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

Judy Klein
President and Treasurer of Unity Consortium
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
- **DEVELOP** healthcare providers as advocates that make strong recommendations for all nationally recommended vaccines
- **ENGAGE** parents, adolescents and young adults to embrace the value of immunization
- **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 Focus Areas

**ACTIVATE COMMUNITIES**

**AMPLIFY VOICE**

**EMPOWER HCPs**

Evidence-Informed Education

Consistent

Confident

Concise

3Cs

VACCINE RECOMMENDATIONS FOR ADOLESCENTS

HOT TOPICS
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

- 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.

<table>
<thead>
<tr>
<th>Health Behaviors</th>
<th>Importance of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using seatbelts when in a vehicle*</td>
<td>90%</td>
</tr>
<tr>
<td>Maintaining good oral health</td>
<td>93%</td>
</tr>
<tr>
<td>Avoiding drugs, alcohol, smoking</td>
<td>94%</td>
</tr>
<tr>
<td>Getting enough sleep</td>
<td>94%</td>
</tr>
<tr>
<td>Balancing school w/personal life + extracurricular*</td>
<td>94%</td>
</tr>
<tr>
<td>Washing hands &amp; taking good care of skin</td>
<td>93%</td>
</tr>
<tr>
<td>Eating Healthy</td>
<td>93%</td>
</tr>
<tr>
<td>Managing stress</td>
<td>93%</td>
</tr>
<tr>
<td>Exercising</td>
<td>93%</td>
</tr>
<tr>
<td>Seeing a doctor or other HCP regularly (check-ups)</td>
<td>80%</td>
</tr>
<tr>
<td>Having a family meal together at least 3×/week*</td>
<td>70%</td>
</tr>
<tr>
<td>Getting all recommended vaccines</td>
<td>69%</td>
</tr>
<tr>
<td>Getting a flu shot</td>
<td>85%</td>
</tr>
<tr>
<td>Getting the 2023-24 COVID-19 vaccine</td>
<td>46%</td>
</tr>
</tbody>
</table>

*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.

*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?
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.

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?
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.

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

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

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

<table>
<thead>
<tr>
<th>Source</th>
<th>NE Parents (n=82) [A]</th>
<th>MIDWEST Parents (n=107) [B]</th>
<th>South Parents (n=204) [C]</th>
<th>West Parents (n=114) [D]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctor or other healthcare providers</td>
<td>74%</td>
<td>60%</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>Pharmacist</td>
<td>60%</td>
<td>56%</td>
<td>62%</td>
<td>40%</td>
</tr>
<tr>
<td>Public health or government agencies (CDC, FDA)</td>
<td>60%</td>
<td>36%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Family members</td>
<td>42%</td>
<td>43%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Friends / other parents</td>
<td>64%</td>
<td>38%</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>School / school nurse</td>
<td>48%</td>
<td>46%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>The vaccine manufacturer (ads)</td>
<td>65%</td>
<td>43%</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>Community organizations / Non-profits</td>
<td>32%</td>
<td>30%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>News sources (newspapers, TV, radio, etc.)</td>
<td>37%</td>
<td>37%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Internet / online searches</td>
<td>27%</td>
<td>27%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Religious community leaders / influencers</td>
<td>22%</td>
<td>27%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Social media / influencers</td>
<td>23%</td>
<td>24%</td>
<td>25%</td>
<td>19%</td>
</tr>
</tbody>
</table>

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?**
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*

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2020</th>
<th>2021</th>
<th>2021</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>PARENTS</td>
<td>57%</td>
<td>52%</td>
<td>61%</td>
<td>63%</td>
<td>60%</td>
</tr>
<tr>
<td>TEENS</td>
<td>57%</td>
<td>50%</td>
<td>56%</td>
<td>57%</td>
<td>44%</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>PARENTS</th>
<th>TEENS</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/2016</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td>9/2020</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>2/2021</td>
<td>49%</td>
<td>56%</td>
</tr>
<tr>
<td>6/2021</td>
<td>51%</td>
<td>57%</td>
</tr>
<tr>
<td>10/2023</td>
<td>39%</td>
<td>44%</td>
</tr>
</tbody>
</table>

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

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

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

Adolescents and Young Adults
- Ask parent/caregiver to contact their HCP to schedule a vaccination
- Share with other AYAs
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

- **TRUST**
  Good Resources

- **ASK**
  Questions

- **SCHEDULE**
  An Appointment

- **KNOW**
  Where to Get Vaccinated

**April 1-5**
Adolescent Immunization Action Week
#AIW24
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

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

ESTEN RECONFORTADOS
QUE SUS HIJOS ESTARÁN PROTEGIDOS POR MUCHO TIEMPO
Adolescent Immunization Action Week
April 1st - 5th, 2024

Adolescent Immunization Action Week (#IAW24) 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
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

Trust credible resources
Ask your healthcare provider
Schedule an appointment
Know where to get vaccinated

unity4teenvax.org
UNITY
AIAW24 Daily Themes

Monday, April 1
- AIAW Kickoff: Stay on TASK
- Social media takeover

Tuesday, April 2
- Trust good resources
- Clinton Panel Webinar

Wednesday, April 3
- Ask questions
- Young adult panel discussion, available on YouTube

Thursday, April 4
- Schedule an appointment
- New FACTSinnated episode

Friday, April 5
- Know where to get vaccinated

Saturday, April 6
- TASK
#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
FACTSinnated New Episode!
Launches Thursday, April 4

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
- Apple Podcast
- Anchor FM
- 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