

## Communication Toolkit: Adults



*Updated 8/7/17*

All adults should get vaccines to protect their health. Even *healthy* adults can become seriously ill and pass diseases on to others. Everyone should have their vaccination needs assessed at their doctor's office, pharmacy, or other visits with health care providers. Certain vaccines are recommended based on a person's age, occupation, or health conditions (such as asthma, chronic obstructive pulmonary disease, diabetes or heart disease).

Vaccination is important because it protects the person receiving the vaccine and helps prevent the spread of disease, especially to those who are most vulnerable to serious complications (such as infants and young children, the elderly, and those with chronic conditions and weakened immune systems).

All adults, including pregnant women, should get the influenza (flu) vaccine each year to protect against seasonal flu. Every adult should have one dose of Tdap vaccine (tetanus, diphtheria, and pertussis or whooping cough) if they did not get Tdap as a teen, and then get the Td (tetanus and diphtheria) booster vaccine every 10 years. Pregnant women should receive a Tdap vaccine each time they are pregnant, preferably at 27 through 36 weeks. For communication strategies on maternal vaccination, check out [NIAM Toolkit: Pregnant Women](#).

Adults 60 years and older are recommended to receive the shingles vaccine. And adults 65 and older are recommended to receive one or more pneumococcal vaccines. Some adults younger than 65 years with certain high-risk conditions are also recommended to receive one or more pneumococcal vaccinations.

Adults may need other vaccines (such as hepatitis A, hepatitis B, and HPV) depending on their age, occupation, travel, medical conditions, vaccinations they have already received, or other considerations.

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## Sample Key Messages

Use key messages as the basis for talking points, presentations, media interviews, news releases, social media messages, or other outreach materials. Localize and tailor your messages with information or stories from your own organization or community.

### **Vaccines are an important step in protecting adults against several serious and sometimes deadly diseases.**

- The need for vaccinations does not end in childhood. Vaccines are recommended throughout our lives based on age, lifestyle, occupation, travel destinations, medical conditions, and vaccines received in the past.
- The Advisory Committee on Immunization Practices (ACIP) updates vaccine recommendations for adults each year based on the latest research on vaccine safety, effectiveness, and patterns of vaccine-preventable diseases.
- ACIP's vaccination recommendations also are reviewed and approved by professional medical provider organizations, including the American College of Physicians, American Academy of Family Physicians, American College of Obstetricians and Gynecologists, and American College of Nurse-Midwives.

### **Every year, tens of thousands of adults in the U.S. needlessly suffer, are hospitalized, and even die from diseases that could be prevented by vaccines.**

- Each year, an average of 226,000 people are hospitalized due to influenza and between 3,000 and 49,000 people die of influenza and its complications, the majority of which are adults.
- About 900,000 people get pneumococcal pneumonia every year, leading to as many as 400,000 hospitalizations and 19,000 deaths,
- 850,000 to 2.2 million people suffer from chronic hepatitis B, with complications such as liver cancer.
- In the U.S., HPV causes about 17,000 cancers in women and about 9,000 cancers in men each year. About 4,000 women die each year from cervical cancer.
- Of the approximately one million cases of shingles that occur annually, up to 9% will involve the eye.

### **Vaccines are recommended for adults to prevent serious diseases such as influenza (flu), shingles, pneumonia, hepatitis, and whooping cough.**

- Older adults and adults with certain chronic conditions are at increased risk for serious complications from vaccine-preventable diseases.

- Many of these diseases are common in the U.S., and all adults – even healthy adults – can benefit from vaccination.
- Some vaccines can help prevent cancer. Hepatitis B vaccine can prevent liver cancer that can develop after developing chronic hepatitis B. The HPV vaccine can prevent cancers caused by HPV infection, including cervical, vaginal, vulvar and anal cancers.
- Vaccination is important because it not only protects the person being vaccinated, but also helps prevent the spread of diseases to others – especially those who are most vulnerable to serious complications, such as young children, older people, and people with certain chronic conditions or weakened immune systems.

### **Most adults have probably not received all the vaccines they need.**

- Unfortunately, far too few adults are receiving the recommended vaccines, leaving themselves and their loved ones vulnerable to serious diseases.
- According to CDC data,:
  - Only 20% of adults 19 years or older had received Tdap vaccination. – *National Health Interview Survey 2014*
  - Only 28% of adults 60 years or older had received shingles (herpes zoster) vaccination. – *National Health Interview Survey 2014*
  - Only 20% of adults 19 to 64 years at increased risk had received pneumococcal vaccination. – *National Health Interview Survey 2014*
  - Only about 44% of adults 18 years or older received a flu vaccine during the 2014-2015 flu season. – *Behavioral Risk Factor Surveillance System 2014-2015*
- Health care professionals play a critical role in educating their patients about recommended vaccines and ensuring that they are fully immunized.
- CDC asks ALL health care professionals – whether they provide immunization services or not – to routinely assess the vaccine needs of their patients and make a strong recommendation for needed vaccinations.
- Adults should talk with their health care professional to learn which vaccines are recommended for them, and take steps to get up to date.

### **Vaccines are very safe.**

- Vaccines are thoroughly tested before licensing and carefully monitored even after they are licensed to ensure that they are very safe.
- Side effects from vaccines are usually mild and temporary.
- Some people may have allergic reactions to certain vaccines, but serious and long-term side effects are rare.

**Talk with your health care professional about which vaccines are right for you based on your age, health, job, lifestyle, and other factors.**

- Take CDC's vaccine quiz ([www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)) to find which vaccines may be recommended for you.
- Vaccines are available at private doctor offices, as well as other convenient locations such as pharmacies, workplaces, community health clinics and health departments.
- To find a vaccine provider near you, visit: [www.vaccine.healthmap.org](http://www.vaccine.healthmap.org).

# Key Messages for Adults with Chronic Conditions

## Asthma + COPD

*Link for more information:*

[www.cdc.gov/vaccines/adults/rec-vac/health-conditions/lung-disease](http://www.cdc.gov/vaccines/adults/rec-vac/health-conditions/lung-disease)

### Consumers/Patients

- Every year, thousands of American adults get sick from diseases that vaccines can prevent. People who have asthma or COPD are more likely to have serious problems from certain diseases.
- If you have asthma or COPD, vaccines are one of the safest ways to protect your health from diseases that could be serious for you. Make sure you are up to date on the vaccines you need.
- Did you know people with asthma and COPD are at higher risk of developing serious complications from the flu? Getting vaccinated is an important step in staying healthy.
- If you have asthma or COPD, you know you need to take extra steps to protect your health. Make sure you are vaccinated against diseases that could be serious for you.

