



Childhood Influenza Immunization Coalition
National Consumer Survey Webinar
2009



Childhood Influenza
Immunization Coalition
The Power of One Strong Voice



Quantitative Survey



Methodology

- To further investigate qualitative findings (focus groups) with a quantifiable, representative sample
- To test a range of communications messages (based on qualitative findings) to determine which resonate best with target parents
- To use these results to inform and optimize communication messages for upcoming communications programs
- 500-interview telephone study; August 19 - 25, 2009
 - Respondents geographically dispersed
 - Northeast, North Central, South, West
 - Respondents had children 6 months through 18 years of age living in household

Summary of Learnings

- Many hypotheses from qualitative research were supported by quantitative findings
- Some surprises regarding important concerns and vaccine perceptions
- A cluster of key messages resonate with mothers who vaccinate both regularly and inconsistently
- H1N1 continues to impact the influenza “landscape”



Quantitative Survey Findings:
Influenza Knowledge and Attitudes

Perceived Severity of Seasonal Flu: Middle of the Pack

- As discovered in qualitative research, mothers don't think seasonal flu is as serious as H1N1 or other vaccine-preventable diseases
- However, certainly viewed as more serious than the common cold

	Extremely	Somewhat	Not very	Not at all	Don't know
Polio	77%	14%	4%	5%	1%
H1N1	39%	46%	11%	3%	2%
Measles	35%	50%	9%	4%	2%
Chickenpox	11%	51%	31%	8%	0
Seasonal flu	9%	54%	31%	6%	0
Common cold	0	20%	57%	22%	0

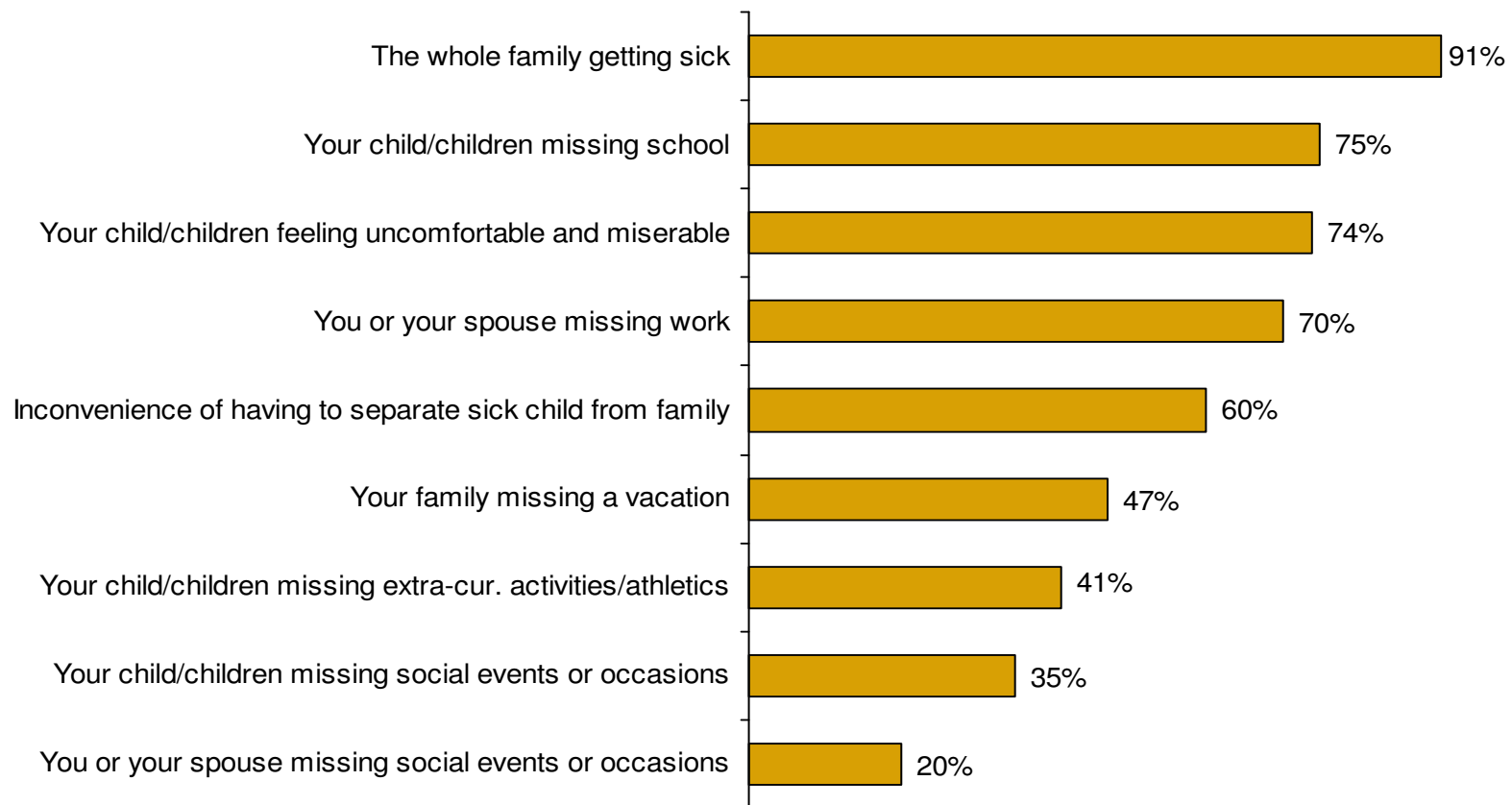
Seasonal Flu “Packs a Punch” on Family Functioning

