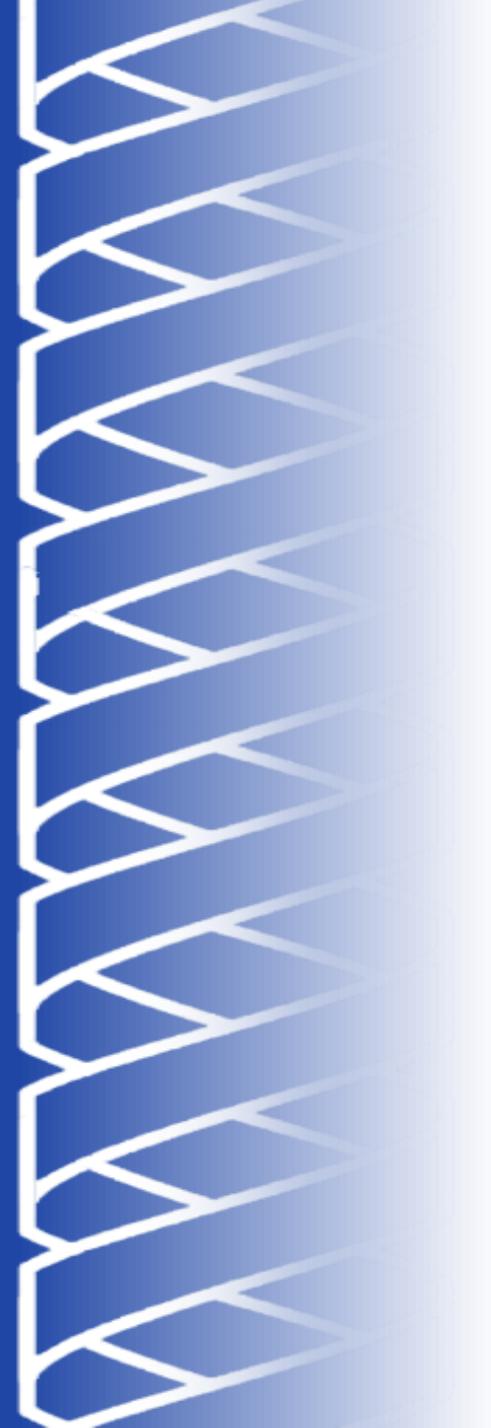


Pneumococcal Disease Public Health Resources & Toolkit

NPHIC Health Promotion Call
May 29, 2014



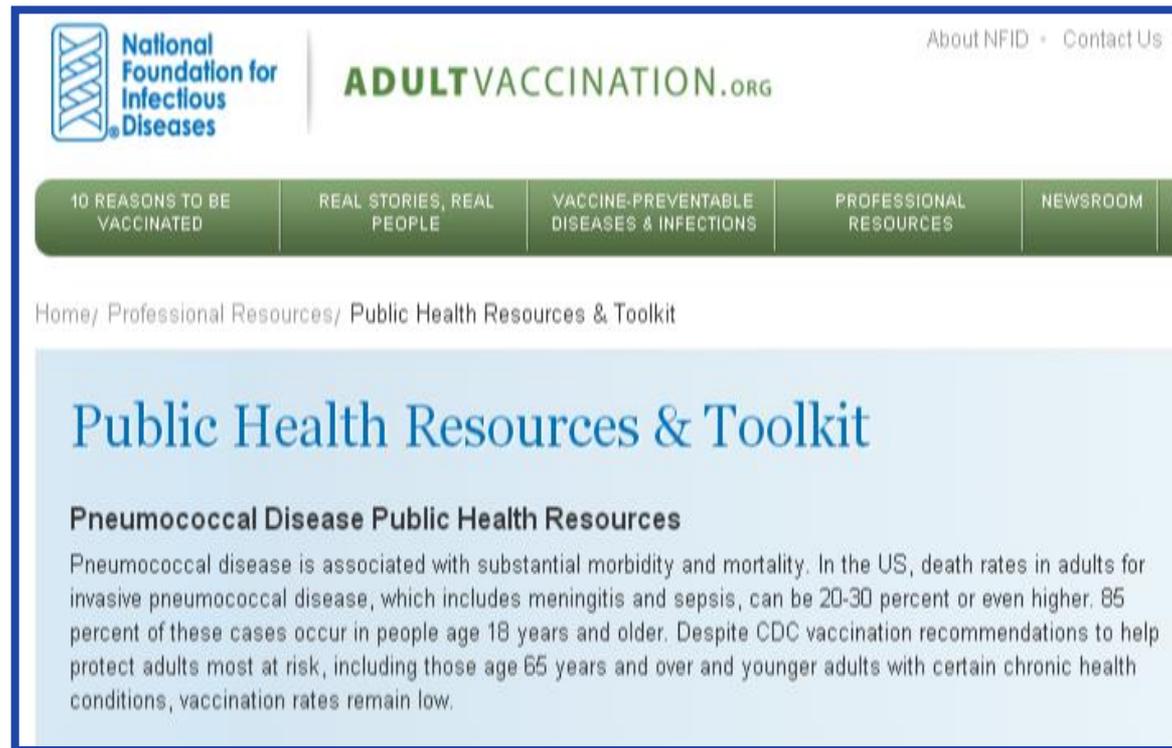
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NFID Pneumococcal Disease Public Health Resources & Toolkit

