



UNITY

United for adolescent vaccination

SBHCC 2024

Inject Vaccine Advocacy Into Your Social/Digital Media Platforms to Build Vaccine Confidence



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¹UNITY Consortium

CME and CE Information

In support of improving patient care, this activity has been planned and implemented by School-Based Health Alliance and Moses/Weitzman Health System, Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



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INTERPROFESSIONAL CONTINUING EDUCATION

Through Joint Accreditation, credits are also available under the following bodies:

- American Academy of PAs (AAPA)
- American Dental Association's Continuing Education Recognition Program (ADA CERP)
- American Psychological Association (APA)
- Association of Social Work Boards (ASWB)
- Commission on Dietetic Registration (CDR)

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- With respect to the following presentation, there have been no relevant (direct or indirect) financial relationship between the presenters/activity planners and any ineligible company in the past 24 months which would be considered a relevant financial relationship.
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Acknowledgement

Unity Consortium is a 501(c)3 non-profit organization which is funded by our members, including vaccine manufacturers.



UNITY[®] Consortium vision and mission



VISION

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

MISSION

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



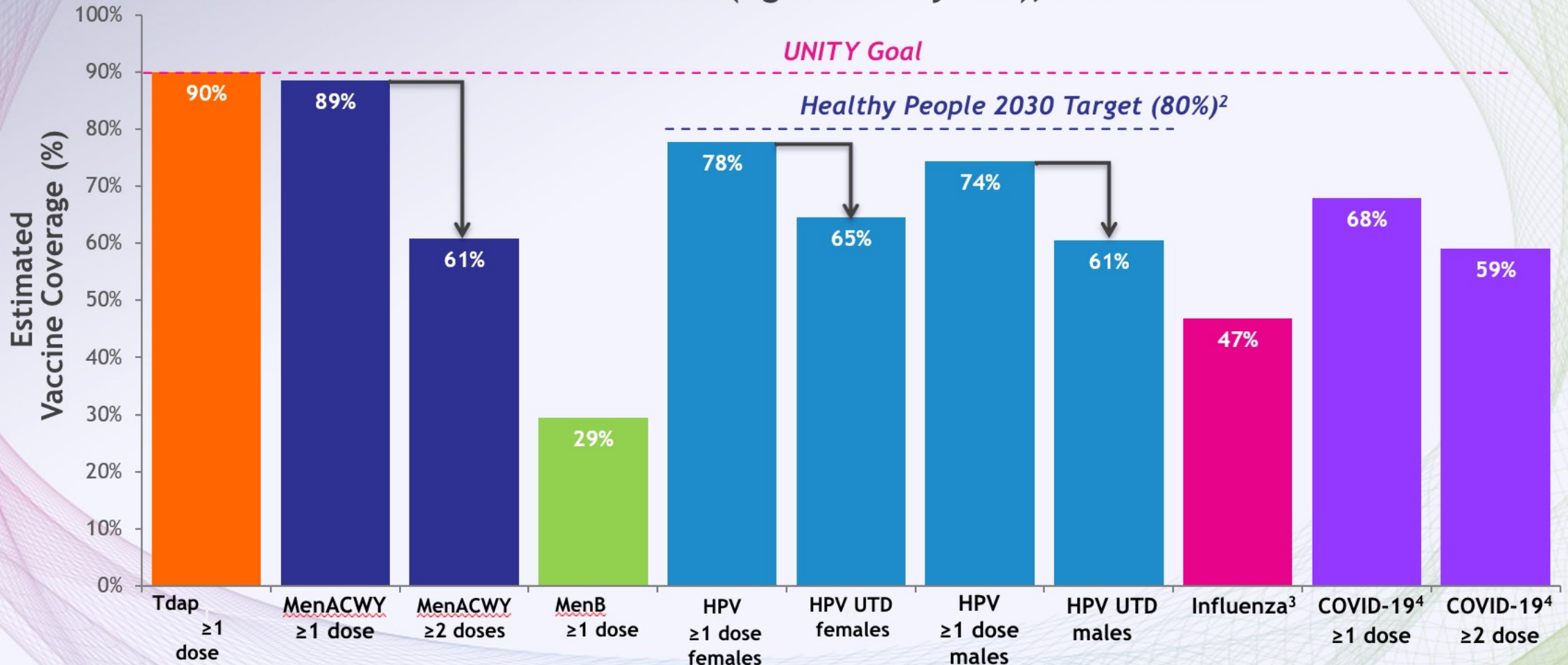
Unity members, liaisons, partners and associates





UNITY Seeks to Close Gap in AYA Immunization Rates

2022 Immunization Rates (Ages 13-17 years), United States¹



¹ Pingali C, Yankey D, Elam-Evans LD, et al. Vaccination Coverage Among Adolescents Aged 13–17 Years — National Immunization Survey–Teen, United States, 2022. *MMWR Morb Mortal Wkly Rep* 2023;72:912–919. DOI: <http://dx.doi.org/10.15585/mmwr.mm7234a3>.

² US Dept. Of Health and Human Services, Office of Disease Prevention and Health Promotion. Healthy People 2030. <https://health.gov/healthypeople/objectives-and-data/browse-objectives/vaccination/increase-proportion-adolescents-who-get-recommended-doses-hpv-vaccine-lid-08>

³ Centers for Disease Control and Prevention. National Center for Immunization and Respiratory Diseases (NCIRD). FluVaxView, Flu Vaccination Coverage, United States, 2022–23 Influenza Season. DOI <https://www.cdc.gov/flu/fluvoxview/dashboard/vaccination-dashboard.html>

⁴ American Academy of Pediatrics. Children and COVID-19 Vaccination Trends. Summary of data publicly reported by the Centers for Disease Control and Prevention Date: 5/3/23. Accessed 9/8/2023. <https://www.aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/children-and-covid-19-vaccination-trends/>



Workshop educational objectives

1. Recognize parents and students' perspectives on the credibility and engagement of vaccine information accessible on social media.
2. Evaluate infographics and social media messaging for SBHC to share with students and their parents
3. Share participant organizations' challenges, insights and promising practices related to social media plans



What we know from research about parents' perspectives on vaccine information and social media...



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



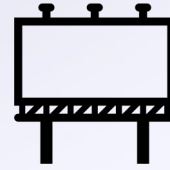
Unity multi-phase research on beliefs and behaviors of parents on vaccine information on social media



Phase 1

In-depth Interviews with Influencers (N=5)

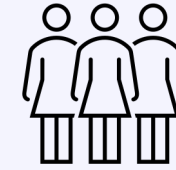
Healthcare Influencers and Bloggers



Phase 2

Bulletin Board Discussion with Parents (N=60)

- Vaccine Positive/Neutral Parents/Caregivers
- MS, HS, or College-Aged Adolescent or Young Adult.
 - Race/Ethnicity, Urban/Suburban/Rural, Education, Income Levels



Phase 3

Focus Group with Parents (N=18)

Select Parents chosen from Bulletin Boards, based on:

- Vaccine beliefs
 - Rural vs. Urban/Suburban
- Race/Ethnicity



Where does vaccination currently fit among health priorities?