- 82% of mothers said seasonal influenza in one of their children would have “some” or “substantial” impact on their family/household
 - Impact believed to be similar to stomach virus and strep throat
 - However, impact of H1N1 perceived to be greater

	Substantial	Some	Hardly any	None
H1N1	52	41	4	2
Seasonal flu	15	67	12	6
Stomach virus	14	60	18	8
Strep throat	13	61	17	9
Ear infection	5	42	34	19
Common cold	2	34	41	23

Contagion — and Upset Routines — Key Concerns

- In contrast to qualitative findings, a large majority of participants (91%) cited “the whole family getting sick” as a significant concern associated with a child in the family contracting seasonal flu

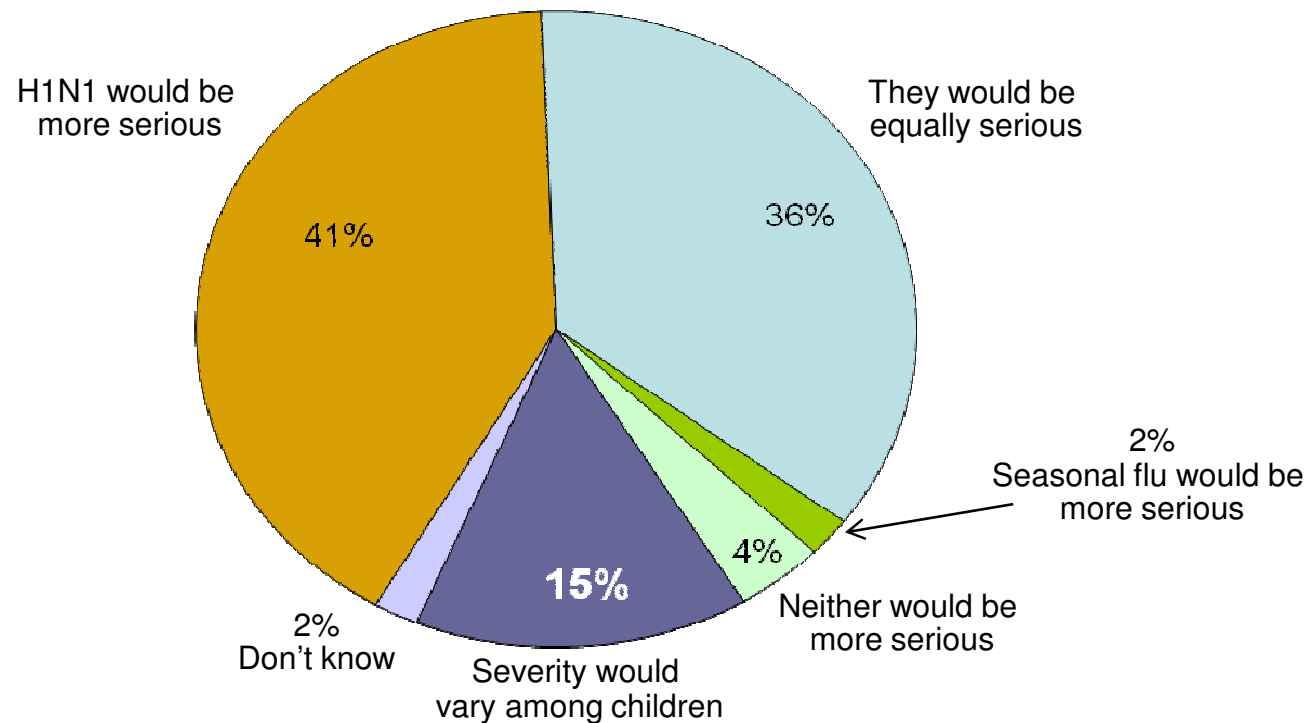



H1N1 Heightened Some Mothers' Concern over Seasonal Influenza

- Similar to findings from qualitative research, mothers were mixed in their reactions to H1N1
- Respondents were nearly evenly split as to whether H1N1 had heightened their concern about the seriousness of seasonal flu
 - 48% more concerned now
 - 50% said H1N1 had no effect on seasonal flu perception