### Providers

- Every year, thousands of American adults still get sick from diseases that vaccines can prevent. People who have asthma or COPD have a higher risk of complications from influenza and pneumococcal disease. Make sure your patients are up to date on recommended vaccines.
- For patients with asthma or COPD, vaccines are an important step in protecting their health from serious diseases like influenza and pneumonia. Make sure they are up to date.
- Did you know that your patients with asthma and COPD are at higher risk of developing serious complications from influenza? Making sure they are vaccinated is an important step in helping them stay healthy.
- People with asthma and COPD need to take extra steps to protect their health. Make sure your patients are vaccinated against influenza and pneumococcal disease.
- Less than half of adults under age 65 with asthma and COPD are getting the vaccines they need to protect against influenza and pneumococcal disease. Check to make sure your patients are up to date on recommended vaccines.
- During the 2016-17 flu season, chronic lung disease was one of the most commonly reported underlying medical conditions among adults who were hospitalized with laboratory-confirmed influenza.

# Asthma

*Links for more information:*

[www.cdc.gov/asthma/flu.html](http://www.cdc.gov/asthma/flu.html)

[www.cdc.gov/flu/asthma/index](http://www.cdc.gov/flu/asthma/index)

## Consumers/Patients

- Every year, thousands of American adults get sick from diseases that vaccines can prevent. People who have asthma are more likely to have serious problems from certain diseases.
- If you have asthma, vaccines are one of the safest ways to protect your health from diseases that could be serious for you. Make sure you are up to date on the vaccines you need.
- Did you know people with asthma are at high risk of developing serious complications from the flu? Getting vaccinated is an important step in staying healthy.
- If you have asthma, you know you need to take extra steps to protect your health. Make sure you are vaccinated against diseases that could be serious for you.
- Getting recommended vaccines to protect your health is part of successful asthma management. Talk to your doctor to make sure you are up to date on vaccination.
- Respiratory infections like the flu can be very serious for people with asthma, even if your asthma is mild or your symptoms are well controlled by medication. For the best protection available, get your flu vaccine this and every flu season.
- People with asthma should get flu and pneumococcal vaccines, as well as other vaccinations, based on their age and other factors. Take this quiz to find out what vaccines you might need: [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)
- Flu can trigger asthma attacks, make your asthma symptoms worse, and make other infections like pneumonia more likely. Get vaccinated to protect your health.

## Providers

- Every year, thousands of American adults still get sick from diseases that vaccines can prevent. People who have asthma have a high risk of complications from influenza and pneumococcal disease. Make sure your patients are up to date on recommended vaccines.
- For patients with asthma, vaccines are an important step in protecting their health from serious diseases like influenza and pneumonia. Make sure they are up to date on recommended vaccines.

- Did you know that your patients with asthma are at high risk of developing serious complications from influenza? Making sure they are vaccinated is an important step in helping them stay healthy.
- People with asthma need to take extra steps to protect their health. Make sure your patients are vaccinated against influenza and pneumococcal disease.
- Protecting patients from vaccine-preventable diseases is an important part of successful asthma management. Make sure your asthma patients are up to date on recommended vaccines.
- Respiratory infections like influenza can be very serious for people with asthma, even if the asthma is mild or symptoms are well controlled by medication. Make sure your patients get the vaccines they need to protect their health.
- People with asthma are recommended to get influenza and pneumococcal vaccines, as well as other vaccinations based on their age and other factors.
- Influenza can trigger asthma attacks, make asthma symptoms worse, and make other infections like pneumonia more likely. Make sure your patients with asthma are up to date on influenza and pneumococcal vaccinations.
- Only 43% of adults under age 65 with asthma got flu vaccination in 2015. Make sure all your asthma patients get vaccinated this flu season.
- Only 32% of adults under age 65 with asthma have been vaccinated against pneumococcal disease (NHIS 2015). Make sure your asthma patients are up to date on recommended vaccines.

## **COPD**

### **Consumers/Patients**

- Every year, thousands of American adults get sick from diseases that vaccines can prevent. People who have COPD are more likely to have serious problems from certain diseases.
- If you have COPD, vaccines are one of the safest ways to protect your health from diseases that could be serious for you. Make sure you are up to date on the vaccines you need.
- Did you know people with COPD are at high risk of developing serious complications from the flu? Getting vaccinated is an important step in staying healthy.
- Did you know people with COPD are at high risk of developing serious complications from pneumonia? Getting vaccinated is an important step in staying healthy.
- If you have COPD, you need to take extra steps to protect your health. Make sure you are vaccinated against diseases that could be serious for you.

- Getting recommended vaccines to protect your health is part of successful COPD management. Talk to your doctor to make sure you are up to date on your vaccinations.
- Respiratory infections like the flu can be very serious for people with COPD. For the best protection available, get your flu vaccine this and every flu season.
- People with COPD should get flu and pneumococcal vaccines, as well as other vaccinations based on their age and other factors. Take this quiz to find out what vaccines you might need: [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)
- If you have COPD, the flu can make the swelling and blockage in your airways worse, and lead to other serious infections like pneumonia. Get vaccinated to protect your health.

### Providers

- Every year thousands of American adults still get sick from diseases that vaccines can prevent. People who have COPD are at high risk of complications from influenza and pneumococcal disease. Make sure your patients are up to date on recommended vaccines.
- For patients with COPD, vaccines are an important step in protecting their health from serious diseases like influenza and pneumonia. Make sure they are up to date.
- Did you know that your patients with COPD are at high risk of developing serious complications from influenza? Making sure they are vaccinated is an important step in helping them stay healthy.
- People with COPD need to take extra steps to protect their health. Make sure your patients are vaccinated against influenza and pneumococcal disease.
- Protecting patients from vaccine-preventable diseases is an important part of successful COPD management. Make sure your COPD patients are up to date on recommended vaccines.
- Respiratory infections like influenza can be very serious for people with COPD, and can lead to pneumonia. Make sure your patients get the vaccines they need to protect their health.
- People with COPD should get influenza and pneumococcal vaccines, as well as other vaccinations, based on their age and other factors.
- For people with COPD, influenza can make swelling and blockage of airways worse and can lead to other infections like pneumonia. Make sure your patients with COPD are up to date on influenza and pneumococcal vaccination.
- Only 44% of adults under age 65 with COPD got flu vaccination in 2015. Make sure all your COPD patients get vaccinated this flu season.
- Only 50% of adults under age 65 with COPD have been vaccinated against pneumococcal disease (NHIS 2015). Make sure your COPD patients are up to date on all recommended vaccines.

