Pneumococcal Disease
Public Health Resources & Toolkit

NPHIC Health Promotion Call
May 29, 2014
NFID Pneumococcal Disease
Public Health Resources & Toolkit

- Toolkit aims to help public health professionals raise awareness about adult pneumococcal disease and encourage adult immunization
  - Includes ready-to-use materials and easy-to-customize templates that can be downloaded and printed, or shared electronically

http://www.adultvaccination.org/professional-resources/public-health-toolkit
For Healthcare Professional (HCP) Audiences

**At-a-Glance Fact Sheets By Risk Condition:** Information on the importance of vaccinating at-risk patients

- Asthma
- Diabetes
- Heart disease
- Liver disease
- Lung disease
- Kidney disease
- HIV/AIDS
- Smokers

**Patients with HIV/AIDS are at an increased risk for complications from pneumococcal disease.**

- Pneumococcal disease causes serious diseases like meningitis, bacteremia, and pneumonia.
- In the US, incidence of invasive pneumococcal disease (meningitis, bacteremia) is 35 times higher in HIV-infected adults than in non-infected adults.
- Bacteremic pneumococcal pneumonia is also more common in HIV-infected individuals.
- Invasive pneumococcal disease is particularly deadly. Pneumococcal bacteremia and meningitis kill 15 to 30 percent and 16 to 37 percent of those infected, respectively.
- Pneumococcal disease survivors may suffer hearing loss, seizures, blindness, or paralysis.
- Pneumococcal vaccination is recommended for all adults with HIV/AIDS. Medicare and most private insurance companies pay for vaccination for patients who need it.

- Smokers are at increased risk for complications from pneumococcal disease, as if a patient’s asthma symptoms are not controlled.
- Pneumococcal disease is particularly deadly. Pneumococcal bacteremia and meningitis kill 15 to 30 percent and 16 to 37 percent of those infected, respectively.
- Pneumococcal disease survivors may suffer hearing loss, seizures, blindness, or paralysis.
- Pneumococcal vaccination is recommended for all adults with HIV/AIDS. Medicare and most private insurance companies pay for vaccination for patients who need it.

For more information and resources to educate patients about pneumococcal disease, visit: [Asthma.org](http://Asthma.org)
For Public/Patient Audiences

- **Pneumococcal Fact Sheet**: Provides patients with an overview of the causes and symptoms as well as prevention of pneumococcal disease.
- **At-a-Glance Fact Sheets for At-Risk Adults**: Educates adults with certain risk factors about the importance of pneumococcal vaccination.
  - Asthma
  - Diabetes
  - Heart disease
  - Liver disease
  - Lung disease
  - Kidney disease
  - HIV/AIDS
  - Smokers
  - Certain medical conditions
For Public/Patient Audiences (continued)

- **Which Vaccines Do I Need? Adult Vaccination Tracker and Guide:** Helps adults understand which vaccines they need and encourages them to speak with an HCP.

- **Pneumococcal Disease Poster:** Encourages adults to ask HCPs about pneumococcal prevention; for display in public health department offices, community venues, and/or HCP offices.
For Public/Patient Audiences (continued)

- **Pneumococcal Disease Infographic**: Reminds those age 65 and older and all adults with certain risk factors to talk to their HCP about pneumococcal and other recommended vaccinations.

  *Additional versions available for specific at-risk categories (kidney disease, liver disease)*
Media & Social Media Communications

- **Social Media Content for Adult Pneumococcal Disease Awareness:** Ready-to-use posts for Facebook/Twitter to educate public/patient audiences about pneumococcal disease and vaccination recommendations
- **Media Outreach Basics:** How-to guidance for staff without communications experience; includes basic direction for reaching out to print and online news outlets to encourage coverage about pneumococcal prevention
- **Media Outreach Letter and Feature Article Template:** provides media with information about pneumococcal prevention and a pre-written article they can print as is or customize for specific publications

---

**Pneumococcal Disease:** Hard to say it; easy to get vaccinated

- **Pneumococcal Disease:** A type of pneumonia caused by the bacterium Streptococcus pneumoniae. It is a leading cause of death among adults, particularly in older adults.

