

American Academy of Family Physicians Foundation

HIGHLIGHT ON

VACCINATIONS 4 TEENS



Highlight
on VACCINATIONS 4 TEENS

National Announcement Expanded Program Reach to Potentially Millions More HCPs

Issuing a national press release, presence at AAP meeting, sharing materials with other HCPs and conducting national media and trade outreach led to:

2M+

earned media impressions through Doctor Radio and MedicalResearch.com interviews with Dr. Melton

125K+

family physicians reached through AAFP communications channels (e.g., *AAFP News*, *AAFP Smart Brief*)

100

pediatricians reached with mention of *HOV4T* during AAP product theater

100K+

HCPs and other immunization experts reached through sharing *HOV4T* materials with members of AAP, All, AIM, IAC and link to Resource Library via email

17M+

impressions through direct press release pick up



MedicalResearch.com

American Academy of Family Physicians Foundation Launches Highlight on VACCINATIONS 4 TEENS to Help Address Teen Under-Vaccination

Posted on July 14, 2017

MedicalResearch.com interview with:

S. Hughes Melton, MD, MBA, FAAFP

AAFP Foundation Launches Highlight on VACCINATIONS 4 TEENS

Program Provides Grants, Resources for Members to Promote Vaccination



June 30, 2017 12:37 pm News Staff - Millions of U.S. teenagers currently are under-vaccinated. Family physicians can address this shortfall by discussing recommended vaccines with teens and their families during annual exams, but this conversation can sometimes prove difficult to fit into a packed appointment with patients that day.

To help family physicians educate teens and their families about the importance of getting the vaccines recommended for their age group, the AAFP Foundation launched its Highlight on VACCINATIONS 4 TEENS program on June 27.

With support from Sarah Paslow, 10 AAFP chapters each received a \$5,000 grant to bring the program to their members and, thus, help boost vaccination rates in their states.

The CDC recommends that four vaccines (two of which are given in a multi-dose series) be routinely given to teens. They are:

- meningococcal ACWY (MenACWY) vaccine;
- HPV vaccine;
- tetanus, diphtheria and pertussis (Tdap) vaccine; and
- seasonal influenza vaccine.

For details these recommendations, see most recent coverage papers from the CDC: www.cdc.gov/11n/11n.htm

“ This [information] should be promulgated [circulated] much more forcefully among all family medicine physicians. ”

– UT Chapter event attendee

Most Family Physicians More Likely to Emphasize Need for Vaccinations in Discussions with Teens/Families

According to post-event surveys conducted after each panel event:

99%

felt program content would be helpful in future conversations with teen patients and parents/guardians about vaccination

97%

were highly or somewhat likely to use Resource Library materials following the event

58%

were not aware of current teen vaccination rates before the event

15 Panel Event & Program Promotion Highlights:*

- 1K+ ATTENDEES
- 49 CHAMPIONS
- 16 MEDIA INQUIRIES
- 85 PROMOTIONAL MATERIALS DEVELOPED
- 820 MATERIAL DOWNLOADS

**see addendum for specific results from 11 Chapters that requested communications support from Biosector 2*

“ I think this prepared our physicians and will continue to prepare them for better conversations with parents on the need and the importance of vaccinations.”

– Oklahoma AAFP Chapter

“...this brought doctors into the loop on something they hadn't thought they could have a big impact on – low vaccination rates. Physicians were presented with the fact that simply recommending it to their patients could have a huge impact on teen vaccination rates.”

– Mississippi AAFP Chapter

Family Physician and AAFP Chapter Feedback Reasserted Need for Program

“ It is my impression that the **attendees were fairly positive** about the topic before the session but they **will be more effective now.** ”

- NJ Chapter event attendee

“ ...the discussion that was facilitated amongst attendees and by panelists offered smart strategies for encouraging vaccinations...I think **because of these recommendations, our providers will be able to more successfully work with parents and young people who may have been hesitant or against vaccines, which will hopefully increase rates in their practices.** The audience loved Robbin and I don't believe we would have been able to have identified such a strong patient advocate in our own network. ”

- Colorado AAFP Chapter

“ “The evaluations overwhelmingly show that **attendees did not previously have knowledge of adolescent vaccination rates nationally and in Indiana, and that they were encouraged to recommend available vaccines** to more patients because of this presentation. ”

- Indiana AAFP Chapter