- Influenza vaccination decreases influenza incidence, severity, hospitalizations, and mortality; however, less than 50% of COPD patients under age 65 reported having been vaccinated in 2015.
- Patients with COPD are at increased risk of pneumonia and acute exacerbations due to pneumococcal disease.
- COPD patients who are vaccinated against pneumococcal disease are less likely to experience an episode of community-acquired pneumonia or an acute exacerbation, but only 50% of adults ages 18 through 64 with COPD report having gotten pneumococcal vaccination (NHIS, 2015).

## Diabetes

*Link for more information:*

[www.cdc.gov/vaccines/adults/rec-vac/health-conditions/diabetes.html](http://www.cdc.gov/vaccines/adults/rec-vac/health-conditions/diabetes.html)

### Consumers/Patients

- Every year, thousands of adults in the United States get sick from diseases that vaccines can prevent. People with diabetes (both type 1 and type 2) are more likely to have serious problems from certain vaccine-preventable diseases.
- Diabetes, even if it is well managed, can make it harder for your immune system to fight infections so you may be at risk for more serious problems from an illness compared to those without diabetes.
- Did you know? When you are sick, it can be more difficult to control your glucose levels. Getting vaccinated is an important step in staying healthy.
- If you have diabetes, you are at increased risk for pneumonia, bacteremia (blood infection), and meningitis. Talk with your doctor to make sure your vaccinations are up to date.
- People with diabetes have higher rates of hepatitis B compared to the rest of the population. Outbreaks of hepatitis B associated with blood glucose monitoring have happened among those with diabetes.
- Vaccines are the safest and best way to protect your health against vaccine-preventable diseases. Don't wait. Vaccinate!
- You regularly see your provider for your diabetes care, and that is a great place to ask your provider about vaccines.
- Getting recommended vaccines to protect your health is part of successful diabetes management. Talk to your health care provider to make sure you are up to date on recommended vaccines.

## Providers

- Every year, thousands of American adults still get sick from diseases that vaccines can prevent. Patients with diabetes (both type 1 and type 2) are at higher risk from complications from certain vaccine-preventable diseases.
- Did you know that your patients with diabetes have higher rates of hepatitis B compared to the rest of the population? Help your patients stay healthy by taking the opportunity to make sure your patients are vaccinated.
- For patients with diabetes, some illnesses like influenza can make glucose control more difficult. Ensure your patients are vaccinated and their vaccinations are up to date.
- Less than half of adults under age 65 with diabetes are getting the vaccines they need to protect against influenza, pneumococcal, and hepatitis B. Take every opportunity to make sure your patients are up to date on recommended vaccines.

## ***Diabetes and Flu***

Link for more information: [www.cdc.gov/flu/diabetes/index.htm](http://www.cdc.gov/flu/diabetes/index.htm)

- Diabetes, even if it is well-managed, puts you at higher risk of serious problems from flu. These problems can lead to hospitalization and sometimes even death.
- Some of these problems from flu include pneumonia, bronchitis, sinus infection, and ear infections. The flu can also make some chronic health problems worse.
- Diabetes can make the immune system less able to fight infections. Infections can make it harder to control blood sugar levels.
- People with diabetes are at high risk of developing pneumococcal pneumonia because of the flu. Being up to date on the pneumococcal vaccine is important.
- The flu shot is safe for people who have diabetes and other health conditions.
- Pneumococcal vaccine should be part of a diabetes management plan. Talk to your health care provider to find out which vaccine is recommended for you.
- Take everyday actions to stop the spread of flu: wash your hands, stay home when sick, and cover your mouth when sneezing or coughing.

## ***Pneumococcal and Diabetes***

Link for more information: [www.cdc.gov/vaccines/vpd/pneumo/public/index.html](http://www.cdc.gov/vaccines/vpd/pneumo/public/index.html)

- If you have diabetes, you need to get vaccinated against pneumococcal disease.
- CDC recommends pneumococcal vaccination for all babies, children younger than 2 years old, and all adults over 65 years or older. However, other adults, such as those with diabetes, should also get vaccinated.

### **Adult Vaccine Quiz – Diabetes**

- People with diabetes are recommended to get flu, pneumococcal, and hepatitis B vaccines, as well as other vaccines, based on their age and other factors. Take this Adult Vaccine Quiz to find out what vaccines you might need:

[www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz)

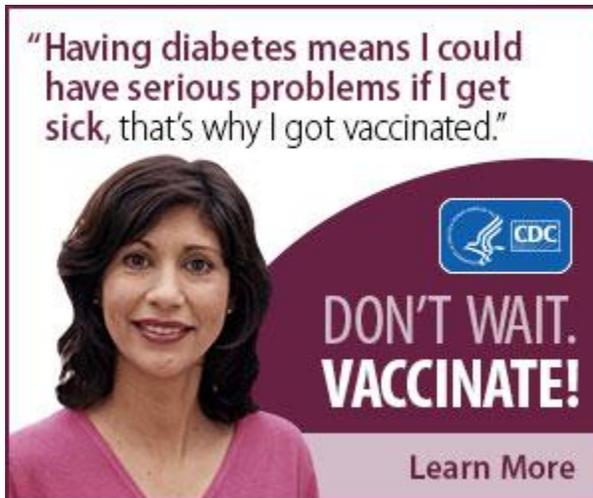
### **Vaccine Finder – Diabetes**

1. Vaccines play an important role in keeping someone with diabetes healthy. Use <https://vaccinefinder.org/> to find vaccines near you.

### **Banners – Diabetes**



180x150



300x250

## **Heart Disease**

*Link for more information:*

[www.cdc.gov/vaccines/adults/rec-vac/health-conditions/heart-disease.html](http://www.cdc.gov/vaccines/adults/rec-vac/health-conditions/heart-disease.html)

### **Consumers/Patients**

- Adults with heart disease and those who have suffered stroke are at higher risk for serious problems from certain vaccine-preventable diseases.

