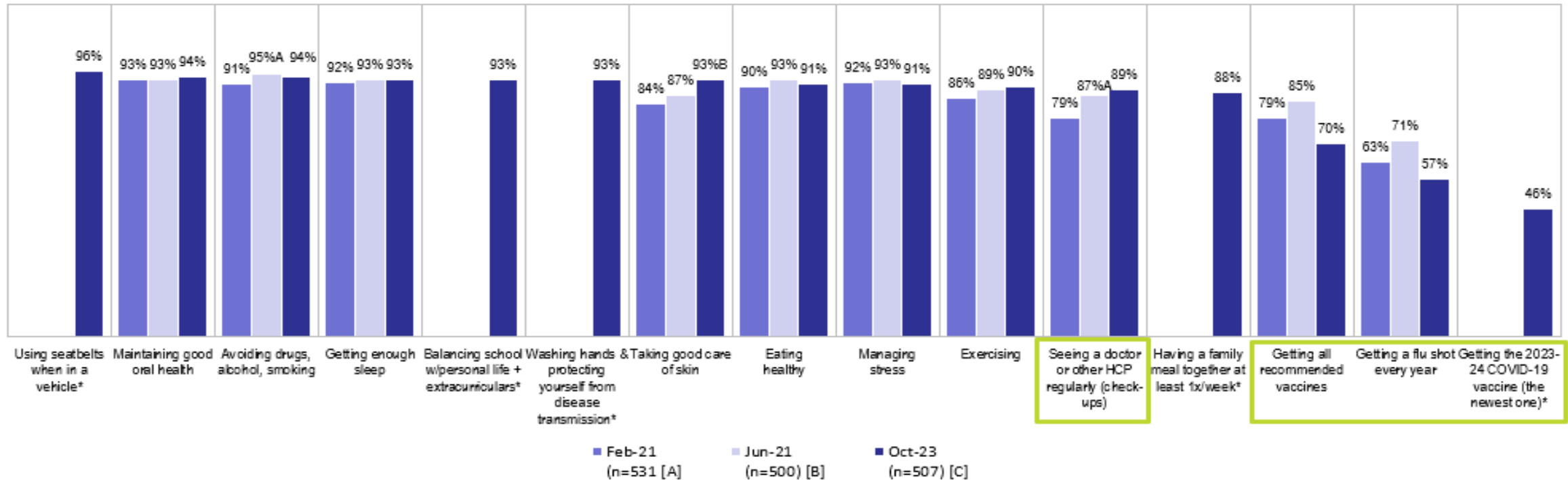


Parents highly rate the importance of many health behaviors for their teens, across survey waves



Important Health Behaviors - Trended - Parents for Teens

(Base=Total Respondents; % Rating 4+5; 5=Very Important)

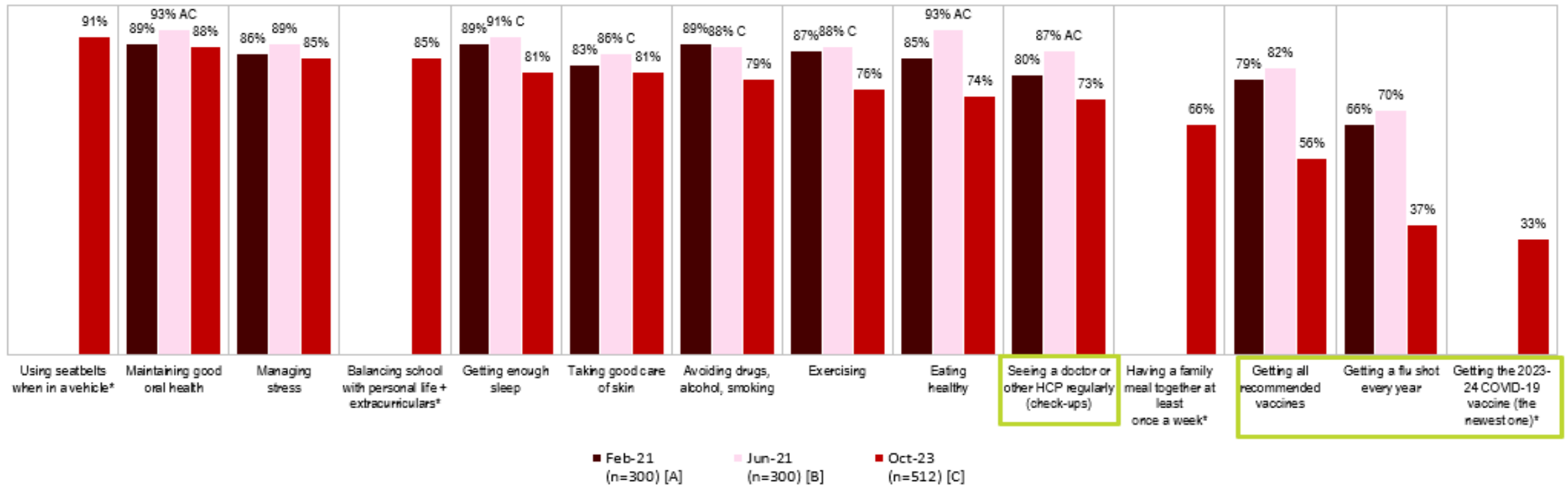


*Responses added in Oct-23 P10: Thinking about your (INSERT AGE OF SELECTED CHILD) year-old (INSERT GENDER OF SELECTED CHILD) child, how important do you think each of the following are for your teen to stay healthy?