- Mothers who are now more concerned about seasonal flu (due to H1N1 publicity) are evenly split among three reasons why:
 - Ease of transmission
 - Elevated risk for children
 - Risk of death in children

Meaningful Segment of Mothers Consider Seasonal Flu as Serious as H1N1

- Despite the media frenzy over H1N1, nearly 40% of mothers believe seasonal influenza is at least as serious as H1N1
 - But 41% believe H1N1 would be more serious
 - 15% believe severity of influenza (both H1N1 and seasonal) would vary among their children - mainly due to underlying health conditions



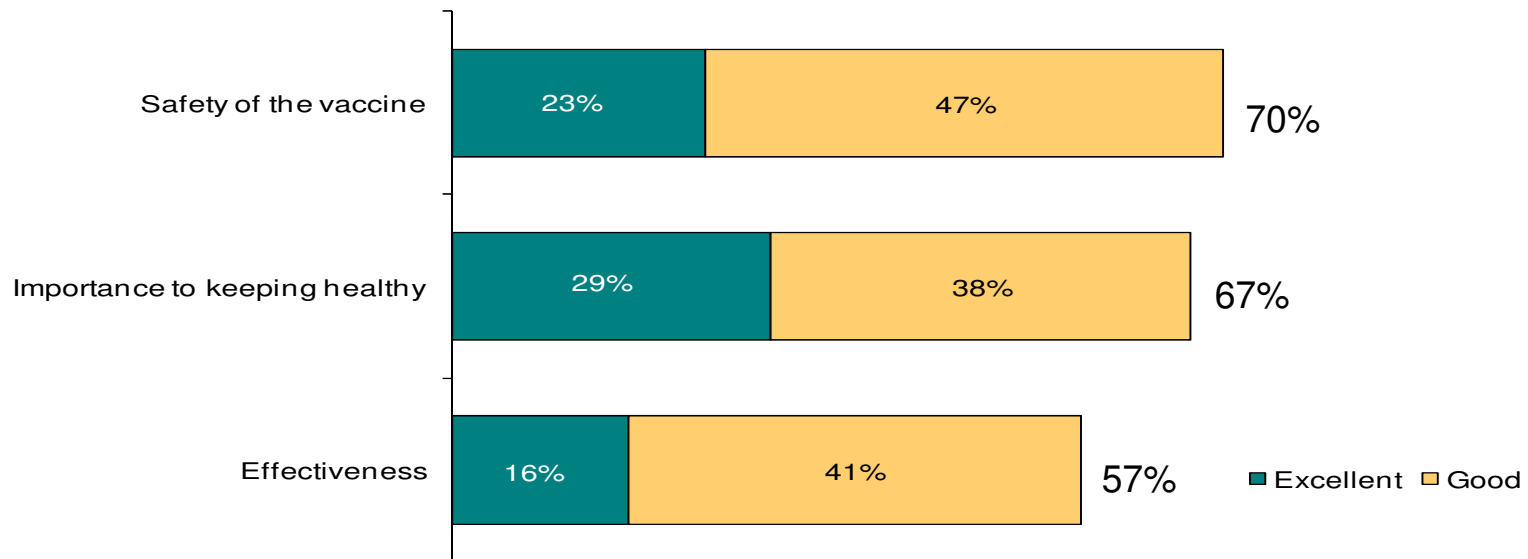


Quantitative Survey Findings:
Influenza Vaccine Knowledge and Attitudes

Vaccine Safety Questioned Less Than Efficacy

- Over 2/3 of mothers think the seasonal influenza vaccine is **SAFE** and **IMPORTANT FOR KEEPING HEALTHY**
 - Safety perceptions somewhat higher than qualitative research indicated
- A somewhat lower percentage (57%) believe the vaccine is effective
- Moms' perceptions of vaccine **SAFETY** and **EFFICACY** seem to go hand in hand