- If you have heart disease or have suffered stroke, talk with your health care professional about getting your vaccinations up to date.
- Getting vaccinated is an important part of staying healthy. Heart disease can make it harder for you to fight off certain preventable diseases or make it more likely that you have serious complications from certain diseases.
- Vaccinations are the best way to protect yourself from preventable diseases, even if you are taking prescription medication.
- Did you know? Some diseases can increase the risk of another heart attack. Talk with your health care professional about which vaccines you need.
- Patients who have suffered stroke should talk to their health care professional about getting vaccinated.
- Adults with heart disease and those who have suffered stroke need to stay healthy. Use <https://vaccinefinder.org/> to find vaccines near you.
- As an adult with heart disease, do you know what vaccines you need to stay healthy? Take the CDC Adult Vaccine Quiz to find out which vaccines you need: <https://www2.cdc.gov/nip/adultimmsched/>
- You may regularly see a cardiologist or primary care provider to manage your heart disease. Talk to your health care professional about which vaccinations you need to be up to date.
- Adults with heart disease and those who have suffered stroke need to keep their vaccinations up to date. Learn more about keeping your vaccination records current: <https://www.cdc.gov/vaccines/adults/vaccination-records.html>
- Adults with heart disease or who have suffered stroke are at high risk of developing serious complications from the flu that can result in hospitalization.
- Among adults who were hospitalized during the 2015-2016 flu season, heart disease was among the most common chronic conditions.
- Studies have shown that flu is associated with an increase of heart attacks and stroke.
- Vaccination is the first and most important step in protecting yourself against the flu.
- Flu shots are approved for use in adults with heart disease, and flu vaccination has been associated with lower rates of cardiac events among people with heart disease.
- If you have heart disease or have had a stroke, fight the flu by getting a flu vaccine every year, taking everyday preventive actions to stop the spread of flu, and taking antiviral drugs if you do become sick with the flu.
- Adults with heart disease and those who have suffered stroke should be up to date with pneumococcal vaccination to protect against pneumococcal disease, such as pneumonia, meningitis, and bloodstream infections.

- If you have heart disease or have had a stroke, talk to your health care professional about which pneumococcal vaccines are recommended for you.
- Adults with heart disease should not stop taking their regular medications without first consulting their doctor, especially if they get the flu or another respiratory infection.

## Providers

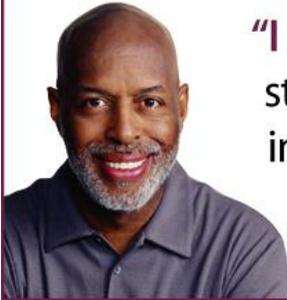
- Research shows that most adult patients believe vaccines are important and that a recommendation from their health care professional is the strongest predictor of adults getting vaccinated.
- Health care professionals are the most valued and trusted source of health information for adults.
- Every year, thousands of adults in the United States get sick from diseases that could be prevented by vaccines; talk to your patients to make sure they are up to date on recommended vaccines.
- Patients with heart disease and those who have suffered stroke are at higher risk for serious problems from certain vaccine-preventable diseases.
- Heart disease can make it harder for adult patients to fight off certain diseases or can make it more likely to have serious complications from certain diseases.
- For patients with heart disease or those who have suffered a stroke, vaccines are an important step in protecting their health from serious diseases.
- Did you know that some diseases can increase your heart disease patients' risk of another heart attack? Make sure they up to date on recommended vaccines.
- Adult patients with heart disease or who have suffered stroke should be up to date with pneumococcal vaccination to protect against pneumococcal diseases.
- During the 2015-16 flu season, heart disease was among the most common chronic condition among adults who were hospitalized.
- Flu shots are approved in adult patients with heart disease or who have suffered stroke, and flu vaccination has been associated with lower rates of cardiac events among adults with heart disease.

## Social Media Images – Heart Disease

**"I have heart disease. I take extra steps to protect my health, including getting vaccinated."**

**DON'T WAIT. VACCINATE!**





**"I have heart disease.** I take extra steps to protect my health, including getting vaccinated."

**DON'T WAIT.  
VACCINATE!**



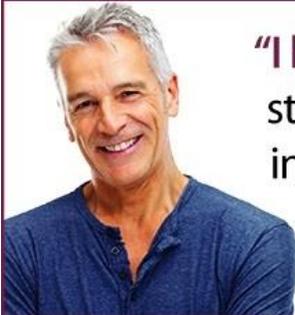
**"I have heart disease.** I take extra steps to protect my health, including getting vaccinated."

**DON'T WAIT.  
VACCINATE!**



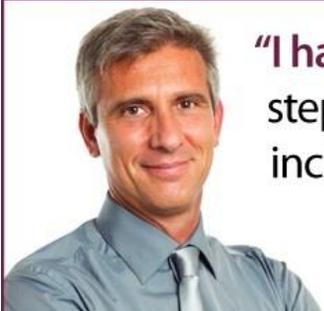
**"I have heart disease.** I take extra steps to protect my health, including getting vaccinated."