PARENTS FOR THEIR TEENS

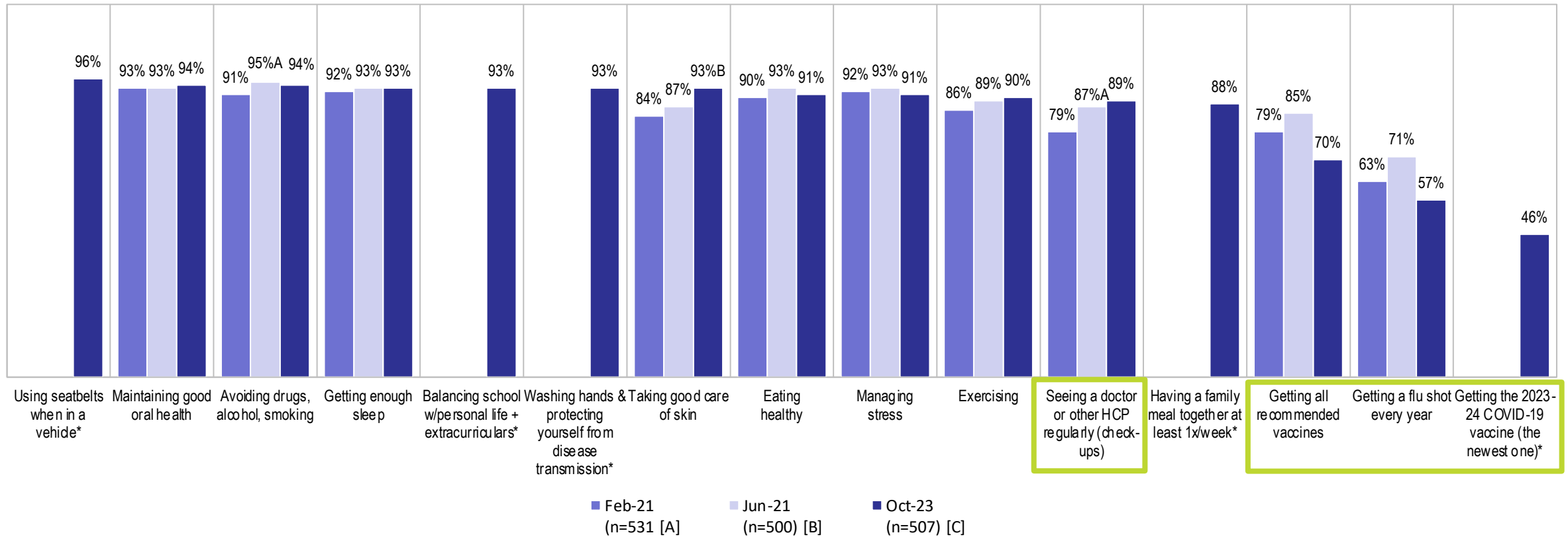
TEENS FOR THEMSELVES



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)

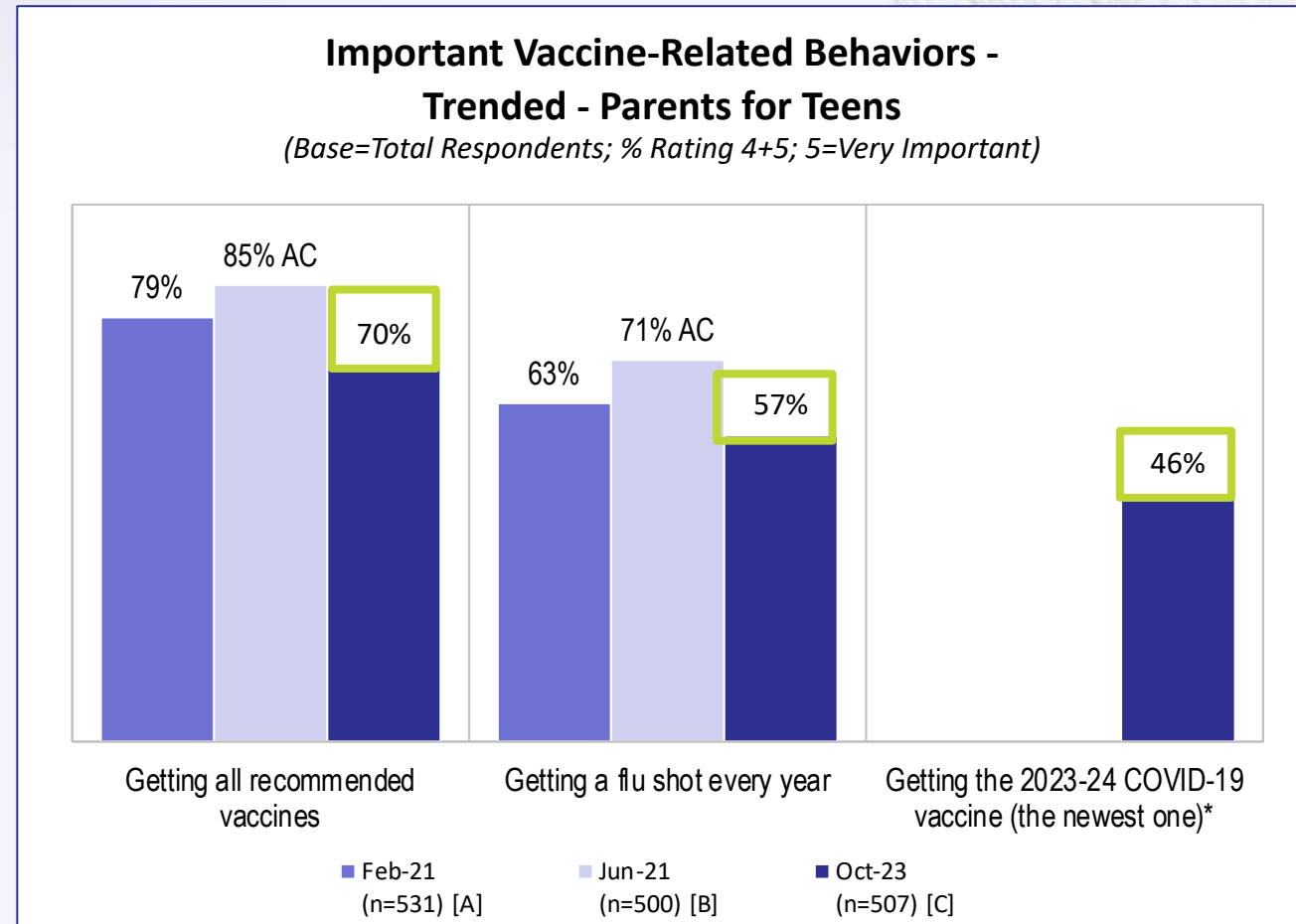
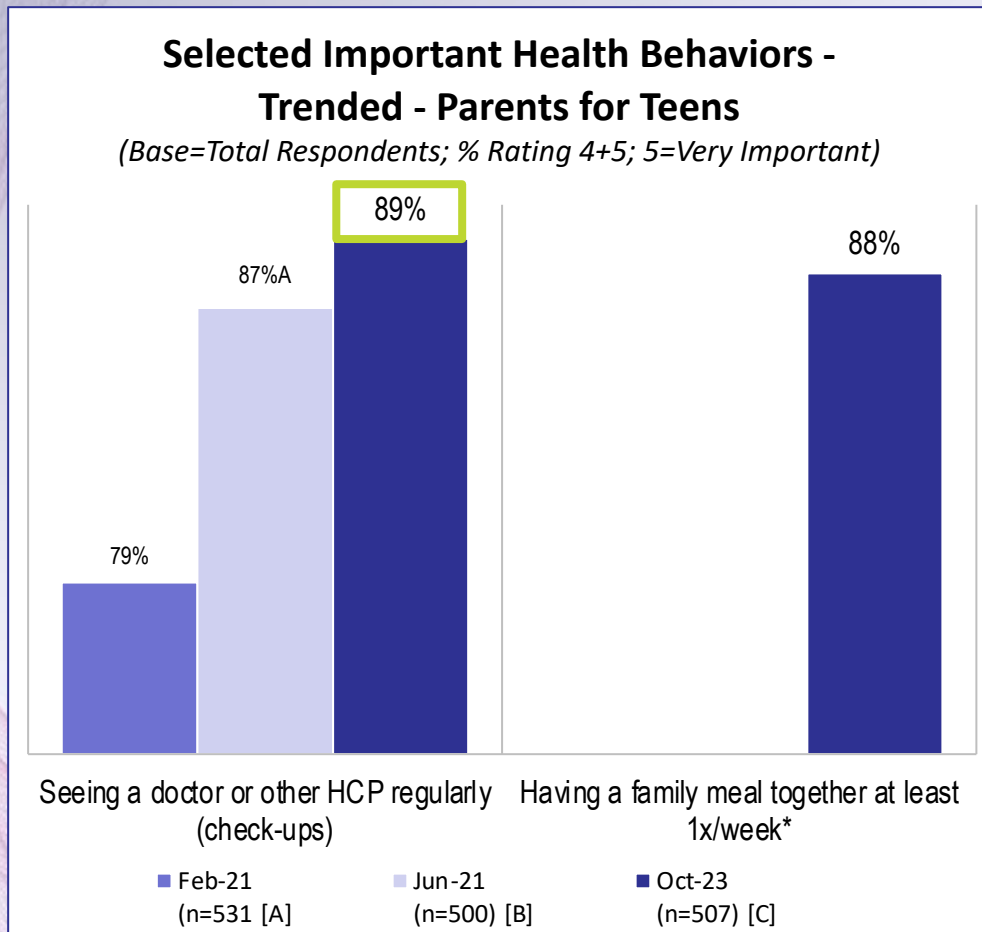


*Responses added in Oct-23

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?