Unlike Parents, Teens rate the importance of healthy behaviors lower in Oct-23, but still relatively high



Important Health Behaviors - Trended - Teens
 (Base=Total Respondents; % Rating 4+5; 5=Very Important)



*Responses added in Oct-23 P10: Thinking about your (INSERT AGE OF SELECTED CHILD) year-old (INSERT GENDER OF SELECTED CHILD) child, how important do you think each of the following are for your teen to stay healthy?

Health Behaviors
 &
 Importance of
 Vaccines

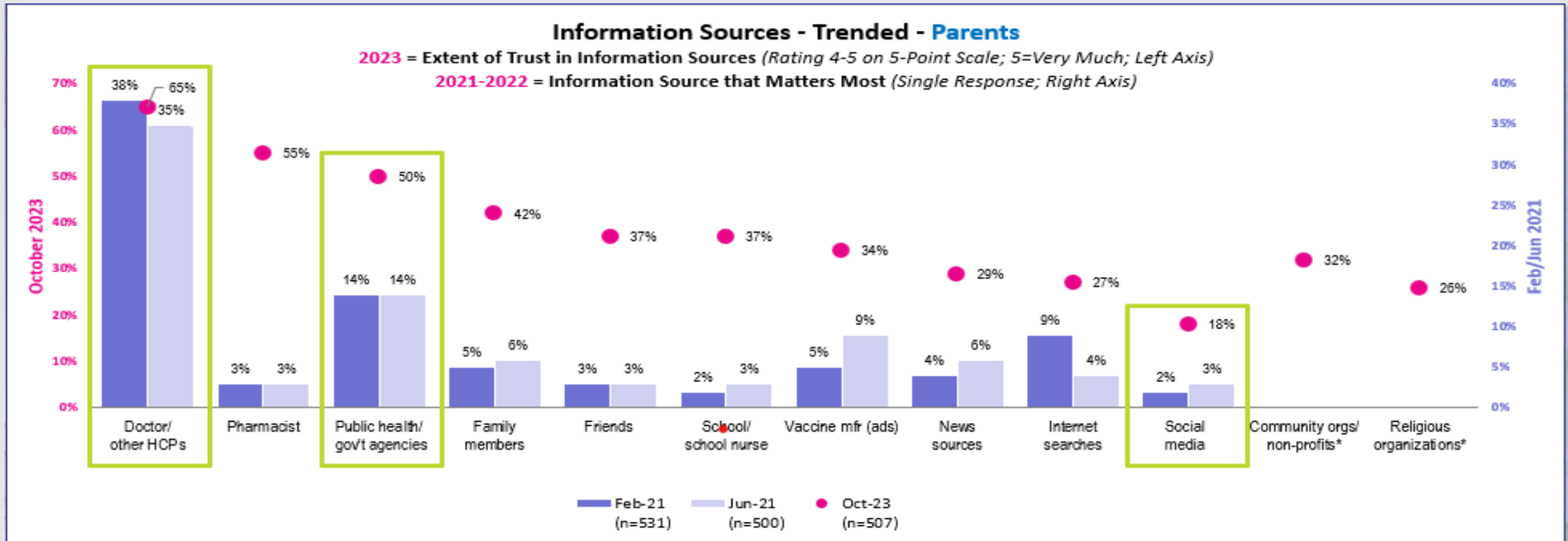


Who do parents rely on and trust for vaccine information and are there demographic differences?

Parents



Although asked differently in 2023, doctors/HCPs remain the most trusted for Parents, with pharmacists and public health increasing in trustworthiness.



*Responses first shown in 2023; Question not asked of Teens in prior to 2023
 2023: Q20. How much do you trust vaccine information from the following sources? Feb 21/Jun 21: Where will you [or did you] go for information to make your decision about vaccinating your teen now that a COVID-19 vaccine is available for adolescents? Which ONE of these will matter [mattered] most to you when making your decision?