**DON'T WAIT.  
VACCINATE!**



**"I have heart disease.** I take extra steps to protect my health, including getting vaccinated."

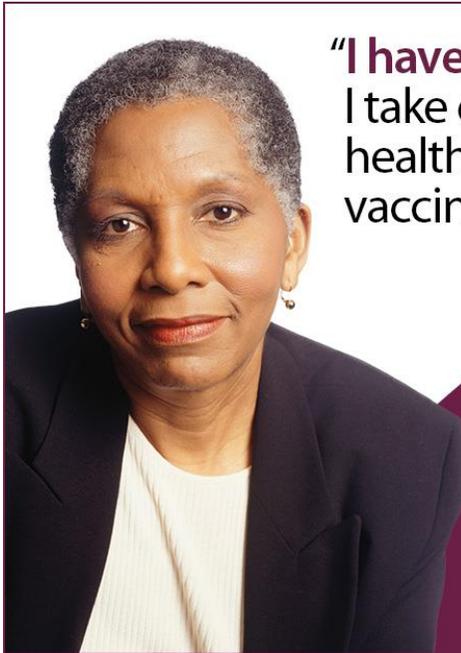
**DON'T WAIT.  
VACCINATE!**



**"I have heart disease.** I take extra steps to protect my health, including getting vaccinated."

**DON'T WAIT.  
VACCINATE!**





**"I have heart disease.**  
I take extra steps to protect my health, including getting vaccinated."

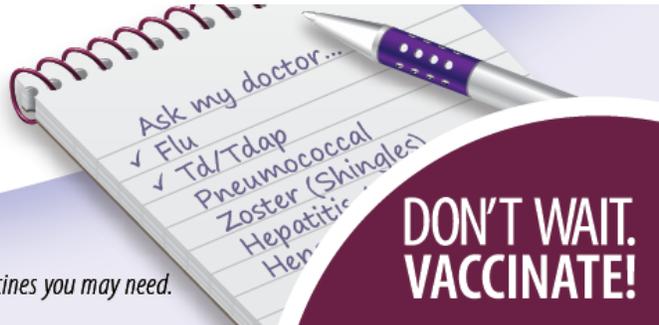
**DON'T WAIT.  
VACCINATE!**

**LEARN MORE**



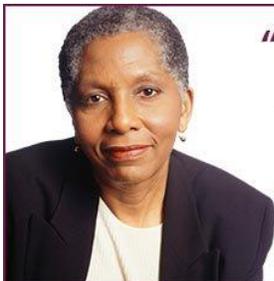
**The Adult Vaccine Quiz**

What **Vaccines**  
do **You** need?



*Adults need vaccines too! Take this quiz to find out which vaccines you may need.*

**Stroke**



**"I have suffered from stroke.** I take extra steps to protect my health, including getting vaccinated."

**DON'T WAIT.  
VACCINATE!**



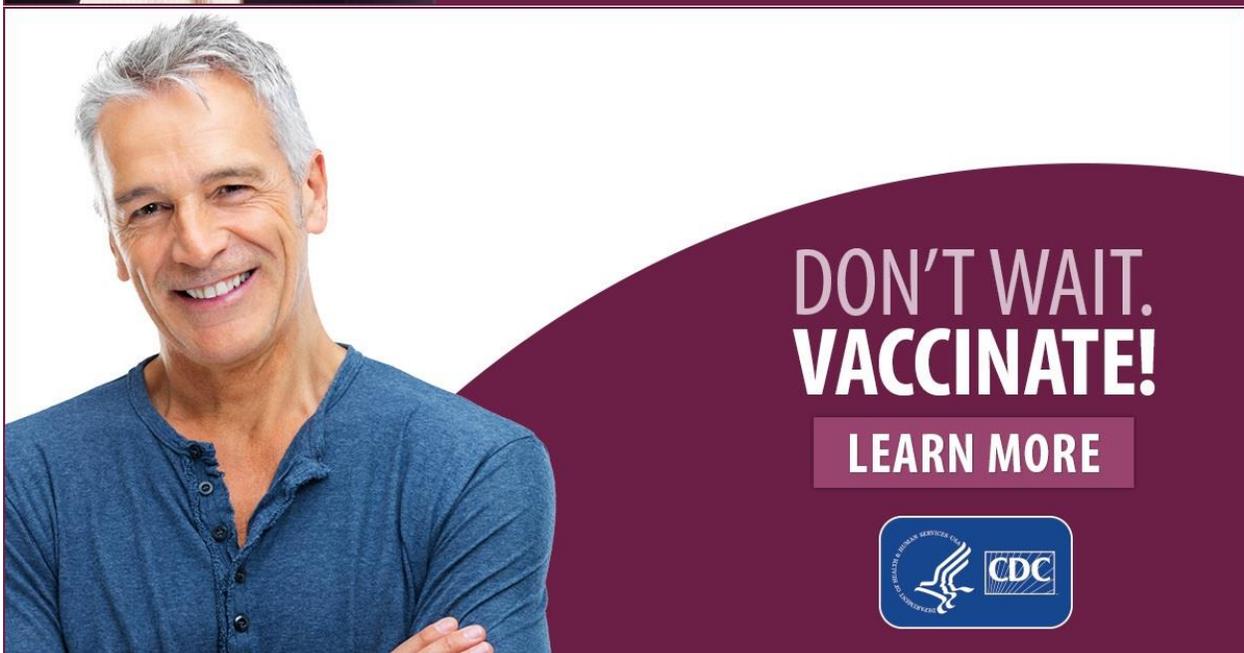
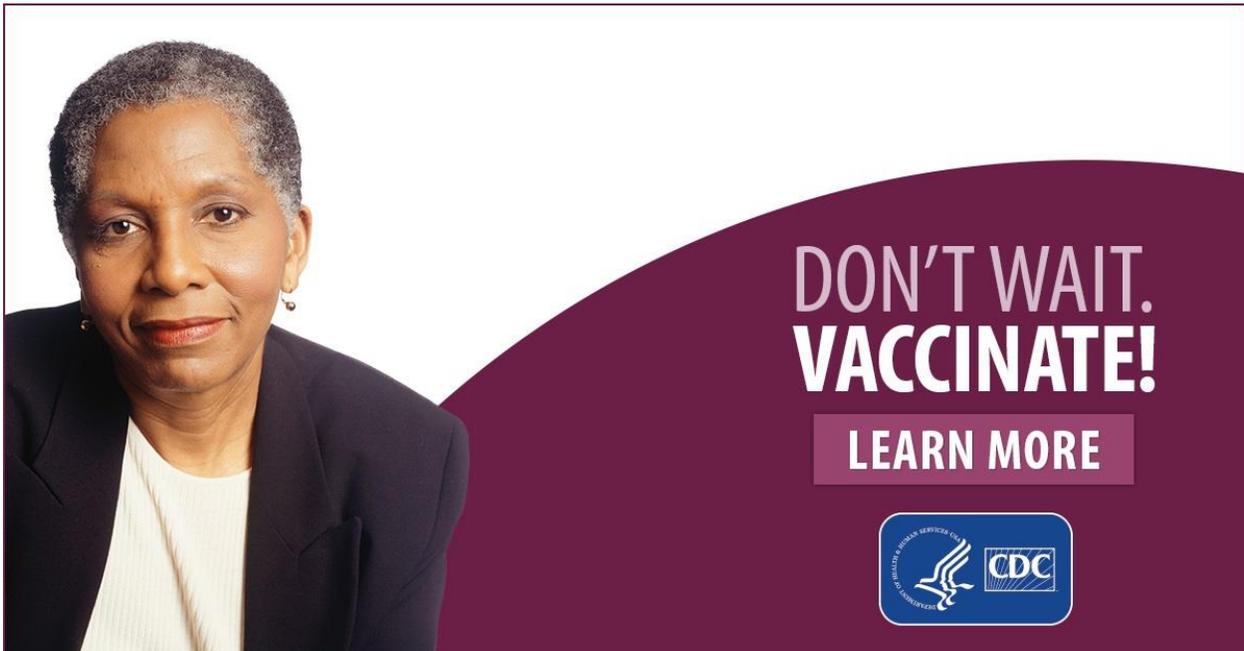
**Above: Font = Myriad Pro; RGB = 108, 32, 71**

**Blank (Template)**

The image displays five identical vertical panels stacked on top of each other. Each panel is designed as a template for a vaccination campaign. On the left side of each panel is a portrait of a diverse adult: a Black man with a beard, a Black woman, a Hispanic woman, a White man, and a White woman. On the right side, the text "DON'T WAIT. VACCINATE!" is written in white, bold, sans-serif font against a dark purple background. Below the text is the official CDC logo, which consists of a stylized eagle and the letters "CDC" inside a blue rounded rectangle.