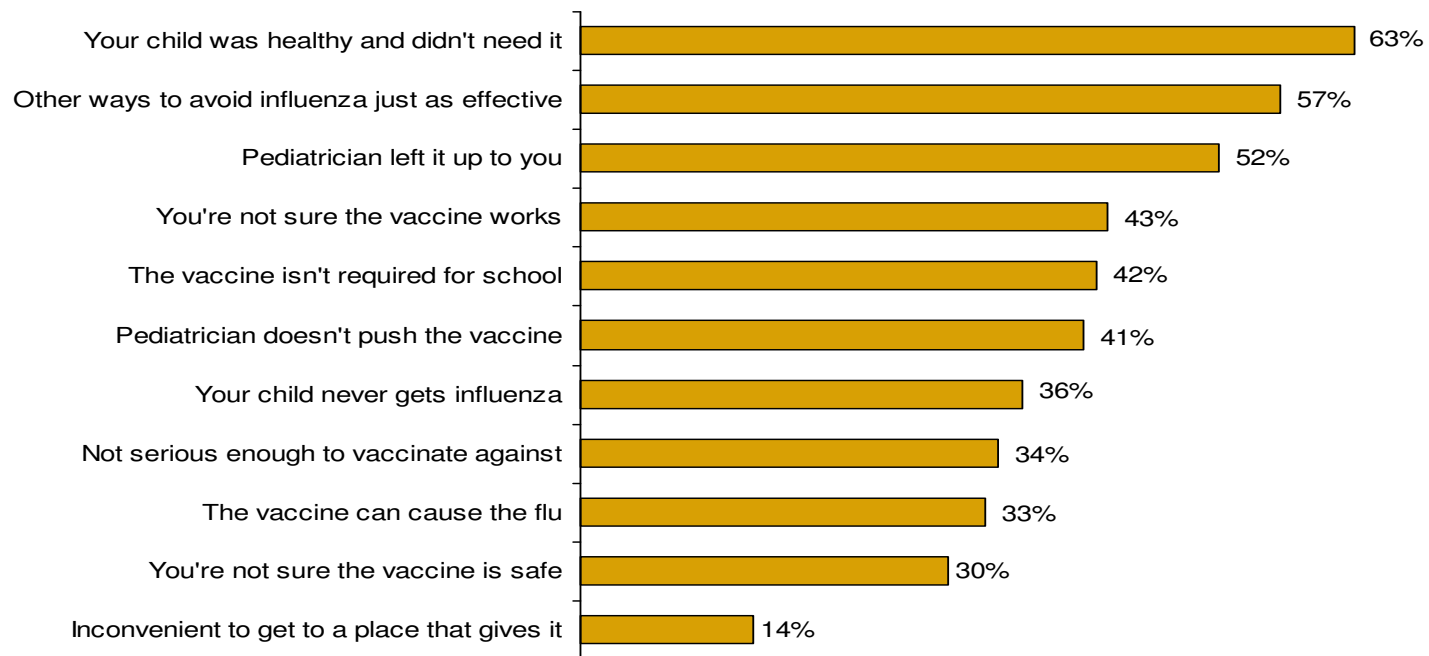
Rating Seasonal Flu Vaccine



Multiple Reasons Cited for Not Vaccinating Children Annually

- 35% vaccinate all/some of their children for seasonal flu annually
- 40% never vaccinated their children for flu
- 25% vaccinate their children occasionally -- in some years but not in others
 - Mothers cite multiple reasons for not vaccinating their children annually
 - Confirms hypotheses re: importance of “magical thinking” & “free choice”
 - Vaccine safety concerns are down on list