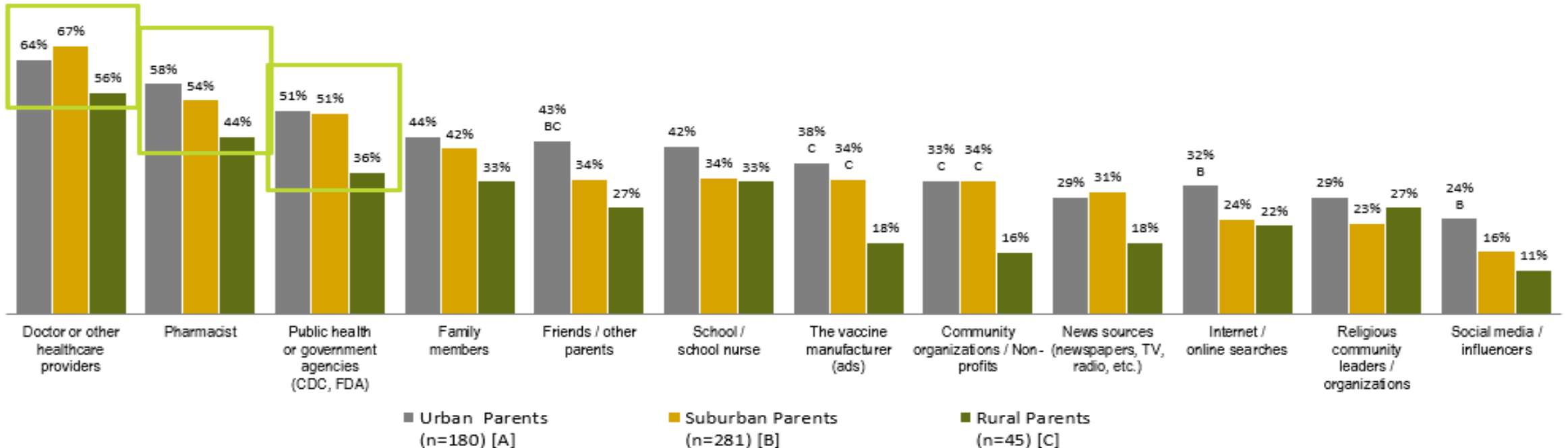
Vaccine Information Sources

Urban Parents are generally more trusting across information sources and rural Parents the least trusting. The largest differences are with public health, vaccine manufacturer, community orgs, and friends/parents.



Extent of Trust in Vaccine Information Sources by Community Type - 2023 Survey - Parents

(Base=Total Parent Respondents; % Rating 4+5; 5=Very Much)



Q20. How much do you trust vaccine information from the following sources?

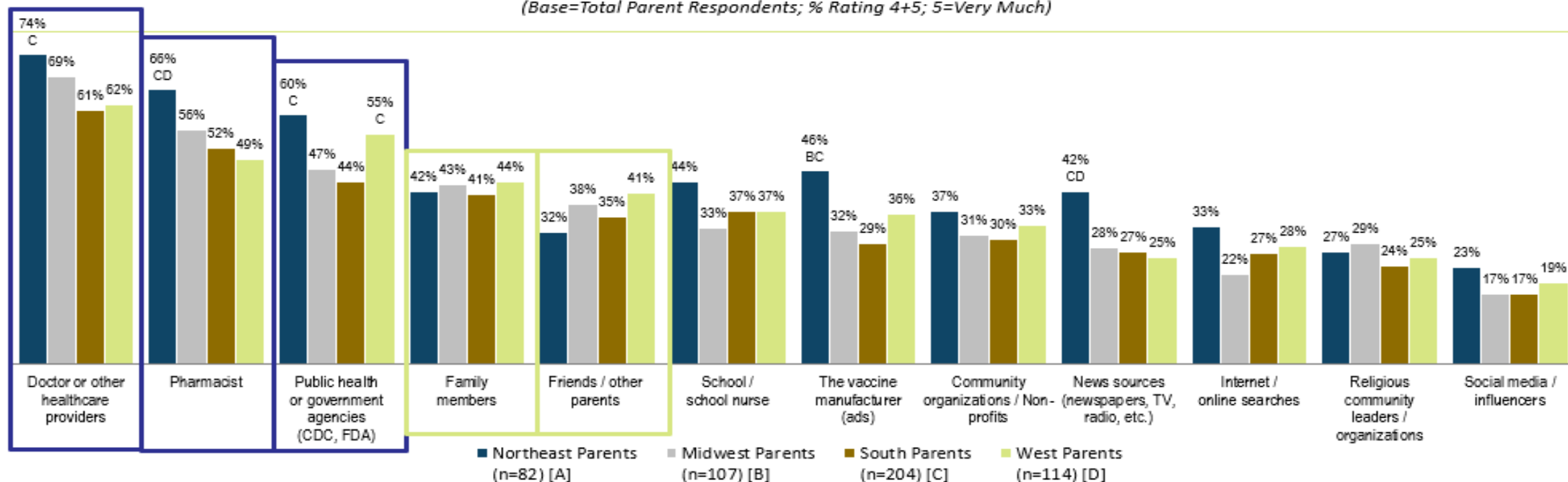
Vaccine Information Sources

Levels of trust vary by region, with NE Parents generally the most and Southern Parents the least trusting across information sources. Western Parents have higher levels of trust in family and friends/other parents.