**Facebook Dimensions**



**Buttons**

"I have heart disease so I take extra steps to protect my health, including getting the vaccines I need."



**DON'T WAIT.  
VACCINATE!**

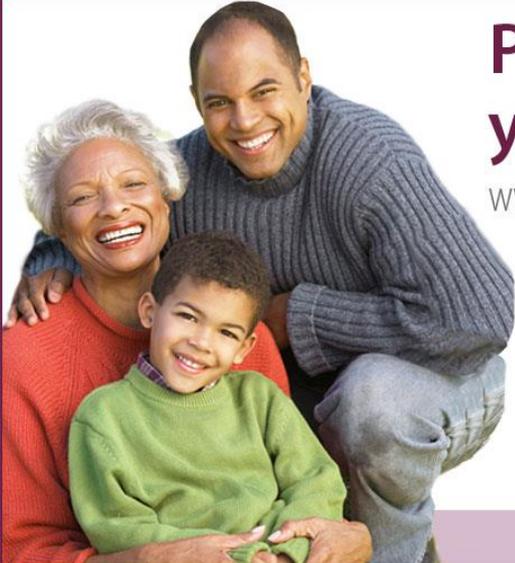
[Learn More](#)



**DON'T WAIT.  
VACCINATE!**

[Learn More](#)

**Family Protection**



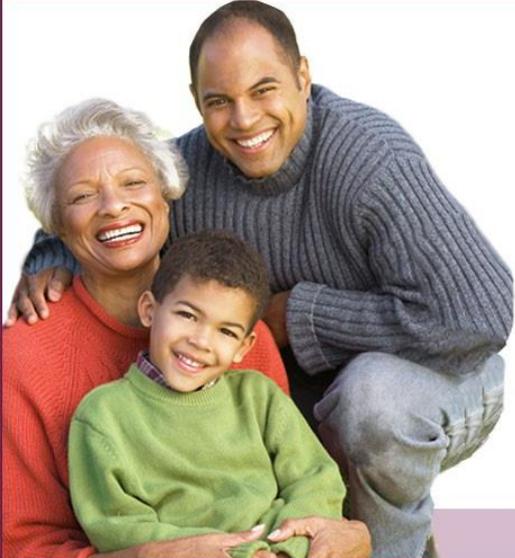
**Protect yourself and  
your loved ones.**

[www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults)



**DON'T WAIT.  
VACCINATE!**

[Learn More](#)



**DON'T WAIT.  
VACCINATE!**

[Learn More](#)

## Vaccine Information

Use specific vaccine information to update existing materials or develop new materials to educate people about vaccines and their importance. Check the adult immunization schedule for all recommended vaccines for adults:

<http://www.cdc.gov/vaccines/schedules/easy-to-read/adult.html>.

Flu (Influenza)  
Hepatitis A  
Shingles (Zoster)  
Vaccine Safety

Tetanus/Tdap  
Hepatitis B  
Pneumococcal

### Flu (Influenza) Vaccine

- The single best way to prevent the flu is to get a flu vaccine each season. A yearly flu vaccine is recommended for everyone age 6 months and older, with rare exception.
- While everyone should get vaccinated, [certain people](#) are at higher risk of serious complications if they get the flu, including: people 65 years and older; children younger than 5 years, but especially those younger than 2 years; pregnant women; people with certain health conditions such as asthma, chronic obstructive pulmonary disease (COPD), diabetes or heart disease; and people living in facilities like nursing homes. For the complete list of high risk factors, visit: [http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm).
- Annual flu vaccination also is important for anyone who lives with or cares for people at high risk of serious flu-related complications.
- Flu is unpredictable and how severe it is can vary widely from one season to the next depending on many factors, including what flu viruses are spreading, how much flu vaccine is available, when flu vaccine is available, how many people get vaccinated, and how well the flu vaccine is working that season.
- Significant flu activity can begin as early as October, last as late as May, and typically peaks in February.
- It takes about two weeks after flu vaccination for antibodies to develop for protection against influenza virus infection.
- It's best to get vaccinated before the flu season begins. Though flu seasons vary in their timing from season to season, getting vaccinated by the end of October helps ensure that you are protected before flu activity begins to increase. Some young children need two doses of flu vaccine, given at least four weeks apart. These children should get their first dose as soon as possible to allow enough time to get the second dose before flu season starts.
- Flu vaccines will not protect against flu-like illnesses caused by non-influenza viruses.

- Complications of flu can include viral and/or bacterial pneumonia, ear infections, sinus infections, bronchitis, and worsening of chronic medical conditions, such as congestive heart failure, asthma or diabetes.
- One study estimated that the seasonal flu vaccine prevented more than 40,000 flu-associated deaths in the United States during a nine-year period: 2005/06 to 2013/14.

## Td and Tdap Vaccines

- Adults should get a tetanus and diphtheria (Td) booster every 10 years.
- Adults should also get a tetanus, diphtheria, and pertussis (or whooping cough) vaccine called Tdap if they did not get it as a preteen or teen.
  - Tdap vaccine is especially important for adults who will have close contact with babies younger than 1 year old.
  - Adults can get Tdap at any time, regardless of when they last got Td.
- Tdap vaccination is also recommended for pregnant women during each pregnancy, ideally during the third trimester (27 through 36 weeks), to help protect their newborns from whooping cough.
  - Tdap vaccine can be safely given at any time during pregnancy, but is recommended during the third trimester to pass the most amount of protection to the baby.
- Tetanus, diphtheria, and whooping cough are all caused by bacteria.
  - Both diphtheria and whooping cough are spread from person to person.
  - Tetanus enters the body through cuts, scratches, or wounds.
- In the United States, tetanus and diphtheria are uncommon, but whooping cough is common. Whooping cough has also been on the rise in recent years. In 2016, more than 15,000 cases of whooping cough were provisionally reported to the CDC.
- While whooping cough can be serious for anyone, it is very serious, and even deadly, for babies. Some people with whooping cough may just have a mild cough or what seems like a common cold. Since symptoms can vary, adults may not know they have whooping cough and can end up spreading it to babies they are in close contact with.
- Both Td and Tdap vaccines work very well in protecting people from tetanus and diphtheria. The whooping cough part of Tdap is effective, but it does not protect as well as we would like and may only protect against whooping cough for a few years.
- Adults need to get vaccinated for protection against tetanus, diphtheria, and whooping cough, even if they were vaccinated as a child or have been sick with any of these diseases in the past; neither provides lifelong protection.