Relative to other health behaviors polled, parents rated vaccine-specific behaviors for their teens as less important



*Response added in Oct-23

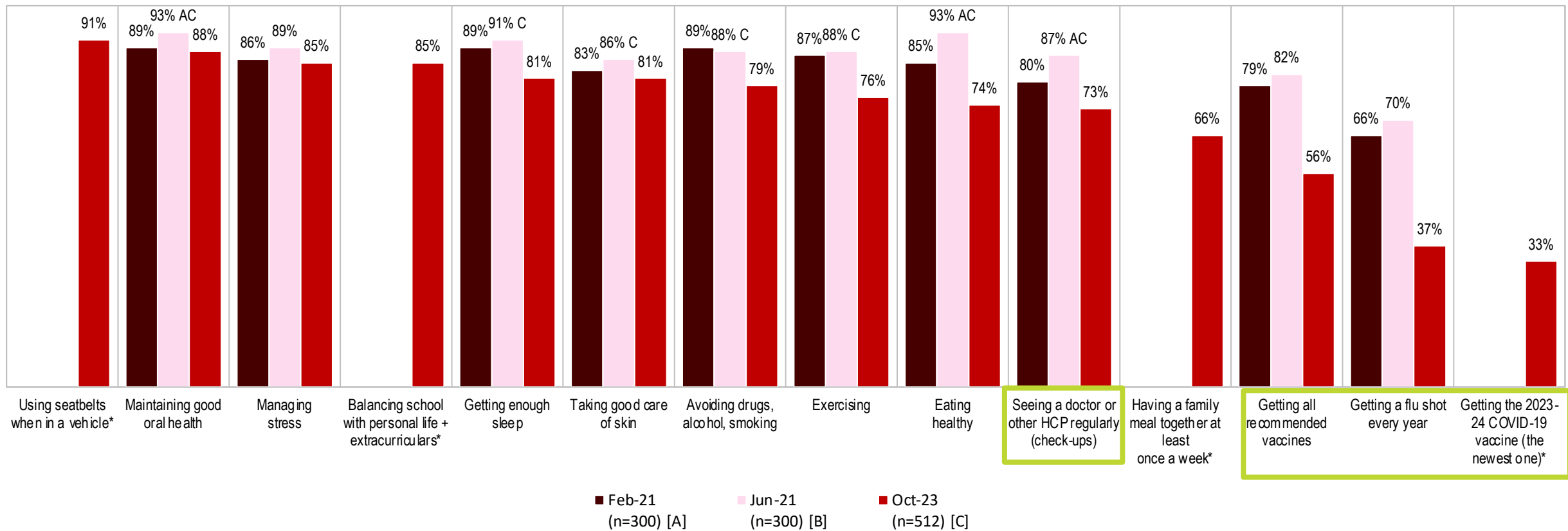
P10: Thinking about your (INSERT AGE OF SELECTED CHILD) year-old (INSERT GENDER OF SELECTED CHILD) child, how important do you think each of the following are for your teen to stay healthy?



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

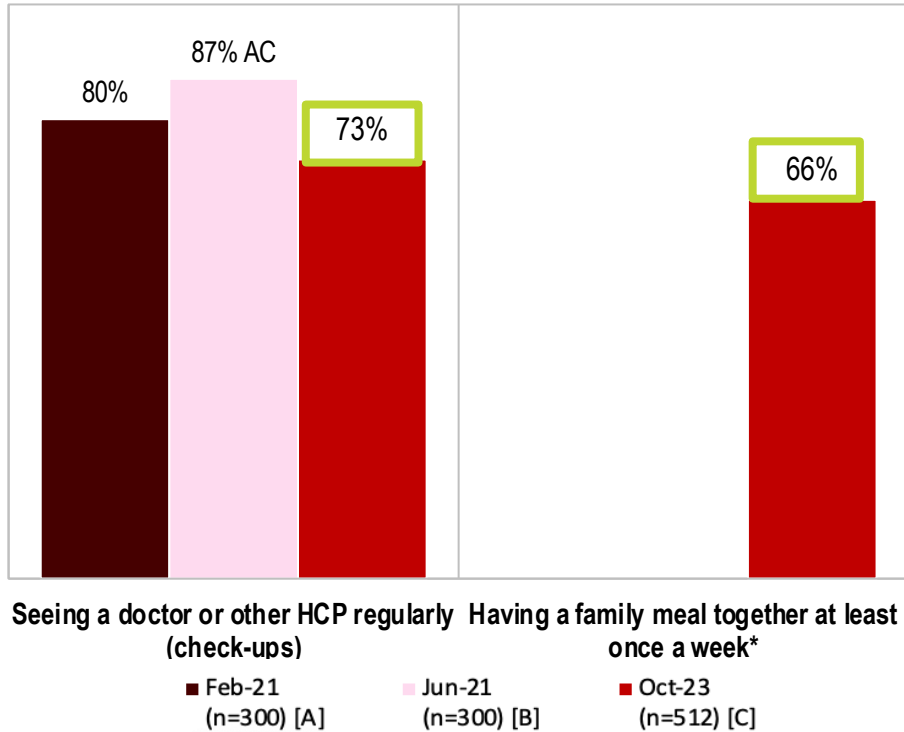
T10: How important are the following activities that you may do for your own health right now?



For teens, vaccine importance ratings decreased with time and were lowest of the health behaviors (lower than family meals!)

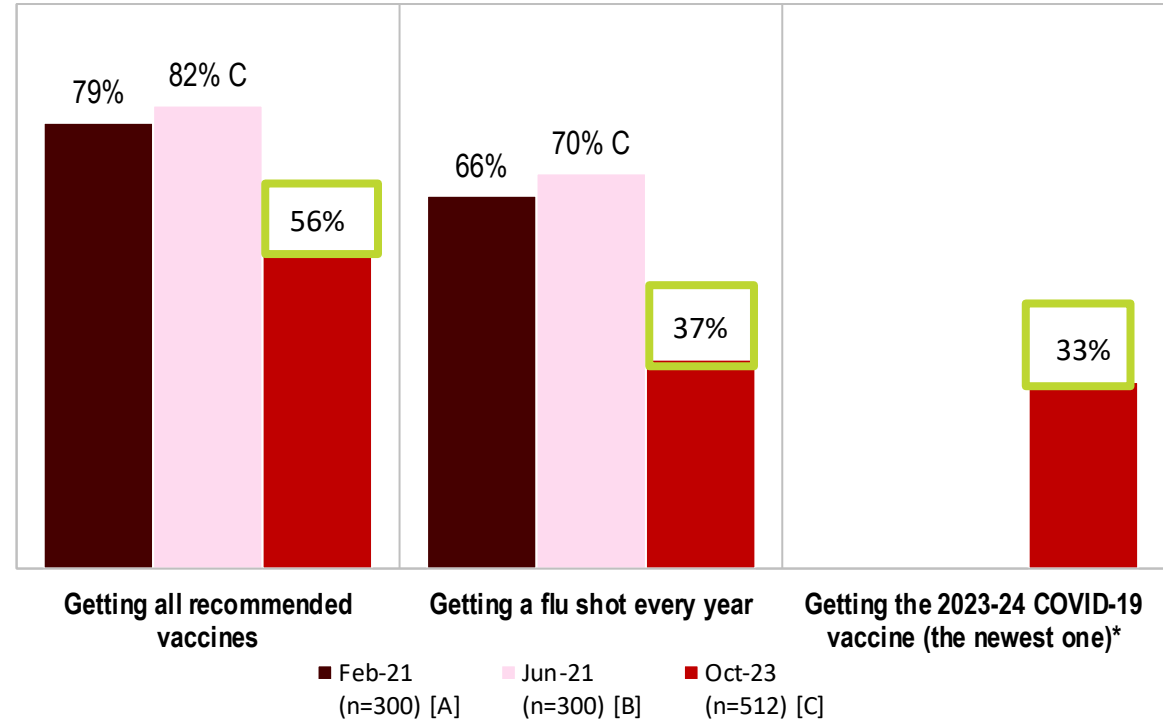
Selected Important Health Behaviors - Trended - Teens

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



Important Vaccine-Related Behaviors - Trended - Teens

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



*Response added in Oct-23

T10: How important are the following activities that you may do for your own health right now?