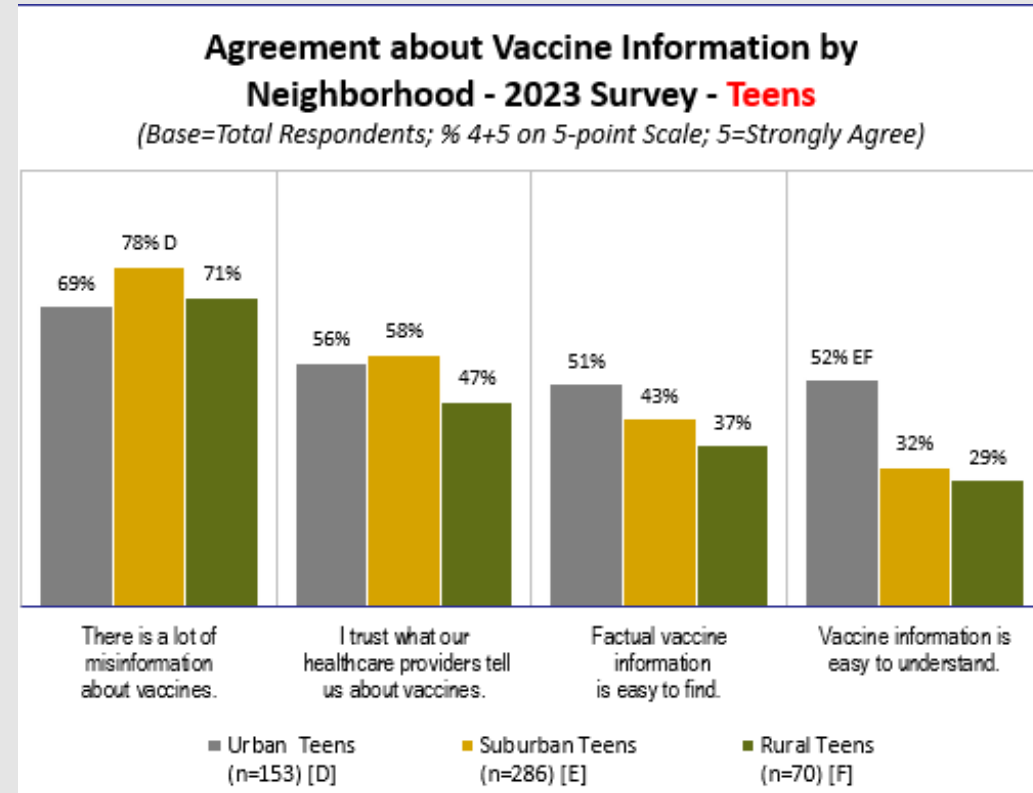
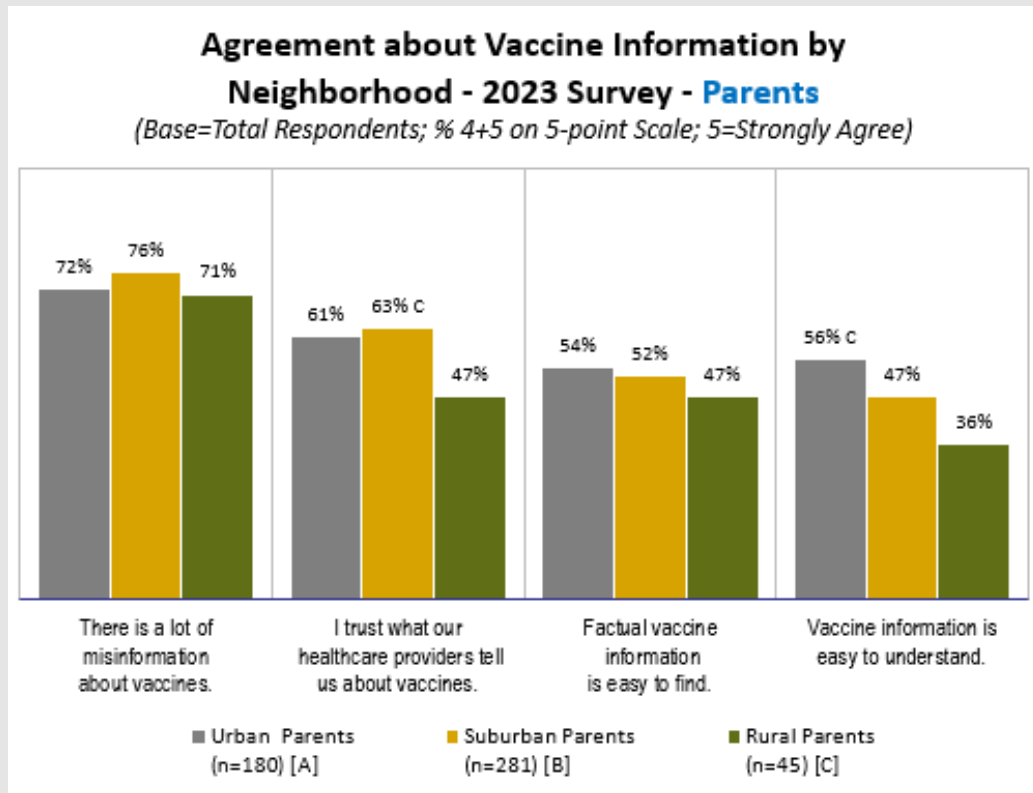
Extent of Trust in Vaccine Information Sources by Region - 2023 Survey - Parents

(Base=Total Parent Respondents; % Rating 4+5; 5=Very Much)



Q20. How much do you trust vaccine information from the following sources?