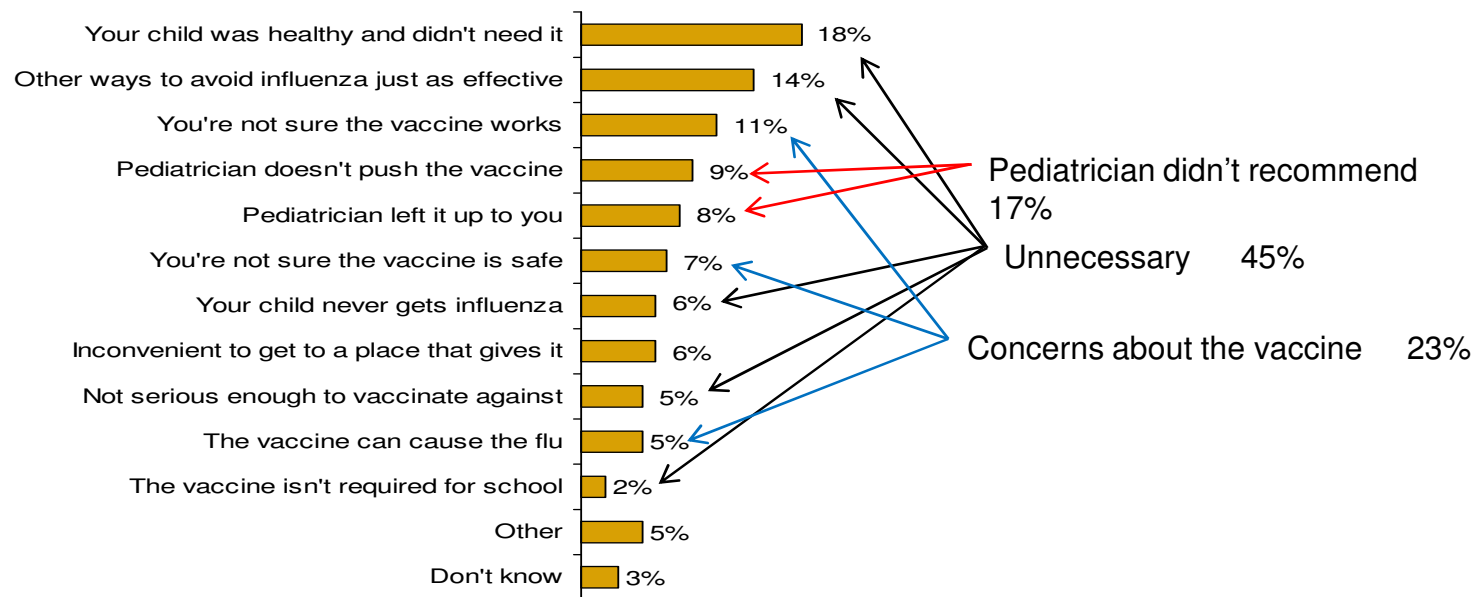
Primary Reasons All Children Have Not Been Vaccinated Every Year (n= 348; 70%)



Belief “Vaccine Not Necessary” Frequently Primary Reason for Forgoing Vaccination

- “Magical thinking” (seen in qualitative research) or an overall belief that the vaccine is not necessary account for the most common reasons mothers don’t vaccinate their children annually for influenza
- Other reasons cluster around “concerns about the vaccine” and “pediatrician didn’t recommend”