- 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>



National Foundation for Infectious Diseases

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Public Health Resources & Toolkit

Pneumococcal Disease Public Health Resources

Pneumococcal disease is associated with substantial morbidity and mortality. In the US, death rates in adults for invasive pneumococcal disease, which includes meningitis and sepsis, can be 20-30 percent or even higher. 85 percent of these cases occur in people age 18 years and older. Despite CDC vaccination recommendations to help protect adults most at risk, including those age 65 years and over and younger adults with certain chronic health conditions, vaccination rates remain low.

National Foundation for Infectious Diseases

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

Important Information about SMOKING and Pneumococcal Disease
Talk to Your Patients about Protecting Themselves from this Dangerous Infection

■ Cigarette smoking is the strongest independent risk factor for immunocompetent adults younger than 65 years of age.

Important Information about HIV/AIDS and Pneumococcal Disease
Talk to Your Patients about Protecting Themselves from this Dangerous Infection

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

■ Pneumococcal disease causes serious illnesses 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 20 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.

Adults with HIV/AIDS are among those who need pneumococcal vaccination. The Centers for Disease Control and Prevention (CDC) recommends **both** the pneumococcal polysaccharide vaccine (PPSV23) and pneumococcal conjugate vaccine (PCV13) for adults with HIV/AIDS and other risk factors, including:

- Immunocompromising conditions (HIV/AIDS, lymphoma or leukemia, chronic kidney disease) or receiving immunosuppressive treatment (steroids, radiation therapy, etc.)
- Functional or anatomic asplenia
- Cochlear implants or cerebrospinal fluid leaks

The number and timing of doses for these adults varies. For more information, refer to the *Pneumococcal Vaccination Guide for Adults* or visit: www.cdc.gov/vaccines/vpd-vac/pneumo/.

There are other adults recommended for pneumococcal vaccination with PPSV23 only, including those:

- Age 65 years and older
- Age 19-64 years of age with any following conditions: asthma, diabetes, lung, heart, or liver disease, or alcoholism
- Cigarette smokers
- Residents of long-term or chronic care facilities

Most of these adults need only one vaccination. Patients with no additional risk factor require a second dose of vaccine at age 65 if it's been five years since their first dose.

For more information and resources to educate patients about pneumococcal disease, visit: Adultvaccination.org/pneumotools.

Important Information about ASTHMA and Pneumococcal Disease
Protecting Themselves from this Dangerous Infection

■ Asthma survivors are at increased risk for complications from pneumococcal disease.

■ If a patient's asthma symptoms are well controlled, pneumococcal disease causes serious illnesses like meningitis, bacteremia, and pneumonia.

■ Pneumococcal disease is particularly deadly. Pneumococcal bacteremia and meningitis kill 15 to 20 percent and 16 to 37 percent of those infected, respectively.

■ Asthma survivors may suffer hearing loss, seizures, blindness, or paralysis.

■ It is not fully understood why people with asthma are more likely to suffer from pneumococcal disease, related factors may include:

- Inflammation between respiratory infections and asthma exacerbations
- Impaired barrier of the airway lining, increased mucous production, and alterations in mucus
- Medications (eg, oral corticosteroids) that may suppress the immune system

Pneumococcal vaccination is recommended for all adults with asthma. Medicare and most private insurance companies pay for vaccination for patients who need it.

ASTHMA are among those who need pneumococcal vaccination. The Centers for Disease Control and Prevention (CDC) recommends pneumococcal conjugate vaccine (PCV13) and pneumococcal polysaccharide vaccine (PPSV23) for adults with asthma and other risk factors:

- Age 65 and older
- Age 19-64 with any of the following conditions: lung, heart, liver, kidney, or sickle cell disease, diabetes, or alcoholism
- Residents of long-term care facilities

Most patients need only one vaccination. Patients with asthma and no additional risk factor require a second dose of vaccine at age 65 if it's been five years since their first dose. Patients with any of the following conditions (HIV/AIDS, lymphoma or leukemia) or receiving immunosuppressive treatment (steroids, radiation therapy, etc.) require a second dose of vaccine at age 65 if it's been five years since their first dose.