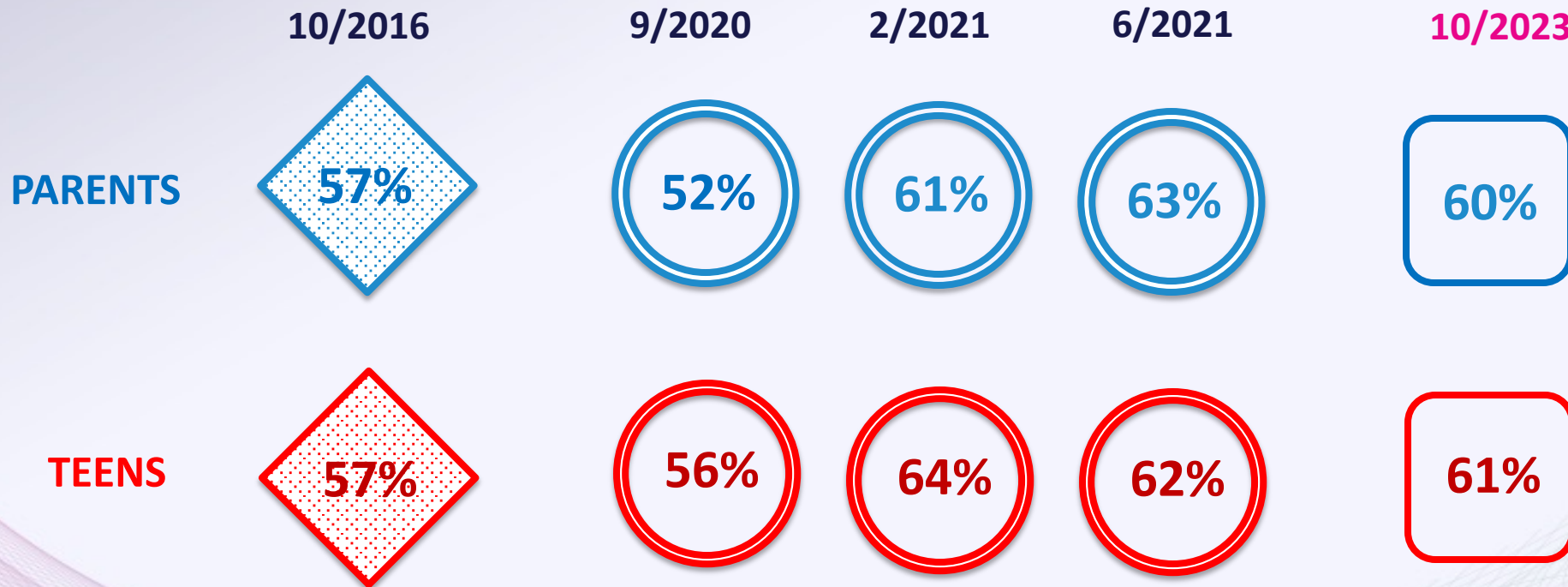
Parents are confused and wary

- **Parents are overwhelmed** by the amount of vaccine information and misinformation that is circulating online
- They are confused about **who to trust** and have doubts about **which expert's advice to follow**
- The continuous debate about Covid-19 vaccines has caused even vaccine positive parents to **question all vaccines**



Parents and teen express ongoing concern about vaccine safety

I have some concerns about the safety of vaccines.

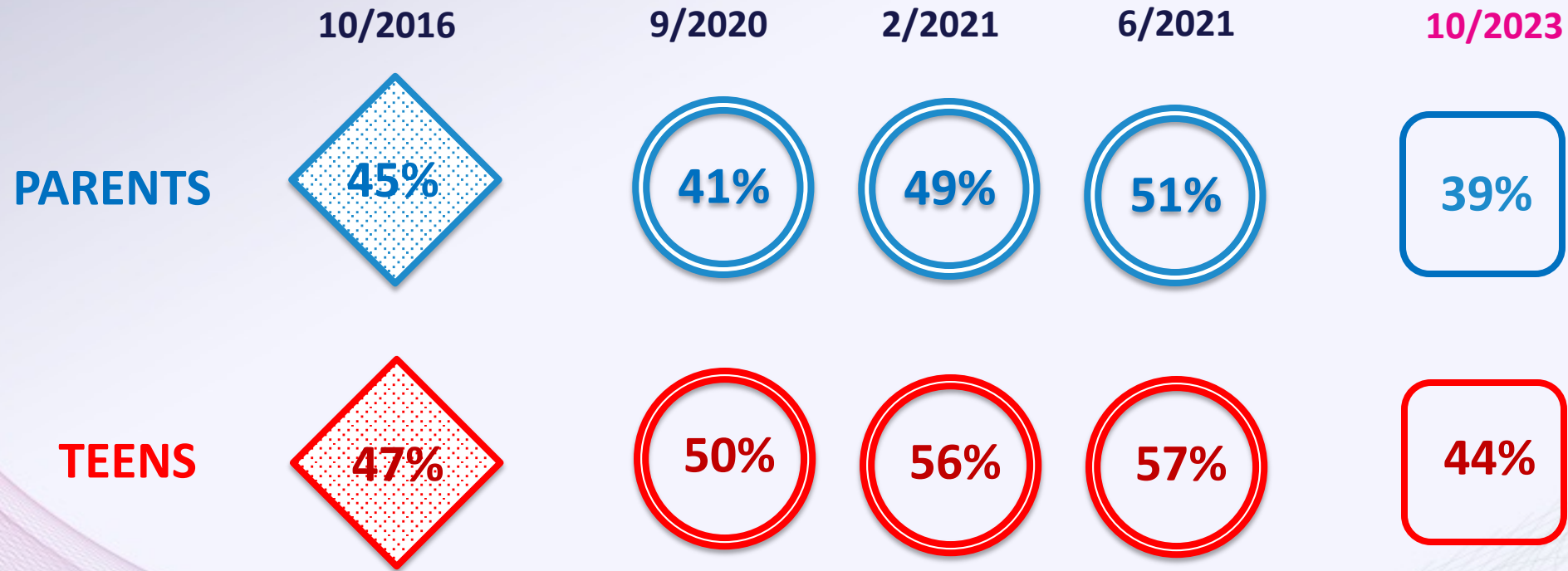


Q13. How much do you agree or disagree with the following statements?
(% 4+5 on 5-point Scale; 5=Strongly Agree))



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)

