



Speaking in Harmony: Consistent Messages for Parents and Professionals

Presented by:

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Childhood Influenza
Immunization Coalition
The Power of One Strong Voice



National
Foundation for
Infectious
Diseases

Mission

To protect infants, children and adolescents from influenza by communicating with “one strong voice” the need to make influenza immunization a national health priority.



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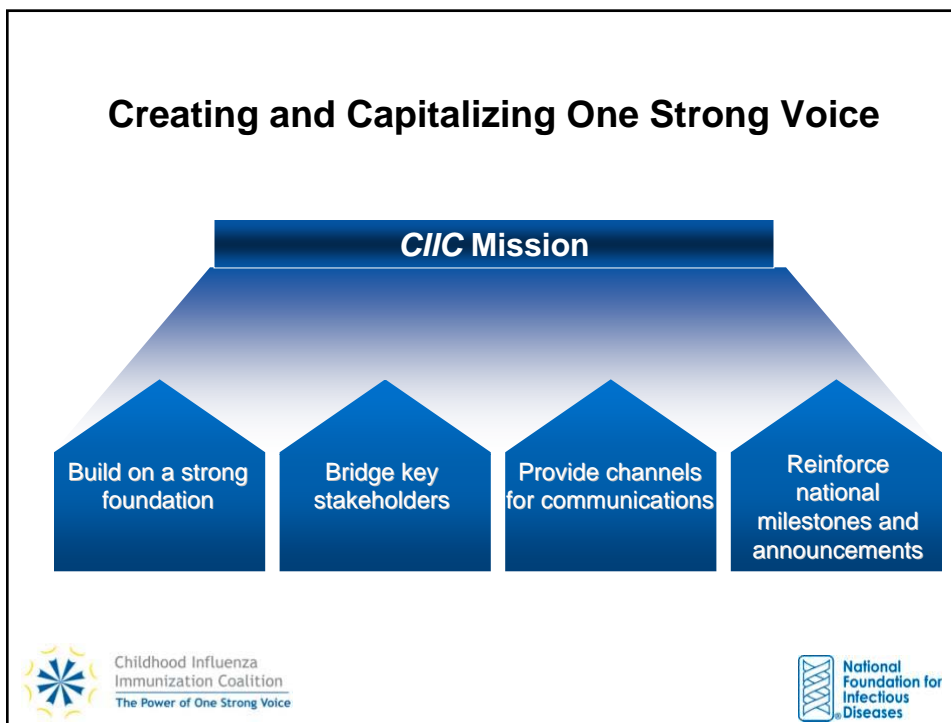
32 Organizations = One Strong Voice

AMERICAN MEDICAL ASSOCIATION (AMA)
 AMERICAN PUBLIC HEALTH ASSOCIATION (APHA)
 HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION (HIDA)
 AMERICAN ACADEMY OF PEDIATRICS (AAP)
 AMERICAN LUNG ASSOCIATION
 THE CHILDREN'S HOSPITAL OF PHILADELPHIA
 VACCINE EDUCATION CENTER
 NATIONAL MEDICAL ASSOCIATION (NMA)
 IMMUNIZATION ACTION COALITION (IAC)
 PKIDS
 ASTHO
 AMERICAN PHARMACISTS ASSOCIATION (APHA)
 PEDIATRIC NURSE PRACTITIONERS
 NHMA (National Hispanic Medical Association)
 NATIONAL ASSOCIATION OF COMMUNITY HEALTH CENTERS
 NASN
 CDC
 TEXAS CHILDREN'S HOSPITAL
 CENTER FOR VACCINE AWARENESS AND RESEARCH
 NATIONAL FOUNDATION FOR INFECTIOUS DISEASES
 AANMA
 NACCHO (National Association of County & City Health Officials)
 ACOG (The American College of Obstetricians and Gynecologists)
 PHYSICIAN ASSISTANTS
 EVERY CHILD BY TWO
 CANYON RANCH Institute
 SAM (THE SOCIETY FOR ROBERTS MEDICINE)

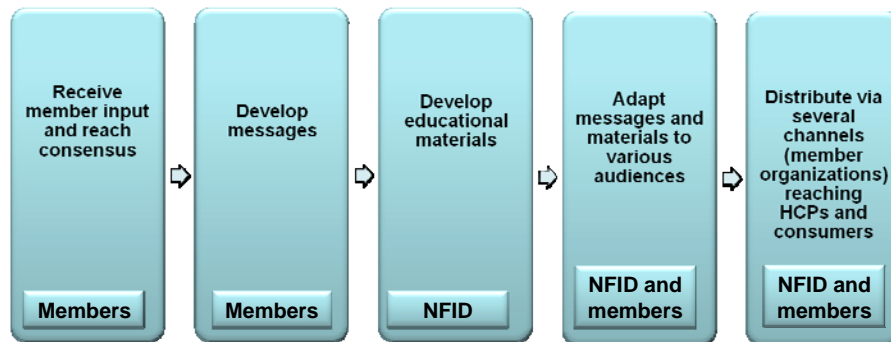
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Creating and Capitalizing One Strong Voice



Action with Strong Infrastructure



Increasing Message Retention by Repeat Exposure to Consistent Messages



Schiavo, R. *Health Communication From Theory To Practice*. Jossey-Bass, 2007



Key Messages with Market Research

Gaining a Better Understanding of Attitudes and Behaviors

Mom Focus Groups



HCP Phone Interviews



National Survey



- Provide deeper insight into the factors and triggers that motivate or inhibit behavior
- Research will help identify optimal communication messages to integrate into upcoming *C/IC* activities, which aim to:
 - Heighten awareness of influenza as a serious disease
 - Convey benefits/elevate importance of immunization as prevention
 - Eliminate misconceptions and shift attitudes to further expand the base of "vaccine-compliant" parents
 - Drive action



Tailoring Messages to Meet Seasonal Challenges

- Differentiating novel H1N1 and seasonal influenza
- Combating common misconceptions
- Implementing universal pediatric influenza vaccination recommendation
- Getting all immunizers to vaccinate children and reduce missed opportunities
- Affirm vaccine safety and efficacy
- Vaccine availability (timing)



Looking Forward



www.PreventChildhoodInfluenza.org