For more information and resources to educate patients about pneumococcal disease, visit: Adultvaccination.org/pneumotools.

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December 2012

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

Pneumococcal Disease:
Facts About Pneumococcal Disease in Adults

"I'm committed to helping reduce pneumococcal disease among US adults because over the years, I have seen too many lives cut short by this disease."

—Mark Metersky, MD
University of Connecticut School of Medicine

What is pneumococcal disease?
Pneumococcal disease is an infection caused by common bacteria called "pneumococcus" [noo-muh-koh-uh]. It can lead to severe illnesses like pneumonia, meningitis, and blood infections (bacteremia).

Is it dangerous?
Pneumococcal disease is serious and deadly. Pneumococcal meningitis and blood infections kill thousands of Americans each year. Most of these deaths are in adults. For those who survive, these infections can lead to hospitalization, long recovery time, and devastating health problems such as hearing loss, seizures, blindness, and paralysis.

Pneumococcal pneumonia is also dangerous. As many as 175,000 people are hospitalized each year with it and some of these patients will have a heart attack or heart failure as a result.

What are the symptoms?
Pneumococcal disease can strike quickly and without warning, but symptoms are not the same for everyone. Depending on whether the infection causes pneumonia, blood infection, or meningitis, people may have some combination of the following:

- abrupt onset of fever
- shaking/chills, cough
- shortness of breath
- chest pain
- stiff neck
- disorientation
- sensitivity to light

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To view NID's policy for nonrestricted educational grants, visit www.nid.org/grants-grantpolicy.pdf. December 2012

For Adults with CERTAIN MEDICAL CONDITIONS:
Important information about a dangerous infection

■ If you have one of the following medical conditions, you are more likely to get pneumococcal disease and have serious complications:

- Immunocompromising conditions (eg, HIV/AIDS, Hodgkin disease, lymphoma, leukemia, chronic kidney disease, sickle cell disease, etc.)
- A condition that requires immunosuppressive treatment (eg, steroids, radiation therapy)
- Functional or anatomic asplenia
- Cochlear implants
- Cerebrospinal fluid leaks
- Solid organ transplant

■ You are at higher risk for pneumococcal disease because these conditions affect your body's ability to fight infections. This is true even if your condition and symptoms are well controlled through medication or lifestyle management.

■ Prevention of pneumococcal disease is very important because the infection can lead to death, hospitalization, and serious complications including brain damage, heart attack, hearing loss, or amputations.

Vaccination can help protect you.

Five reasons adults with any of these conditions should be vaccinated against pneumococcal disease

- ① Pneumococcal disease is a deadly infection that can strike quickly.
- ② Among adults who get pneumococcal disease, those age 65 and older and adults of any age with underlying medical conditions are at higher risk of death.
- ③ Getting vaccinated is the safest, most effective way to protect yourself.
- ④ Even if vaccination does not prevent the infection, it can reduce its severity, helping to keep you out of the hospital.
- ⑤ Medicare and most private insurers cover the full cost of vaccination.

If you or a loved one has any of these conditions, ask a healthcare professional about vaccination today.
For more information, visit: adultvaccination.org

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For Adults with DIABETES:
Important information about a dangerous infection

more likely to get pneumococcal disease and to die. This is because diabetes affects your immune system.

Pneumococcal disease even if your blood sugar is well controlled.

Pneumococcal disease is very important because the infection can lead to death, hospitalization, and serious complications including brain damage, heart attack, hearing loss, or amputations.

Vaccination can help protect you.

DIABETES should be vaccinated against pneumococcal disease.

Pneumococcal disease is a deadly infection that can strike quickly. For those who survive, pneumococcal disease, those age 65 and older and adults of any age with underlying medical conditions are at higher risk of death.

Getting vaccinated is the safest, most effective way to protect yourself. Even if vaccination does not prevent the infection, it can reduce its severity, helping to keep you out of the hospital.

Medicare and most private insurers cover the full cost of vaccination.

If you have diabetes, ask a healthcare professional about vaccination today.
For more information, visit: adultvaccination.org

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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

Saving Lives.
Integrating
Vaccines for
Adults Into
Routine Care.

You Never Outgrow Vaccines: Adult Vaccination Tracker and Guide

Which Vaccines Do I Need?