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

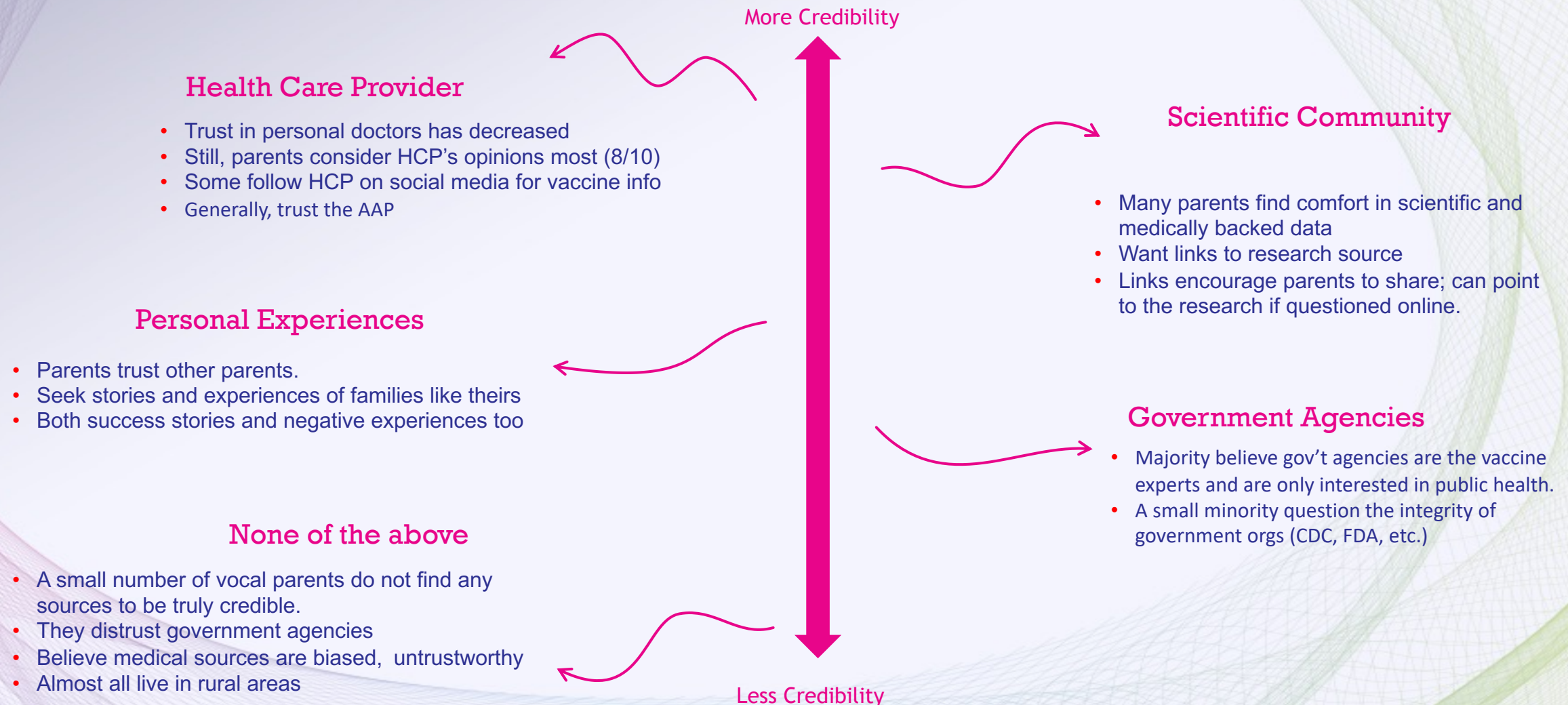


Parents seek out information to feel more in control during uncertain times

- Parents are doing more **research** on vaccines
- **Talking** to their healthcare provider, researching sources, and understanding the numbers and data as best they can
- They don't need to become experts but want to feel like they have done everything they can to **make the right decision** for their family



Parents have a credibility continuum on sources for vaccine information





Covid-19 has heightened emotions and impacted perceptions about vaccines

- Parents are looking to **do what is best** for their adolescents
- With so much contradicting vaccine information, they are **feeling anxious** and **uncertain**
- They feel the need to **check multiple sources** and possible **motives** before accepting the information
- Parents are feeling **stressed out by vaccines** - knowing their decision could greatly impact their adolescent's future

Parents' feelings and safety concerns change significantly across vaccines

Mixed reactions to HPV vaccine

- Is it necessary?
- What is the vaccine for?
- HPV can be avoided
- Applies only to females

Flu vaccine experiences

- Negative side-effects
- Separate category from "standard" vaccines
- Less trust

"Standard" vaccines are important

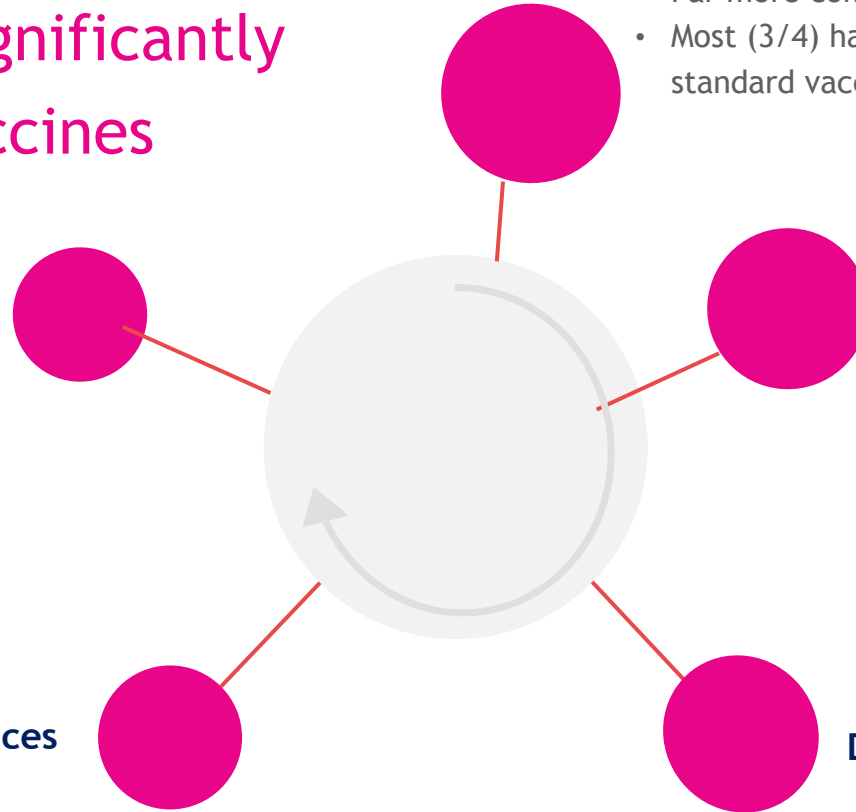
- Meningitis and Tdap, older and more familiar
- Far more comfortable
- Most (3/4) have little to no problem with standard vaccines

Mixed feelings about Covid-19 vaccination

- ~1/3 think that Covid-19 is as concerning as other vaccine-preventable diseases
- Many don't think the Covid-19 vaccine was tested long enough

Decline in vaccine confidence

Some have experienced a decline in vaccine confidence over the last 2 years

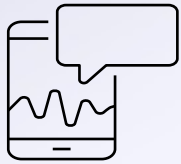




Parents are seeking credible, straight forward and relatable vaccine information on social media



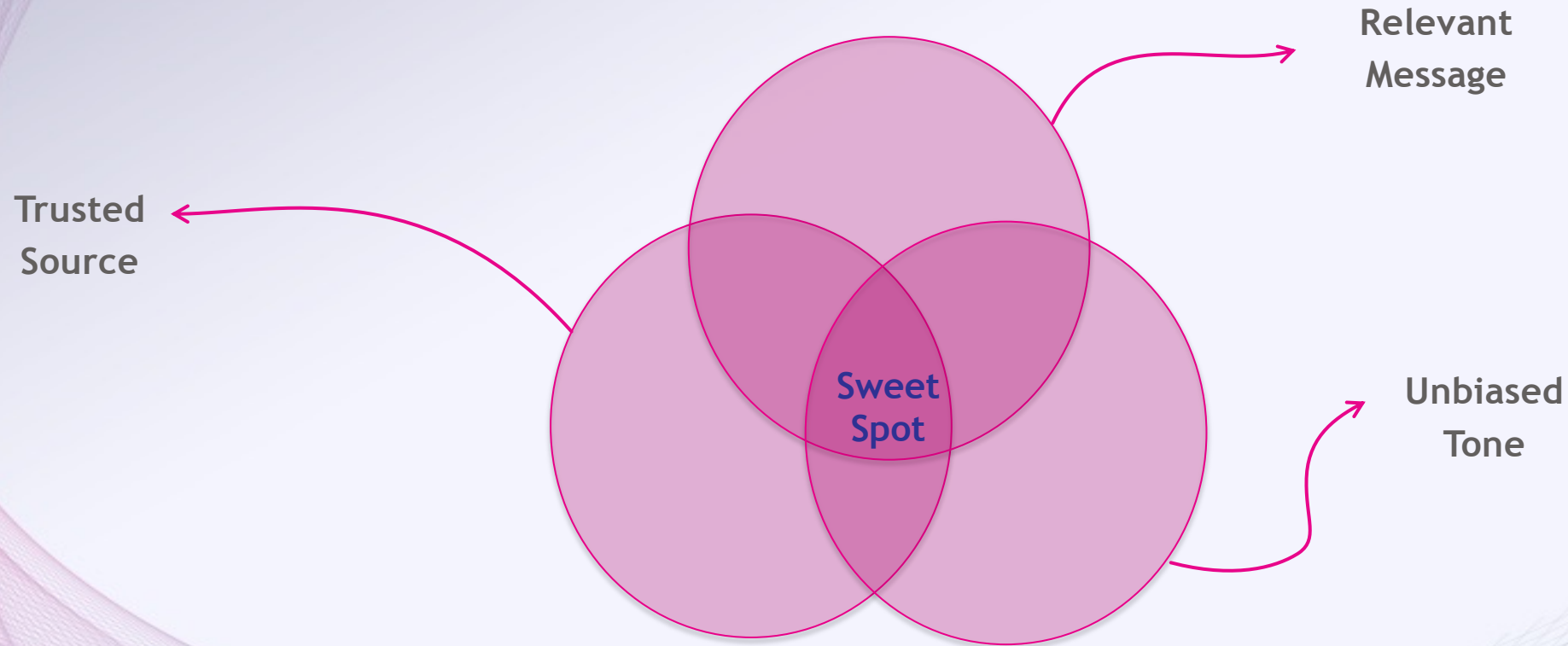
Credibility of communications is key, and is increasingly challenging in this climate