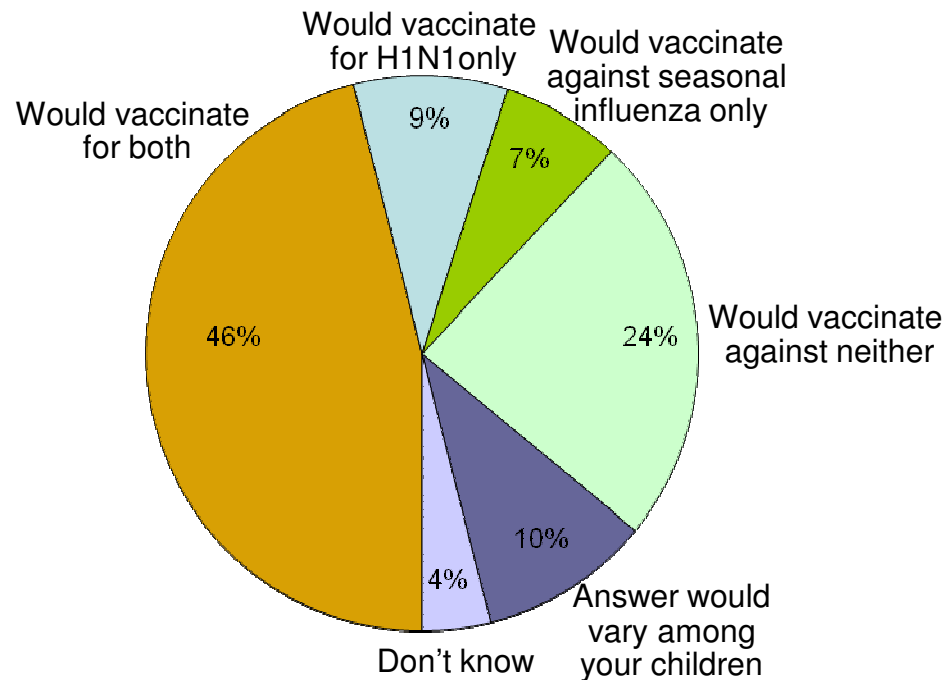
Most Important Reason All Children Have Not Been Vaccinated Annually for Seasonal Influenza




Influenza Vaccination Interest Heightened this Season

- Nearly 1/2 say they will seek seasonal and H1N1 vaccination for their children this fall; 1/4 will seek neither; 1 in 10 say the answer varies for their children
 - Mothers of younger children more likely to seek both vaccines (51% for 6 mos. to 5 yrs; 47% for 6 - 11 years; 39% for 12 - 18 years)
- Interest in H1N1 and seasonal flu vaccines appears to be running similar
 - 55% indicate interest in vaccinating for H1N1; 53% for seasonal flu vaccination

Plan to Vaccinate Children this Fall if H1N1 and Seasonal Influenza Vaccines are Available





Quantitative Survey Findings Messaging, Analysis & Insights

Top Messages Resonate among All Mothers Despite Vaccination Habits

Message Rank (highest to lowest influence)

	Mothers who don't regularly have their children vaccinated n = 350	Mothers who regularly have their children vaccinated n = 150
Healthy kids die from the flu.	1	1
Vaccinate early to protect against two deadly diseases; seasonal/H1N1.	2	6
A pediatric death from flu is as tragic as from any other cause.	3	2
Now you know- flu can kill. Vaccinate to protect your kids.	4	9
Know your flu facts. Do all you can to protect your children.	5	5
Flu is hard on body and disruptive to families; vaccination is easy.	6	4
The choice is yours.	7	14
Vaccination is an opportunity to protect your kids; make a wise choice.	8	11
Children are great spreaders of flu; protect yours with vaccination.	9	7
Seasonal vaccine is time tested - 100 million Americans get it annually.	10	3

Several Earlier Findings and Insights Were Confirmed

MOTHERS...

- Believe influenza is not as serious as other VPDs, but is on par with other common contagious ailments; more serious than common cold
- Are concerned with ability of flu to cause discomfort for child(ren)
- Frequently exhibit “magical thinking” that leads them to deem influenza vaccination “unnecessary”
 - *“Healthy kids don’t need the vaccine.”*
 - *“There are other ways to avoid the flu.”*
- Often vaccinate randomly — only in some years
- Enjoy exercising sense of control doctors have given them to decide whether to vaccinate for influenza, a freedom they lack with required vaccines
- Have been influenced by H1N1 publicity

New Learnings and Insights Were Acquired

MOTHERS...

- Seem highly concerned with influenza's level of contagion/potential to spread rapidly through the family
- Seem more confident in seasonal flu vaccine safety/efficacy than indicated by qualitative findings
 - Are more likely to question seasonal flu vaccine efficacy than safety though there's room for improvement on both fronts
 - Do not seem overly concerned that vaccine causes influenza
- Whose "flu consciousness" has been raised by H1N1 are fearing not only the "flu/death" link -- but enhanced contagion and vulnerability of children as well
- Often perceive H1N1 as more severe than seasonal flu, though their intention to vaccinate for H1N1 is not necessarily greater
- Cite a range of reasons for not vaccinating their children for seasonal flu
- Whose children are younger, and who live in certain areas, may be more likely to vaccinate for both seasonal and H1N1 influenza
- Seem to have a "family vaccination plan" -- vaccinate either all -- or none -- of their children vs. different regimens for different kids