Use this document to help you determine which vaccines you may need and then talk to your healthcare provider about vaccination. *Keep this as a record of the vaccines you have received. Enter information in the highlighted areas.*

Name: _____

ALL ADULTS NEED	Date(s) Received
Influenza every year	
Tdap (or Td)	

*Tap provides against tetanus (wounds), diphtheria, and pertussis (whooping cough). This vaccine should replace one of the '1' (tetanus and diphtheria) boosters that adults receive every 10 years.

Below are the most common reasons adults need additional vaccines. Place an X in all the boxes that apply.

HOW OLD ARE YOU? (Enter X for ALL that apply)		Record Vaccines Here
I am	You need	Date(s) Received
60 or older (check this box and the next if you are older than 65)	Shingles (Shingles Zoster)	
65 or older	Pneumococcal (PPSV)	
A female younger than 27	HPV	
A male younger than 22	HPV	

*Pneumococcal polysaccharide vaccine
Human papillomavirus

WHAT HEALTH CONDITIONS DO YOU HAVE?		Record Vaccines Here
I have	You need	Date(s) Received
Heart disease	Pneumococcal (PPSV)	
Lung disease (including COPD)		
Asthma	Pneumococcal (PPSV+PCV)	
Immunosuppressive cancer		
Kidney disease		
Cochlear implants		
Sickle cell disease		
Spinal fluid leaks		
A weakened immune system		
Diabetes	Hepatitis B*	
	Pneumococcal (PPSV)	
HIV/AIDS	Hepatitis B	
	Pneumococcal (PPSV+PCV)	
Blood clotting factor disorders, such as hemophilia	Hepatitis A	
No spleen or a damaged spleen	Pneumococcal (PPSV+PCV)	
	Meningococcal	
	HP*	

*Pneumococcal conjugate vaccine
*Recommended for adults younger than age 60. Adults age 60 or older should speak to their healthcare provider.
*Hepatitis influenza type B

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Pneumococcal Disease

Hard to say it; easy to get vaccinated

What do *all* these people have in common?



Diane
Age 50
Heart Disease



Michael
Age 30
Asthma



Lily
Age 65
Healthy



Joseph
Age 55
Diabetes

They are all at increased risk for an infection called
PNEUMOCOCCAL DISEASE

This deadly infection can strike quickly

Getting vaccinated is the safest, most effective way to protect yourself

If you are an adult with a chronic health condition like asthma, diabetes, or heart disease OR you are 65 or older, you are at risk

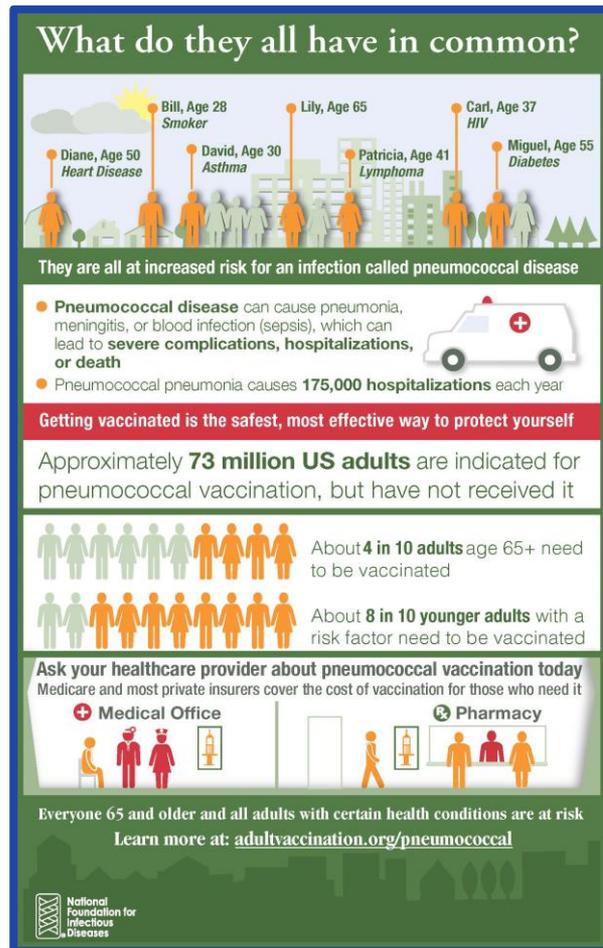
Ask about vaccination today

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December 2012



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



Great resource to share on social media



*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



Social Media Content for Public/Patient Audiences:

Tweets

- Infographic: 4 in 10 adults age 65+ still need to be vaccinated against pneumococcal disease. <http://bit.ly/1hchSRu>
- Adults with certain common health conditions are at risk for pneumococcal disease. Learn more: <http://bit.ly/1A5AXU>
- Pneumococcal infection can be serious. Asthma puts you at risk but vaccination can help protect you. <http://bit.ly/1h0a3vz>
- Diabetes puts you at risk for pneumococcal disease. Vaccination can help protect you. <http://bit.ly/1mxC2qg>
- Have heart disease? Learn about pneumococcal vaccination to help protect you from a serious illness. <http://bit.ly/1hvicD6>
- If you have chronic liver disease, you could have serious complications if you get a pneumococcal infection. <http://bit.ly/1gPH-vyan>
- Lung disease raises your risk for pneumococcal infection. Learn about vaccination. <http://bit.ly/17VFD3>
- Kidney disease affects your body's ability to fight infections, including pneumococcal disease. <http://bit.ly/1r6StiU>
- Pneumococcal vaccination is recommended for adults with HIV/AIDS. Find out why. <http://bit.ly/1tixmAWU>
- Smoker? Cigarette smoking is the biggest risk factor for serious pneumococcal disease. Learn about prevention. <http://bit.ly/1qAvXg>

Facebook Post

- You or someone you know probably needs a pneumococcal vaccine. Adults age 65 and older and those living with certain chronic health conditions are at increased risk for pneumococcal disease, which can cause pneumonia, blood infection, and meningitis. Learn more. <http://www.adultvaccination.org/pneumo-info-graphic>

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



Tips for Working with the Media

Media outreach plays an integral role in helping to get your messages out to the public. Working with the media can be very beneficial in educating your key audiences about important health information, but it can also be risky. The following tips will be helpful when contacting reporters about news affecting your community.

- **Create a List of Local Media Contacts (phone, address, email):** Your list of media targets is one of the most important steps in the media relations process. It is important to familiarize yourself with the outlets and the reporters that cover health.
- **Local Angle is Key:** When pitching media in your local community, it is important to show how your news will directly impact the coverage area for the media outlet (e.g., newspaper, TV and/or radio station). Tailor your cover note for each reporter.
- **Communication Preference:** Email your feature release to reporters first. When you're ready to follow up by phone, try no more than calling twice. If you still don't reach someone, let it go; they may hold your feature release for a later date.
- **Timing is Everything:** The best time to contact a reporter is morning and early afternoon.
- **Have Your Spokesperson Ready and Prepared:** A media opportunity can unfold very quickly depending on a reporter's deadline. Have your spokesperson prepared and ready.
- **Be Mindful of Deadlines:** Depending on the media outlet you're contacting, deadlines will vary. Always ask for their deadline.
- **Have Backup Ready:** Many reporters will ask to see the original data, so make sure you have it on hand.

10 Rules of Good Media Relations

1. Practice what you'll say before calling or read your e-mail aloud before sending
2. Keep your pitch concise and focused on your key points
3. Be confident
4. Offer to call a reporter back at a later time if he/she is on deadline
5. Follow up, don't assume a reporter will return your phone call or e-mail
6. Ask for the name of an alternative reporter if the one you've contacted is not appropriate
7. Keep a good record of the reporters you've contacted
8. If a reporter does leave a message, return his/her phone call promptly
9. Invite reporters to your event, if appropriate, and offer on-site interviews
10. Be persistent but not pushy. If a reporter declines the story it's OK to ask why, and offer to keep in touch with future news

Additional Items to Consider

- Do you have any visuals or tools that might be useful to and help encourage them to report on your news?
- Provide a website where the reporter can go for more information.
- Ask the reporter when the story is slated for publication or when it will air.
- Send a thank you note once the story has been published or aired.

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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



Saving Lives:
Integrating
Vaccines for
Adults Into
Routine Care

Department of Health Seasonal Newsletter Template
Note to health department staff: This article can be copied onto your letterhead or used in the current template with your department's name and logo. There are placeholders in the text below to fill in with information specific to your department. Suggested uses include posting the newsletter to your website, including it in an email or existing e-newsletter, or printing it for distribution. Please feel free to customize it as needed.

[INSERT DEPARTMENT OF HEALTH NAME/LOGO OR COPY TO LETTERHEAD]

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 blood infection. Thousands of people die from pneumococcal disease, and there are 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, most 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].



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ADULTVACCINATION.ORG

10 REASONS TO BE VACCINATED

REAL STORIES, REAL PEOPLE

VACCINE-PREVENTABLE DISEASES & INFECTIONS

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[Pneumococcal Disease](#)

[Shingles](#)

[Whooping Cough](#)

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 "kill date."