Rural respondents are much less likely: (1) to trust HCPs as a vaccine information source, (2) to agree that vaccine information is easy to find and (3) understand; most agree that there is a lot of vaccine misinformation.



Q20. How much do you trust vaccine information from the following sources?

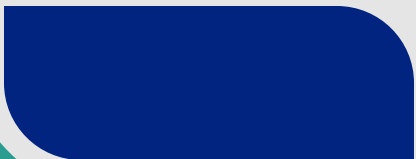
Vaccine Information Sources



How have perceptions of vaccine safety
been trending?

Parents

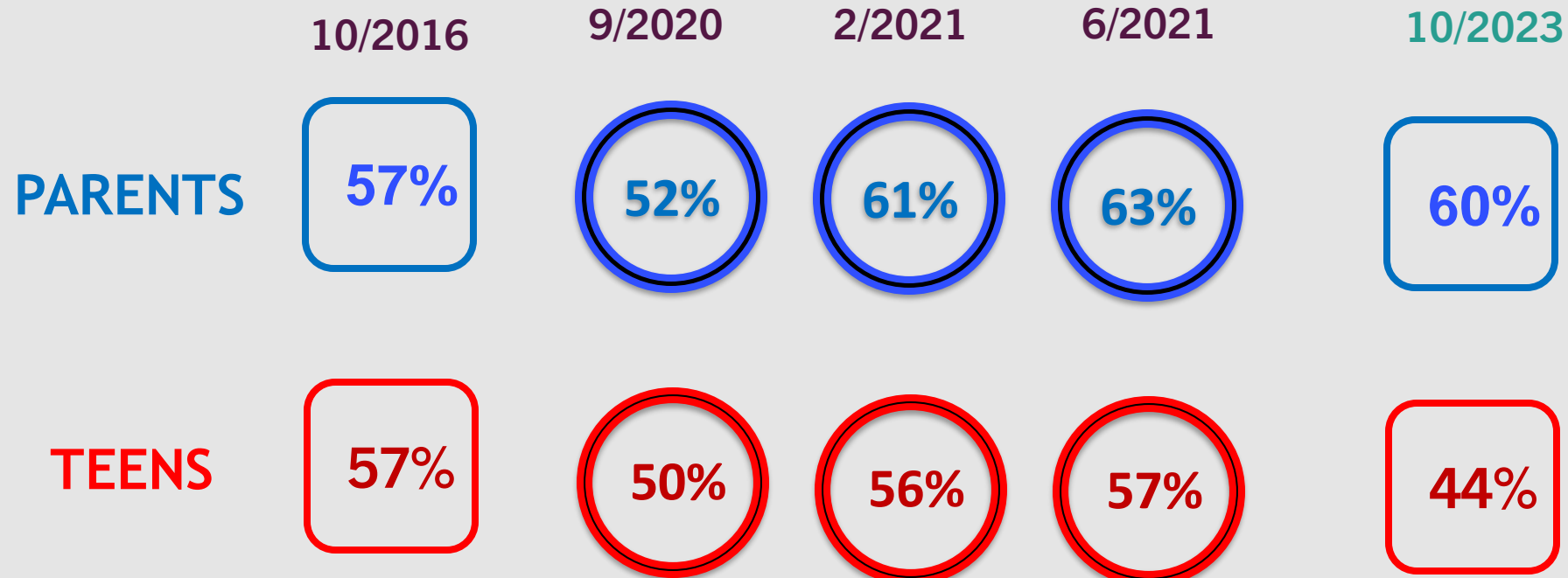
Teens



Parents and teen express ongoing concern about vaccine safety



I have some concern about the safety of vaccines



Q13. How much do you agree or disagree with the following statements?
(% 4+5 on 5-point Scale; 5=Strongly Agree)

