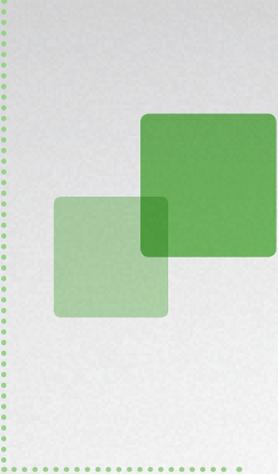




C A M P A I G N
..... FOR
ADULT IMMUNIZATION



Overview

More than 50,000 US adults die each year from vaccine-preventable diseases and their complications, more than breast cancer, HIV/AIDS, or motor vehicle traffic accidents,^{1, 2} yet overall vaccination rates remain low. Adult vaccinations can protect against illness, absenteeism from work, hospitalization, or even death; however, adult vaccination rates, on average, are far lower than the Healthy People 2020 goals for immunization and infectious diseases.³

These suboptimal rates are not only taking a toll on the country's health; they are also impacting the bottom line: the estimated direct costs of treating just two vaccine-preventable illnesses — influenza and pneumonia — in adults in the US alone are over \$35 billion per year.⁴ With the implementation of the Affordable Care Act and an increasing national focus on wellness and prevention as tools to control costs, now is the time to increase efforts to vaccinate all adults against vaccine-preventable diseases.

In order to bring adult vaccination issues to the forefront of public debate, the National Foundation for Infectious Diseases (NFID) has convened a national Campaign for Adult Immunization.

In partnership with leading experts and organizations on adult vaccination, the Campaign's goals are to:

- **Close the funding gap;**
- **Support an Immunization Congressional Caucus; and**
- **Ensure that all adults are fully aware of, and have access to, appropriate immunizations.**

As a multi-disciplinary, unified national effort, the Campaign for Adult Immunization will bring all stakeholder groups interested in adult immunization under one advocacy umbrella, supporting adult immunization issues on Capitol Hill. The Campaign has established an Advisory Board of leading experts to provide advice and direction:



William Schaffner, MD (Chair)

Immediate Past-President of the National Foundation for Infectious Diseases and professor and chair of the Department of Preventive Medicine and professor of medicine in the Division of Infectious Diseases at Vanderbilt University



Paul A. Offit, MD

Chief of the Division of Infectious Diseases, director of the Vaccine Education Center at the Children's Hospital of Philadelphia, the Maurice R. Hilleman Professor of Vaccinology, and professor of pediatrics, University of Pennsylvania School of Medicine



Laura E. Riley, MD

Associate professor of Obstetrics, Gynecology and Reproductive Medicine, Harvard Medical School, and director, Obstetrics and Gynecology Infectious Disease, Massachusetts General Hospital



Gregory A. Poland, MD

Mary Lowell Leary Professor of Medicine, Mayo Clinic, and director of the Mayo Vaccine Research Group



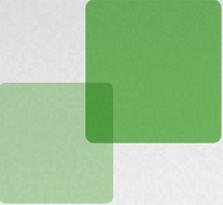
Litjen (L.J.) Tan, MS, PhD

Director of Medicine and Public Health, American Medical Association



Deborah L. Wexler, MD

Executive director and founder, Immunization Action Coalition



Infrastructure

A strong childhood vaccination infrastructure has allowed us to protect most US children against vaccine-preventable diseases. The same robust infrastructure has not, however, been implemented for adults. Without such an infrastructure, it has been, and will continue to be, difficult to encourage adults to become vaccinated if they cannot access nor afford the recommended vaccines.

The Campaign will focus on strengthening the adult vaccine infrastructure by addressing the following goals:

- **Close the funding gap.**
The Campaign will work to ensure that no adult goes unvaccinated due to financial constraints, regardless of the state in which they live.
- **Support an Immunization Congressional Caucus.**
Developing a sustainable, long-term vaccine infrastructure will require continued Congressional support. A caucus on immunizations across the lifespan, convened by the Campaign's legislative champions, will help facilitate the necessary ongoing support from policymakers.
- **Increase awareness of, and access to, adult vaccinations.**
Unlike children, routine check-ups for preventive services are less frequent for adults, and therefore adults are less likely to be aware of the vaccines they may need. The Campaign will work to expand the venues at which adults can receive information about, as well as referral or access to, immunizations for vaccine-preventable diseases.

Consumer Outreach

Nearly half of patients surveyed in 2010 do not recall their doctors discussing vaccines with them, even though 87 percent of physicians say they have.⁵

In order to effectively reach all US adults, the Campaign will utilize multiple outreach strategies including:

- **Local and national print, broadcast, and online outlets;**
- **Employers;**
- **Social and grassroots networks;**
- **Alternative settings including airports, train stations, stadiums, post offices, and malls;**
- **Healthcare providers' offices, public health clinics, and pharmacies.**

The Campaign's success in increasing adult immunization rates in the US will require a unified, multi-disciplinary, multi-supported effort.

¹ Centers for Disease Control and Prevention. Increasing Adult Vaccination Rates: WhatWorks. Retrieved from http://www2.cdc.gov/vaccines/ed/whatworks/epi_facts_q01_a02.asp

² Murphy, S.L., Xu, J., & Kochanek, K.D. (2012). Deaths: Preliminary Data for 2010. National Vital Statistics Reports, 60(4). Retrieved from http://www.cdc.gov/nchs/data/nvsr/nvsr60/nvsr60_04.pdf

³ U.S. Department of Health and Human Services. (2012). Healthy People 2020. <http://www.healthypeople.gov>

⁴ Agency for Healthcare Research and Quality. HCUP.net. Retrieved from <http://hcupnet.ahrq.gov/HCUPnet.jsp?Id=945582CC19ADC77D&Form=SeIDXPR&JS=Y&Action=%3E%3ENext%3E%3E&DXPR=PreRun%20DCCHPR1>

⁵ National Foundation for Infectious Diseases. (2010). Survey: Disconnect in What Doctors Think They Say About Vaccines and What Patients Hear. Retrieved from <http://www.adultvaccination.com/newsroom/Events/2010-cdc-vaccination-rates-news-conference/2010-Survey-Backgrounder.pdf>

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