Straightforward, simple communications, and relevant examples, increase parents' likelihood to share vaccine information on social media



Hitting the “sweet spot” is key to engaging parents/students on vaccine communications on social media



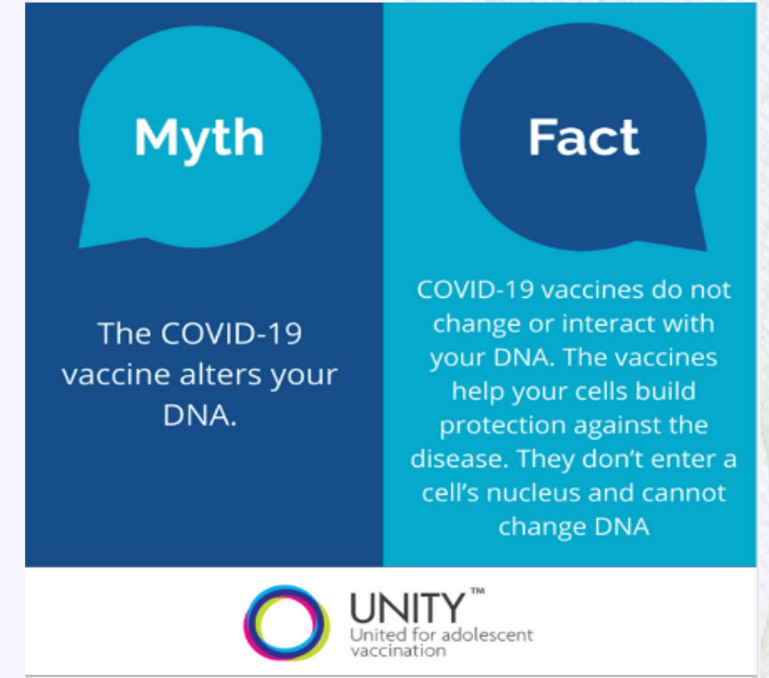
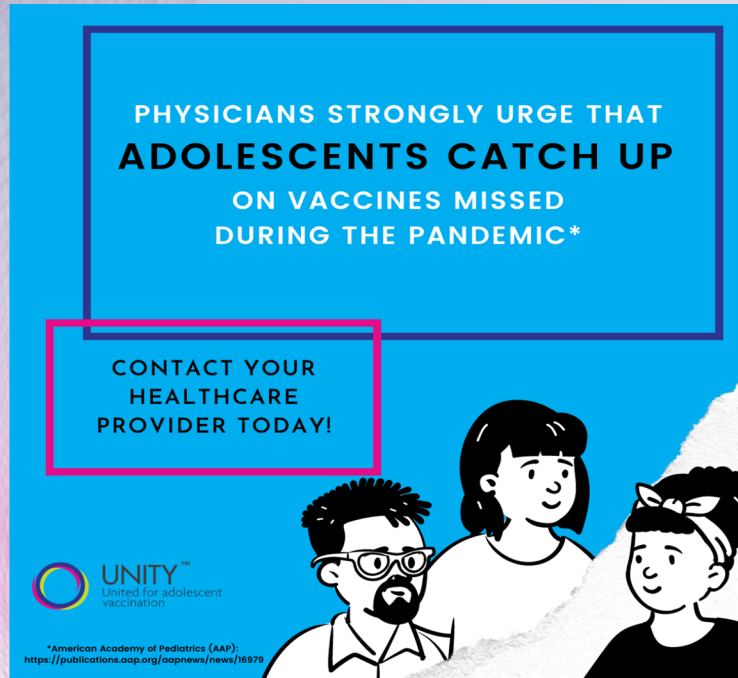


Takeaways

- Critical need for messaging to address parent perceptions on the importance of vaccination
 - Vaccines falling in priority for good health of teens (evidence of vaccine fatigue?)
 - Parents generally feel informed about vaccines, yet understanding doesn't translate to "necessity"
 - Flu and COVID-19 are lowest on perceived vaccine needs
 - Low understanding of meningococcal vaccines may be compounded with new pentavalent vaccines and recommendations
- Efforts to empower and support Physicians/Pharmacists and Public Health is a priority given high reliance and trust scores
- Educational needs and approaches should vary based on audience e.g., rural/urban, race, community home
 - Efforts to build vaccine confidence may be received differently among audiences based on demographics
- Important areas of focus include
 - Addressing persistent safety and effectiveness concerns
 - Engaging and integrating diverse perspectives, and the voices of parents and teens
 - Health/vaccine equity and inclusion



Parents' top 3 choices of infographics shared in research



- ✓ Simple reminder
- ✓ Suggestive tone instead of commanding
- ✓ Contacting HCP is simple & appropriate
- ✓ AAP is a credible source

- ✓ Easy to understand
- ✓ “Unbiased” sourcing
- ✓ Powerful message of vaccine effectiveness

- ✓ Effective
- ✓ Straight-forward
- ✓ Format combats misinformation



Parents' middle 3 choices of infographics shared in research

CDC-recommended vaccinations for adolescents:

AGES	Every year	flu vaccine
11-12 years	<ul style="list-style-type: none"> HPV (2 doses) Meningococcal ACWY Tdap 	
13-15 years		<ul style="list-style-type: none"> Meningococcal ACWY (if not previously vaccinated)
16 years		<ul style="list-style-type: none"> Meningococcal B* Meningococcal ACWY booster
17-18 years		<ul style="list-style-type: none"> Td booster every 10 years

* Adolescents may be vaccinated with a 2-dose MenB vaccine, and the preferred vaccination age range is 16 through 18 years.

ARE YOUR ADOLESCENTS

UP-TO-DATE ON VACCINATIONS?

A study in England has shown **87% decrease in cervical cancer** among women immunized with the HPV vaccine as adolescents

Contact your adolescent's healthcare provider.

Source: "The effects of the national HPV vaccination program in England, UK, on cervical cancer and grade 3 cervical intraepithelial neoplasia incidence: a register-based observational study," The Lancet, December 2021

QUESTION OF THE DAY

DOES THE COVID-19 VACCINE HAVE SIDE EFFECTS?

ANSWER

Some people have side effects from vaccines, but for most, the side effects are mild and only last a day or two. The commonly reported side effects include arm pain, fatigue, headache, muscle aches, joint pain, chills, fever and nausea.