## Hepatitis A Vaccine

- Hepatitis A is an infection in the liver caused by the hepatitis A virus. This disease is often spread when a person ingests fecal matter from contact with objects, food, or drinks contaminated by feces or stool from an infected person.
- Not everyone has symptoms. If symptoms develop, there may be fever, vomiting, stomach pain, diarrhea, loss of appetite, joint pain, fatigue, jaundice (yellowing of skin or eyes), dark urine, grey-colored stools. An infected person may have mild illness for a week or two, or may have severe illness for several months that requires hospitalization.
- In 2015, there were 2,800 new hepatitis A infections in the United States.
- Although anyone can get hepatitis A, certain groups of people are at higher risk in the United States, such as those who:
  - Travel to or live in countries where hepatitis A is common.
  - Are men who have sexual contact with other men.
  - Use illegal drugs, whether injected or not.
  - Have clotting-factor disorders, such as hemophilia.
  - Live with someone who has hepatitis A.
  - Have oral-anal sexual contact with someone who has hepatitis A.
- The best way to prevent hepatitis A is through vaccination with the hepatitis A vaccine.
  - Any adult who is at risk for hepatitis A virus infection or who wants to be vaccinated should talk to a health professional about getting the vaccine series.
- The hepatitis A vaccine is highly effective in preventing hepatitis A virus infection. Protection begins approximately two to four weeks after the first injection. A second injection results in long-term protection.

## Hepatitis B Vaccine

- Hepatitis B is an infection of the liver caused by the hepatitis B virus. This is a blood-borne disease and can be very serious.
- Hepatitis B causes a flu-like illness with loss of appetite, nausea, vomiting, rashes, joint pain, and jaundice. The virus stays in the liver of some people for the rest of their lives and can result in severe liver diseases, including liver cancer.
- In 2015, there were approximately 21,900 new hepatitis B virus infections in the United States.
- Adults who are at risk for hepatitis B infection—such as health care workers; adults who have certain chronic health conditions like diabetes, renal disease, chronic liver disease, or HIV infection; and adults who are at risk of sexually transmitted infections—should get three doses of hepatitis B vaccine.

- Any adult who is at risk for hepatitis B virus infection or who wants to be vaccinated should talk to a health professional about getting the vaccine series.
- The hepatitis B vaccine is very effective at preventing hepatitis B virus infection. After receiving all three doses, hepatitis B vaccine provides greater than 90% protection to infants, children, and adults immunized before being exposed to the virus.

## Shingles (Herpes Zoster) Vaccine

- One dose of shingles (herpes zoster) vaccine is recommended for adults 60 years or older.
- Shingles is caused by varicella zoster virus, the same virus that causes chickenpox. After a person recovers from chickenpox, the virus stays dormant in the body but can reactivate later in life and cause shingles.
- Pain from shingles rash, called post-herpetic neuralgia, is the most common complication and can be very severe. Another complication occurs when the herpes zoster affects the eye or area around the eye, called herpes zoster ophthalmicus.
- Almost one out of three people in the United States will develop shingles during their lifetime.
- In people 60 years and older, the shingles vaccine:
  - Reduces the risk of shingles by about half (51%).
  - Reduces the risk of post-herpetic neuralgia by 67%.
- Protection against shingles wanes within the first five years after a person is vaccinated; protection after five years is uncertain.

## Pneumococcal Vaccine

- Two vaccines are recommended for adults to prevent pneumococcal disease: pneumococcal conjugate vaccine (PCV13) and pneumococcal polysaccharide vaccine (PPSV23).
- Pneumococcal disease can cause serious infections of the lungs (pneumonia), covering of the brain and spinal cord (meningitis), and blood (bacteremia). Meningitis and bacteremia are considered invasive pneumococcal infections.
- PCV13 protects against 13 of the approximately 90 types of pneumococcal bacteria that can cause pneumococcal disease. PCV13 helps protect against invasive pneumococcal infections and pneumococcal pneumonia.
- PPSV23 protects against 23 types of pneumococcal bacteria. This vaccine helps protect against invasive pneumococcal infections.

- PCV13 is recommended for adults with certain medical conditions and all adults 65 years or older. Talk to your health care professional to see if PCV13 is recommended for you.
- PPSV23 is recommended for adults who smoke cigarettes, have asthma, or are at increased risk for disease. It is also recommended for all adults 65 years or older. Talk to your health care professional to see if PPSV23 is recommended for you.
- PCV13 and PPSV23 cannot be given during the same visit. If you need both vaccines, PCV13 should be given first. Then talk with your doctor about the best time for you to get PPSV23.
- Most (>95%) pneumococcal deaths in the United States are in adults. Yet about 17 million adults age 65 years or older remain unvaccinated, leaving them vulnerable. Vaccination is the safest, most effective way to reduce your risk of severe disease from pneumococcal infection. Each year in the United States, about 520,000 adults age 65 years or older get pneumococcal disease and about 18,000 of them die from their illness.
- The majority of cases and deaths occur among adults 50 years or older, with the highest rates among those 65 years or older. Almost everyone who gets invasive pneumococcal disease needs treatment in the hospital.
- Studies estimate that PCV13 protects:
  - 75 out of 100 adults 65 years or older against invasive pneumococcal disease.
  - 45 out of 100 adults against pneumococcal pneumonia.
- Overall, PPSV23 protects between 50 to 85 out of 100 adults against invasive pneumococcal disease.
  - Effectiveness is highest among otherwise healthy adults.
  - Effectiveness is lowest among adults who have significant underlying illness.