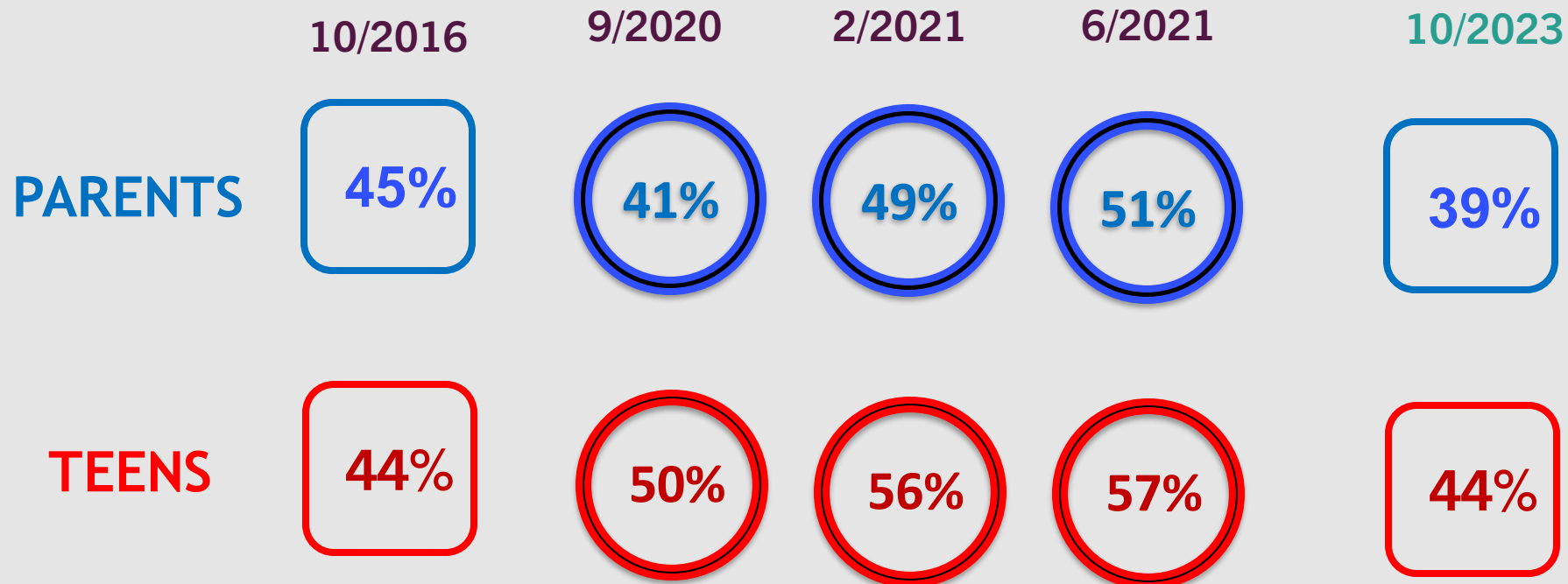
Surveys Fielded: **Oct 2023** Jun 2021, Feb 2021, Sept 2020, Oct 2016

Vaccine Information Sources

Parents and teen agreement about the connection between what they read on social media and concerns about vaccine safety has moderated since 2021



What I have read on social media has concerned me about the safety of vaccines



Q13. How much do you agree or disagree with the following statements?
(% 4+5 on 5-point Scale; 5=Strongly Agree)

Vaccine Information Sources

Surveys Fielded: Oct 2023 Jun 2021, Feb 2021, Sept 2020, Oct 2016

Adolescent Immunization Action Week 2024 - *April 1-5!*



Act during the first week in April to make sure adolescents and young adults (AYA) are up to date on recommended immunizations

AIAW Audiences and Desired Actions



Parents/Caregivers



- ✓ Contact adolescent's healthcare provider (HCP) to schedule a vaccination
- ✓ Share with other parents

Adolescents and Young Adults

- ✓ Ask parent/caregiver to contact their HCP to schedule a vaccination
- ✓ Share with other AYAs

Healthcare Providers



- ✓ Reminder/recall to parents of adolescents to schedule needed vaccination appointments
- ✓ Make confident, concise, consistent vaccine recommendations (3Cs)

AIAW24 - Key Message Takeaways



1. Know the Benefits of Vaccination

- - *Avoid getting sick yourself, keep your family and friends from getting sick, and reduce severity if you do get sick*

2. Be Confident About Vaccinating

- *Vaccines are safe and effective at preventing serious disease*

3. Get Answers

- *It makes sense to have questions*
- *Parents/adolescents should connect with their healthcare providers and other credible sources to get the answers they need*

4. Take Action

- *Get ahead and stay healthy by scheduling your adolescent well visit and immunizations*