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- ✓ Hyperlink to source is important
- ✓ A good reminder of vaccines needed at each age
- ✓ Age breakdown makes information relevant
- ✓ Some parents saw this as news

- ✓ Data and research based
- ✓ 87% was viewed as an impressive figure
- ✓ Bold colors, simple layout grabs attention
- ✗ "UP-TO-DATE" viewed by some as aggressive
- ✗ England-centered study limits relevancy

- ✓ Anonymous and informative format
- ✓ Ideal for social media (submitting questions)
- ✓ Bold colors & simple layout made this easy to read
- ✗ Some thought words were too small



Parents' bottom 3 choices of infographics shared in research

DO I NEED A COVID-19 BOOSTER?

LATEST RECOMMENDATIONS AS OF OCTOBER 21, 2021

Start Here WHICH VACCINE DID YOU GET ORIGINALLY?

PFIZER → **MODERNA** → **JOHNSON & JOHNSON (J&J)** → **NONE**

ARE YOU 12+ WITH A WEAKENED IMMUNE SYSTEM?
Ex. Due to cancer treatment

ARE YOU 65+ OR IN A HIGH-RISK GROUP (18+)?
Ex. You have certain health conditions or live or work in a high-risk setting

HAS IT BEEN 2+ MONTHS SINCE YOUR 1ST DOSE? (AND YOU'RE 18+)

YES → Get a 3rd full dose of the same mRNA COVID vaccine (if possible) at least 28 days after your 2nd dose.

NO → Get a booster dose* of a COVID vaccine at least 6 months after you got your 2nd dose.

YES → No need for a booster right now. You're good!

NO → Get a booster dose* of a COVID vaccine at least 2 months after getting your 1st dose.

YES → Hold tight. Once it's been 2 months or more, get a booster dose* of a COVID vaccine.

NO → Hold tight. Once it's been 2 months or more, get a booster dose* of a COVID vaccine.

*Booster dose = 1 full dose of Pfizer or J&J or a half dose of Moderna COVID vaccine

GET VACCINATED!

vaccinateyourfamily.org/covid19faq

HOW THE MRNA COVID-19 VACCINE PROTECTS YOU

FIRST, YOUR BODY MAKES A BUNCH OF ANTIBODIES TO FIGHT OFF THE VIRUS. LET'S CALL THEM ARCHERS.

AFTER ABOUT 4 WEEKS, THOSE ARCHERS START TO DISINTEGRATE.

THE VACCINE TAUGHT YOUR BODY HOW TO MAKE EVEN BETTER ARCHERS! IT TAKES ABOUT 6 MONTHS.

AND THESE NEW SUPER ARCHERS DEFEND AGAINST SEVERE DISEASE ... FOR YEARS!

BUT NEVER FEAR!

THE END!

How to protect yourself against COVID-19?

WE CAN DO THIS

	Mask Indoors in Public Settings	Test if Exposed or Symptomatic	Vaccinate
Children 0-2		✓	
Children 2-11	✓	✓	
Everyone 12 and Up	✓	✓	✓
Immunocompromised* Individuals	✓	✓	✓
Pregnant Individuals	✓	✓	✓

*Can receive additional dose.
 As of August 23, 2021.

[CDC.gov/coronavirus](https://www.cdc.gov/coronavirus)

✓ Tailored, relevant information

✗ Complicated format

✗ Cartoon format inconsistent with serious topic

✗ Too much detail

✗ Hard to read

✗ Basic level of vaccine understanding

✗ Ranked least effective by parents

✗ Does little to educate or motivate

✗ No emotional connection

✗ Too much info / wordy



The ways communication can increase intent to share



A quick, easily read reminder is compelling



Parents are motivated to share relevant, useful information



Numbers draw attention, with links to source



Sounding credible is almost as effective as being credible



Applying learning to your organization

- What messages resonated with you for your students/parents?
- Which visuals would work for your students/parents?
- How could you use social media to make vaccine information more accessible and understandable for students/parents?



What Unity did to integrate these learnings from parents into our social media and website communications...



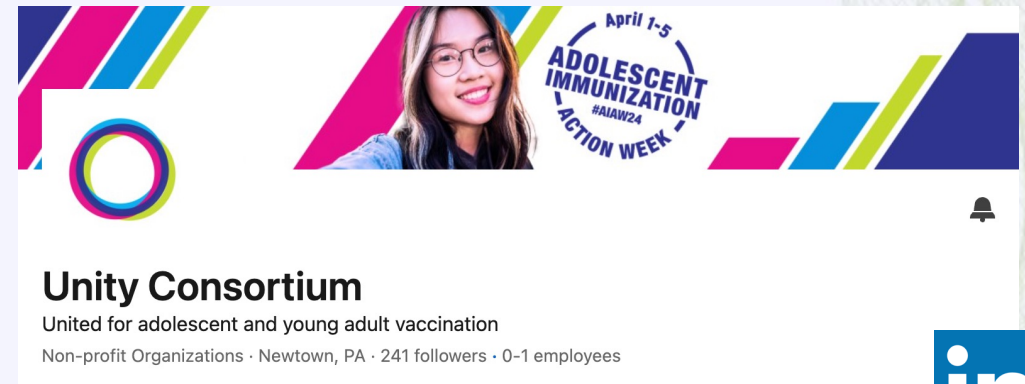
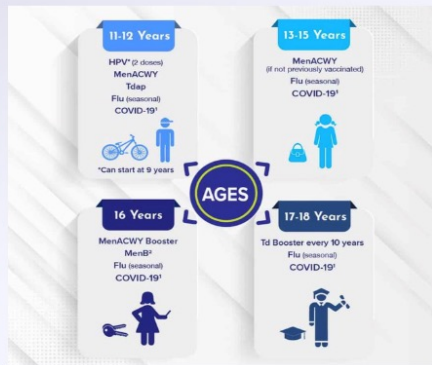
Applying parents' advice: From research to action

Unity has **integrated** research findings into our social media and website design and messaging.

Presenting facts!

Age chart - simplified

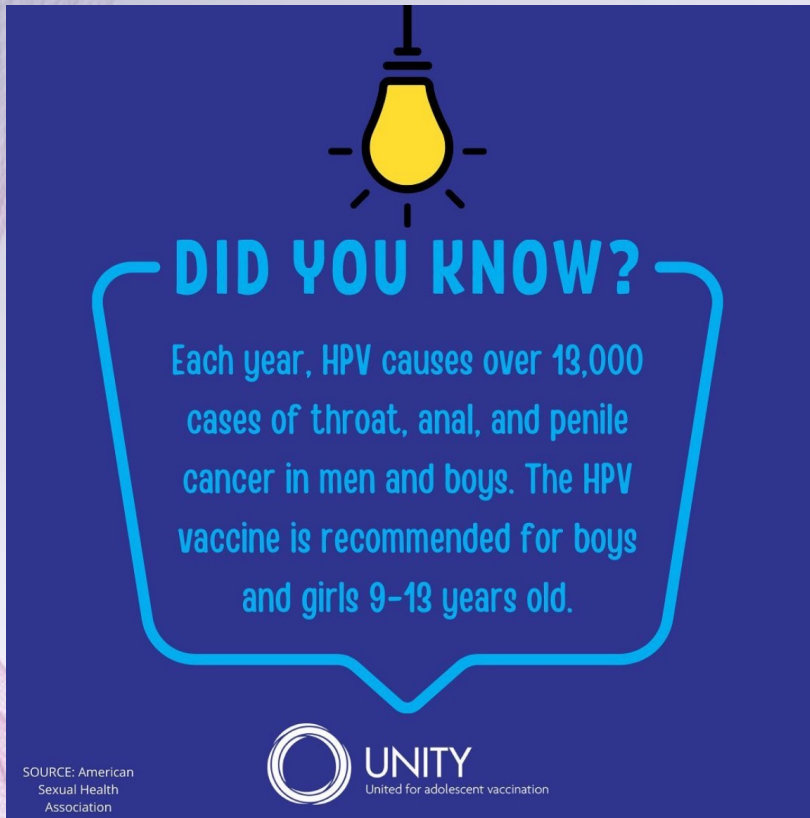
Bold colors, simple layout grabs attention



Relevant example



Applying parents' advice: From research to action



DID YOU KNOW?

Each year, HPV causes over 13,000 cases of throat, anal, and penile cancer in men and boys. The HPV vaccine is recommended for boys and girls 9-13 years old.