**Tips for Working with the Media**

1. Create a list of local media contacts (radio, TV, newspapers) and a media kit that includes a press release, feature article, and photographs. Contact the editor and keep them informed.
2. Personalize your message and tailor it to the audience.
3. Use a well-written press release to get the story across.
4. Be available to answer questions and provide follow-up information.
5. Follow up with a thank you note to the reporter and administrator.

---

**Additional Items to Consider**

- Do you have any visual tools or videos that might be useful to and help encourage the message/report on your news?
- Provide a website where the reader can go to learn more information.
- Ask the reporter when the story is scheduled for publication or when it will air.
- Would you like to see the story in print, on TV, or online?

---

**Media & Social Media Communications**

- **Media Outreach Basics:** How-to guidance for staff without communications experience; includes basic direction for reaching out to print and online news outlets to encourage coverage about pneumococcal prevention
- **Media Outreach Letter and Feature Article Template:** provides media with information about pneumococcal prevention and a pre-written article they can print as is or customize for specific publications
Media Communications (continued)

- **Newsletter/Web Article Templates:** Educate adults about pneumococcal disease and vaccination recommendations; including NFID quote and an opportunity to add a quote from one of your staff members

- **Radio Public Service Announcements (PSA):** Featuring real people telling their story about the consequences of vaccine-preventable diseases and the importance of adult vaccination

Pneumococcal Disease: Hard to say it; easy to get vaccinated

**Department of Health Seasonal Newsletter Template**

Flu May Not Be the Only Vaccine You Need this Season

Don’t Leave Yourself Needlessly At-Risk for a Deadly Disease

Many adults know that influenza, or the flu, is a serious disease that can lead to hospitalization and even death. What they don’t know is that pneumococcal disease is a common complication of the flu that can lead to pneumonia, meningitis, and bloodstream infection. Thousands of people die from pneumococcal disease, and the risk is more than half a million cases in the US every year. The good news is that vaccination can help protect you against pneumococcal disease.

Certain adults are at greater risk of getting pneumococcal disease or having a more serious illness from it. This includes those age 65 and older and younger adults with heart, liver, or lung disease, diabetes, asthma, HIV/AIDS, and other conditions that affect the immune system, smokers, and alcoholics.

If you fall into any of these categories, you should be vaccinated, even if you consider yourself healthy. According to the National Foundation for Infectious Diseases (NFID), too many adults nationwide are unprotected against pneumococcal disease.

“We encourage adults in the community to ask about pneumococcal prevention when they get their influenza vaccination,” said [INSERT LOCAL SPOKESPERSON]. “Unlike the influenza vaccine, which is needed every year, adults only need pneumococcal vaccination once or twice in their lifetime. Receiving it this year with your annual flu vaccine is an easy way to check it off your list.”

Pneumococcal disease can be very serious and treatment may require hospitalization. Some patients may need weeks or months to recover before returning to normal activities. Getting vaccinated is the safest and most effective way to protect oneself. Even if vaccination does not prevent the infection, it can help reduce its severity, helping to keep you out of the hospital.

Medicare and most private insurance companies pay for pneumococcal vaccination for patients who need it.

To speak with us about which vaccines you need, please contact us at [INSERT PHONE NUMBER/EMAIL].

Radio Public Service Announcements

The Centers for Disease Control and Prevention (CDC) recommends vaccinations from birth through adulthood to provide a lifetime of immunity, yet most adults are not vaccinated as recommended. This leaves them needlessly vulnerable to illness and the potential of spreading disease to others who may suffer even more severe consequences from infections, including young children and elderly parents.

It is important for your listeners to understand the importance of adult vaccination. We hope you will help us by airing the National Foundation for Infectious Diseases (NFID) public service campaign on adult vaccination. PSAs feature real people telling their story about the potentially devastating consequences of vaccine-preventable diseases and the importance of adult vaccination. The PSAs may be aired anytime and as often as your programming permits—there is no “call date.”