Theme: Stay on TASK



T **TRUST**
GOOD RESOURCES

A **ASK**
QUESTIONS

S **SCHEDULE**
AN APPOINTMENT

K **KNOW**
WHERE TO GET VACCINATED

April 1-5
**ADOLESCENT
IMMUNIZATION**
#AIAW24
ACTION WEEK

Theme: Usa la CLAVE



CONSULTE
CON SUS HIJOS SOBRE QUE PREGUNTAS TIENEN SOBRE LAS VACUNAS

LOCALICEN
A UN EXPERTO MÉDICO DE CONFIANZA

ASISTIR
A UNA CONSULTA PARA OBTENER RESPUESTAS A SUS PREGUNTAS

VVACUNAR
A SU HIJO ES AYUDARLE A PREVENIR RIESGOS Y COMPLICACIONES EN EL FUTURO

ESTEN RECONFORTADOS
QUE SUS HIJOS ESTARÁN PROTEGIDOS POR MUCHO TIEMPO

April 1-5
ADOLESCENT IMMUNIZATION
#AIAW24
ACTION WEEK

 **UNITY**[®]
United for adolescent
vaccination

AIAW24 Public Page



← → ↻ 🏠 unity4teenvax.org/aiaw24/ 🔍 ☆ 📄 ⬇️ 📱 K ⋮

UNITY
United for adolescent vaccination

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Contribute

Adolescent Immunization
Action Week

April 1st - 5th, 2024

April 1-5
ADOLESCENT
IMMUNIZATION
#AIAW24
ACTION WEEK

Adolescent Immunization Action Week (#AIAW24) will take place April 1st-5th.
The goal of AIAW is to motivate adolescents and young adults to stay up to date
on their recommended vaccines.

AIAW24 Partner Toolkit



← → ↻ 🏠 unity4teenvax.org/partner-toolkits-2024/ 🔍 ☆ 📄 ⬇️ 📱 K ⋮

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Adolescent Immunization Action Week 2024

April 1 - 5

[Partner Toolkit](#)

April 1-5
ADOLESCENT IMMUNIZATION
#AIAW24
ACTION WEEK

Adolescent Immunization Action Week (AIAW) is April 1-5



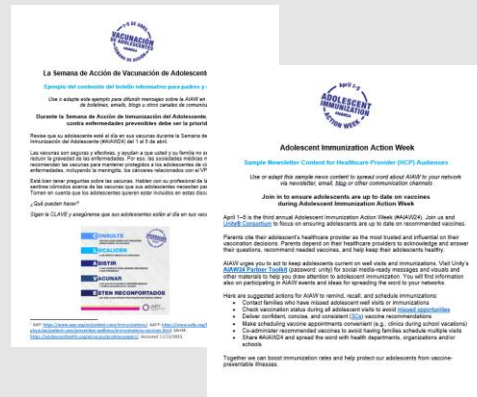
AIAW24 Toolkit of Resources



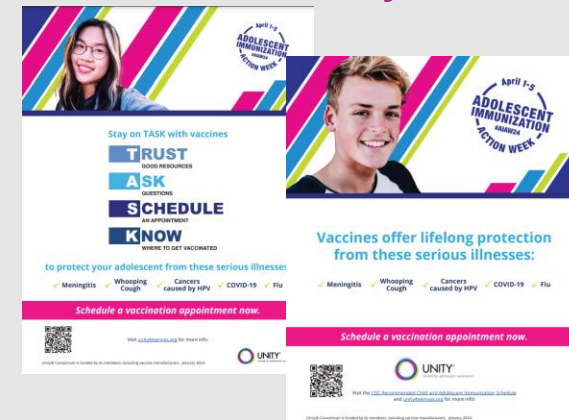
Social Media



Newsletters (Parents and HCPs)



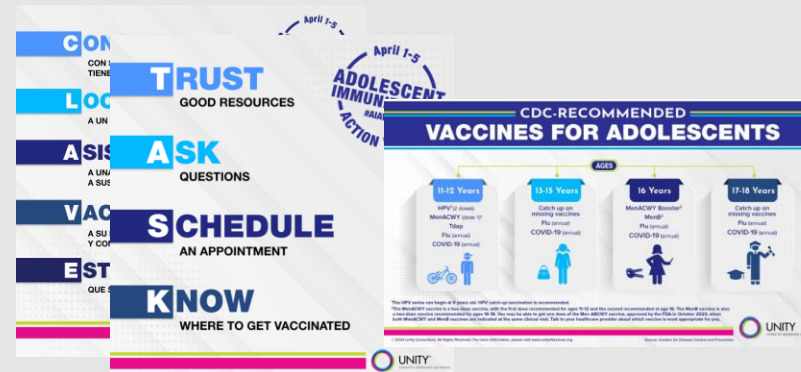
Posters/Flyers



Video



Infographics



Sell Sheet



National Broadcast - TV, Cable, Physician Offices



PatientPoint. 