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SOURCE: American Sexual Health Association

- ✓ Use of numbers
- ✓ Tailored information
- ✓ Clear, simple visuals
- ✓ Easy to read
- ✓ Powerful message of vaccine effectiveness
- ✓ Bold colors grab attention
- ✓ Sources included



**The science is clear:
Routine vaccination
saves lives.**

42,000 per year, in fact!¹

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United for adolescent
vaccination

1: Nabet B, Gable J, Eder J, Feemster K. Addressing Vaccine Hesitancy to Protect Children and Communities Against Preventable Diseases, 2017, pp 2-3. PolicyLab.



Applying parents' advice: From research to action



- ✓ Simple reminders
- ✓ An attainable call to action
- ✓ Suggestive instead of commanding tone
- ✓ Visually pleasing
- ✓ Create a personal motivation
- ✓ Unbiased information

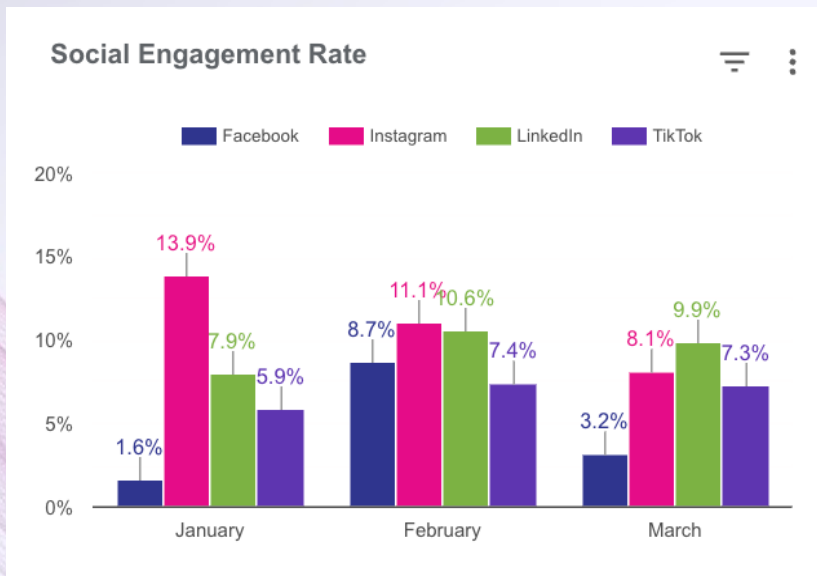




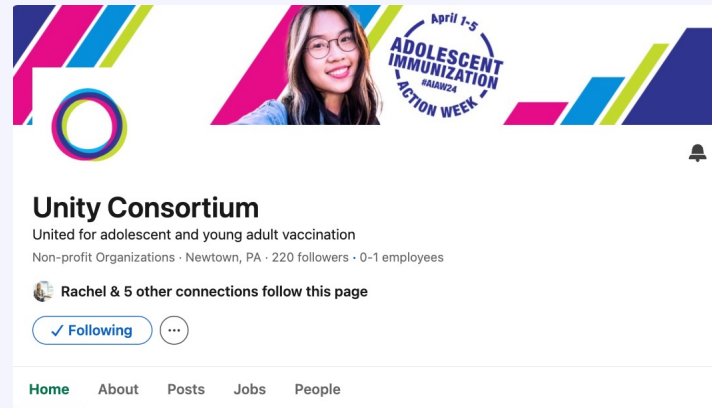
The proof is in the numbers!

We drove over **36.5k impressions in Q1** and are continuing to see strong growth.

Engagement rate continues to be **2-3X above industry benchmarks.**



We're continuing to innovate and test channels. Video content across TikTok and Instagram is performing well.



Our LinkedIn Channel grew by **+33% in Q1.**



Top Post

Impressions: 2.1k
Engagements: 183
Eng. Rate: 9.1%

AIAW24 – 263+MM Reach and Counting!

5431

Webinar / Society or
Internal Meeting Attendees



AIRA
AMERICAN IMMUNIZATION
REGISTRY ASSOCIATION

NACCHO
National Association of County & City Health Officials



Data as of May 14, 2024

[AIAW24 Metrics Spreadsheet](#)

57K+

Website Views



51MM+

Social Media Reach



10MM+

Newsletter/Listserv/Email Reach

52K+

PatientPoint

Healthcare Providers

National
Coverage



TBD
3.5MM+

Press Release **196MM+**
sonofi Media Tour **2.4MM**



Protect against vax attacks online with Shots Heard Round the World

Rapid-response network dedicated to combating anti-vaccine attacks on the social media pages, websites, and review sites of providers, practices, hospitals, and health systems



Frequently asked questions: Legal and law enforcement options

In today's online world, many health care professionals are taking their expertise to social media to help patients get good information. Too often, these health care professionals are harassed, bullied, and attacked. This FAQ answers important legal and law enforcement-related questions regarding online attacks.

Q: What kinds of online comments or attacks am I legally protected from?

Negative or malicious online messages can take many forms, most of which are unfortunately not against the law. However, such messages can be seen as criminal acts where they take the form of:

- credible threats,
- harassment (including stalking or cyberbullying), or
- defamation (this would include false statements that injure your reputation), or when the messages lead to other crimes.

Q: What is "doxing" (also spelled "doxing")?

Q: How can I protect myself from doxing and other forms of online harassment?

While it would be nearly impossible to fully protect yourself from every type of online harassment, there are some precautions you can take. Consider taking the following steps:

- Avoid posting personal information about yourself online (including on social media) unless it is absolutely necessary.
- Change the settings on your social media to hide your date of birth, hide other sensitive information, and make your profile not searchable by anyone. Also, consider using a nickname, variation of your name, or maiden name for your

Frequently asked questions: How to prepare for and avoid online harassment and attacks

Providers have an important role to play in the battle against anti-vaccine and anti-science rhetoric, but speaking up online can lead to attacks designed to harm your reputation. This document outlines actions to strengthen your online presence and help you avoid being a victim of an online attack.

Prepare myself, my family, or my institution for an online attack

Online presence:

- Limiting personal information about yourself online or keep this information limited to family and friends by adjusting the privacy settings on your social media accounts.
- Turn on [two-factor authentication](#) for all accounts that support it.
- Use strong, different passwords or a password manager for all of the apps and websites you use.

Train yourself and your staff to know the signs of an impending social attack:

- A spike in or higher than usual volume of negative comments.
- Unusually rude or mean comments from new accounts.
- Links or screenshots of your page being posted in anti-vax groups or by anti-vax pages.
- People in your pages' comments directing other anti-vaxers to attack you.
- Negative comments from suspicious, anonymous, or bot-like accounts.
- Anti-vaxers contacting you through other platforms.

SHOTS HEARD ROUND THE WORLD TOOLKIT

In today's online world, many health care professionals are taking their expertise to social media to help patients get good information. Too often, these health care professionals are harassed, bullied, and attacked.

In this toolkit, we will give you the skills and information to **Prepare, Defend, and Move Forward** after an anti-vaccination attack on a variety of online platforms. We hope to empower you and give you the resources to continue to be a vaccine advocate online.



[Join Shots Heard](#)

[Shots Heard Toolkit](#)



Questions for consideration

- What are your organization's policies related to social media use?
- What are the social media platforms your students and parents use?
- What are the barriers you face in communicating to students/parents about vaccines on social media?
 - Language/cultural influence on images
- How can you engage young people in the creation of social media content?



Closing thoughts

- ✓ It is important for SBHC to use social media to combat misinformation on social media as trusted messengers
- ✓ There is no need to recreate the wheel
- ✓ Share, amplify messages from Unity's platforms and other trusted sites



Stay Informed and In-Touch with Unity

- ✓ www.unity4teenvax.org
- ✓ Connect with us...
- ✓ Join our mailing list by emailing unity@unity4teenvax.org



@UnityConsortium



@unity4teenvax



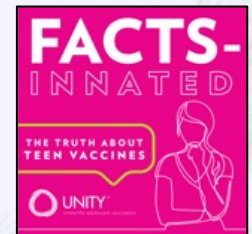
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Podcast