COMCAST

Trust credible resources

Ask your healthcare provider

Schedule an appointment

Know where to get vaccinated

unity4teenvax.org



UNITY[®]
United for adolescent vaccination



AIAW24 Daily Themes



Monday, April 1

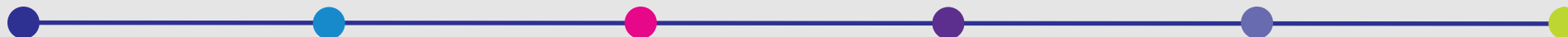
Tuesday, April 2

Wednesday, April 3

Thursday, April 4

Friday, April 5

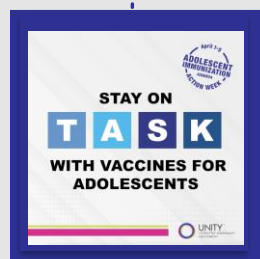
Saturday, April 6



Trust good resources
Clinton Panel Webinar

Schedule an appointment
New FACTSinnated episode

TASK



AIAW Kickoff:
Stay on TASK
Social media takeover

Ask questions
Young adult panel discussion,
available on YouTube

**Know where to
get vaccinated**

#AIAW24 Social Media Takeover: Mon, Apr 1, 12-1 ET



Flood social media with messages that encourage:

- HCPs to act to increase vaccination rates
- Parents/caregivers to keep their adolescents up to date on recommended vaccines
- Adolescents to be part of their vaccination decision-making process

We need your support to get this message out!



#AIAW24 Webinar: Tue, April 2, 12-1pm ET



New Trends in Vaccination *moderated by Dr. Chelsea Clinton*

- Perspectives from medical professionals to parents on the social norm of vaccination
- New data from Unity's latest Parent & Teen Health and Vaccination Survey

Who should attend?

- Parents of adolescents/young adults
- Teens and young adults
- Individuals and organizations serving parents and young people in healthcare, advocacy, and education

STAYING ON TASK
New Trends in Vaccination for Adolescents

April 1-5
ADOLESCENT IMMUNIZATION
#AIAW24
ACTION WEEK



Moderated by
DR. CHELSEA CLINTON
Vice Chair of the Clinton Foundation

Featuring

ADMIRAL RACHEL LEVINE
Assistant Secretary for Health
Department of Health
and Human Services

TODD WOYLYNN, MD, MMM
Co-Founder,
Shots Heard Round the World

JENNIFER SANDERSON
Parent, Educator,
Unity Mom Advisor

  **V IS FOR VACCINATED**

TUESDAY, APRIL 2 2024 | NOON - 1 PM ET
VISIT [URL.COM](https://url.com) TO REGISTER

FACTSinnated New Episode! Launches Thursday, April 4



AIAW EPISODE!

The Importance of Unbiased, Credible Vaccination Information with Dr. Andrea Love

- Immunologist & Microbiologist
- Vaccine advocate and influencer
- Co-Host of Unbiased Science Podcast



➤ Listen to Myth Busting episodes on your favorite listening platforms or go to <https://www.unity4teenvax.org/factsinnated/>

- [Spotify](#)
- [Anchor FM](#)
- [Apple Podcast](#)
- [Google Podcasts](#)

Need your support for national recognition for AIAW



- Seeking a **Presidential Proclamation for Adolescent Immunization Action Week**
- Will enable greater reach and collaboration for improving adolescent vaccination rates

Add your signature of support!
[Organizational endorsement Form Link](#)



Representative Adriano
Espaillat:
Resolution and Proclamation
Request



Presidential
Proclamation for
AIAW



What Can You Do?



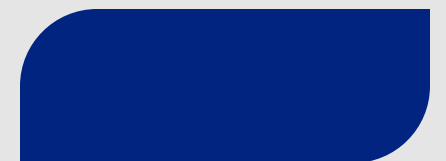
Get ready now!

During AIAW, spread the word

- Amplify AIAW24 messages through your communications
- Share Unity resources (SM, Posters, Flyers, Video)
- Promote and participate:
 - Social Media Take-over April 1, 12-1 ET
 - Clinton moderated Webinar April 2, 12-1pm ET
- Watch Young Adult Panel Discussion April 3
- Listen to FACTSinnated Podcast Thursday, April 4
- Add your signature to support AIAW Presidential Proclamation
- Check out the AIAW24 website:
www.unity4teenvax.org/aiaw24/



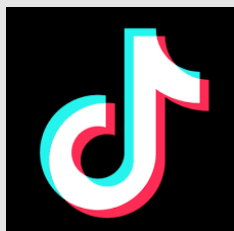
We are ready to do more for AIAW24!!!



Stay Informed and In-Touch with Unity



@UnityConsortium



@unity4teenvax



Unity
Consortium



UNITY
Consortium



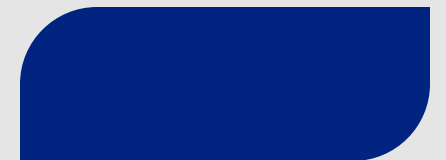
Unity
Consortium



Podcasts

Thanks!

Questions?



Upcoming Events



Measles Update for Clinicians: Recognition, Reporting and Response
March 20th at 12:00pm CT

Preventing, Reporting, Responding, & Managing Measles in Schools, Daycares
and WIC Clinics
March 21st at 12:00pm CT

Sexual Orientation & Gender Identity: The Impact on Adolescent Patients &
What Pediatricians Can Do
March 21st at 12:00pm CT

HPV Vaccinations - Trends and Update
April 17th at 12:00pm CT



SCAN ME