## Vaccine Safety

- Vaccines are thoroughly tested and monitored for safety.
  - Vaccines are tested in clinical trials with thousands of volunteers and are shown to be safe and effective before being licensed by the Food and Drug Administration (FDA).
  - Both the CDC and FDA continue to monitor vaccines after they are licensed.
- Vaccine side effects are usually mild and temporary (go away in a few days).
  - The most common side effects are soreness, redness or swelling where the shot was given.
  - Severe side effects are very rare.

- Vaccines are one of the safest ways to protect your health.
  - Even people taking prescription medications can be vaccinated. However, if you are pregnant or have a weakened immune system, talk with your health care professional before being vaccinated, as some vaccines may not be recommended for you.

## Frequently Asked Questions

Frequently asked questions can be a helpful tool for developing web content, fact sheets, newsletters, and other educational materials to answer your constituents' questions about vaccines.

### **Why do adults need vaccines?**

Vaccines are recommended throughout your life. Even if you were fully vaccinated as a child, you may be at risk for other diseases due to your age, job, lifestyle, travel, or health condition. In addition, the protection from some vaccines can wear off over time. All adults need vaccinations to protect against serious diseases that could result in severe illness requiring medical treatment or even hospitalization, missed work, and not being able to care for family.

### **Are vaccine-preventable diseases really a threat for adults?**

Every year, thousands of adults in the U.S. suffer serious health problems, are hospitalized, and even die from diseases that could be prevented by vaccines. Many of these diseases are common in the U.S. For example, in 2015, there were about 27,000 cases of invasive pneumococcal disease and 3,300 deaths among adults ages 18 and older. In addition, about 1 million cases of shingles and millions of cases of influenza occur each year in the U.S.

Older adults and adults with chronic health conditions such as asthma, chronic obstructive pulmonary disease (COPD), heart disease and diabetes are at higher risk of suffering complications from certain vaccine-preventable diseases like flu and pneumonia.

### **What vaccines do adults need? How often and when do they need them?**

The vaccines a person needs are based on their age, medical conditions, occupation, vaccines they have received in the past, and other factors. Taking the CDC adult vaccine quiz ([www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz)) is one way to find out which vaccines you might need.

All persons 6 months of age and older are recommended to get the flu vaccine every year, with rare exception. Flu vaccination is especially important for those who are at high risk of serious flu-related complications, including adults 65 years and older, pregnant women and people with certain chronic conditions like asthma, diabetes, or heart disease. Also vaccination of caregivers of high risk persons is especially important to protect those who are at high risk. Examples of caregivers include parents of children younger than 6 months (because they are too young to be vaccinated), health care workers, or anyone who works in a long-term care facility.

Getting vaccinated against the flu while pregnant during any trimester decreases the risk of flu and flu-related illnesses for the mother and developing baby throughout the pregnancy and can protect the baby for several months after birth. This protection is crucial since children younger than 6 months old are too young to receive their own flu vaccine and are at high risk of severe illness from flu.

All adults should get a one-time dose of Tdap vaccine to protect against tetanus, diphtheria, and pertussis (whooping cough) if they did not receive this vaccine as a preteen or teen. Whooping cough has been on the rise in recent years, and can be very serious, and even deadly for babies. All adults should receive a Td booster every 10 years to protect against tetanus and diphtheria. These two diseases are uncommon now because of vaccines, but they can be very serious.

Women are recommended to get a Tdap vaccine during the third trimester of every pregnancy to help protect themselves and their newborn babies against whooping cough. They should get Tdap during pregnancy even if they have had a prior Tdap shot.

Other vaccines you need as an adult are determined by factors such as age, lifestyle, job, health condition, and vaccines you've received in the past. Vaccines that may be recommended for you are vaccines that protect against shingles, pneumococcal disease, human papillomavirus (which can cause certain cancers), meningococcal disease, hepatitis A and B, chickenpox, and measles, mumps and rubella (MMR).

If you're traveling abroad, you may need additional vaccines. Check the CDC travel website at [www.cdc.gov/travel](http://www.cdc.gov/travel) for more information on what you should do to prepare for travel based on where you are traveling.

*Take CDC's vaccine quiz ([www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz)) and discuss the results with your health care professional to make sure you are up to date on the vaccines recommended for you.*

### **Are there vaccines specific to adults or are they boosters of vaccines adults have already received?**

Some vaccines recommended for adults are very similar to childhood vaccines. For example, Tdap is a vaccine that is used for people over the age of 6 to provide protection against tetanus, diphtheria, and pertussis. A vaccine called DTaP is given to children 6 and younger to provide protection against these same diseases.

Other vaccines protect against diseases that are more common in adults than in children. For instance, the shingles vaccine protects against shingles, a disease more common in adults; this vaccine is not recommended for children.

Adults should make sure to discuss vaccines with their doctor or other health care professionals. You also can get information on which vaccines you might need by taking a brief quiz at [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults).

### **Why are we hearing about these vaccines now?**

Many of the vaccines recommended for adults have been around for years.

We're hearing more about the MMR vaccine because of measles outbreaks in the United States in previous years. Every year, unvaccinated travelers get measles while abroad and bring the disease into the United States. They can spread the disease to other people who are not protected against measles, which sometimes leads to outbreaks. This can occur in communities with unvaccinated people, including unvaccinated adults. For those travelling internationally, CDC recommends that all U.S. residents older than 6 months receive MMR vaccine, if needed, prior to departure.

One reason we're hearing more about Tdap is the recent outbreaks of whooping cough over the past few years. In 2016, more than 15,000 cases were provisionally reported in the United States. We have learned that protection from the whooping cough vaccine given to children doesn't last into adulthood.

Therefore, all adults are recommended to get one dose of Tdap if they did not receive it as a preteen or teen. CDC also recommends that women get Tdap during the third trimester of EACH pregnancy to give their babies short-term protection from whooping cough when the babies are too young to be immunized.

Getting vaccinated during pregnancy is important as this can provide protection to children younger than 3 months old—those most likely to have severe illness from whooping cough. Whooping cough is most severe for babies; about half of babies younger than 1 year old who get the disease need treatment in the hospital. Up to 20 babies die each year because of whooping cough.

### **How can I find out which vaccines I need?**

Ask your doctor or other health care professional which vaccines are right for you based on your age, job, lifestyle, health conditions and vaccines you received as a child. You also can visit [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults) for more information and find a link to an adult vaccine quiz to see which vaccines are recommended for you.

### **What are potential risks from adult vaccines?**

Side effects from vaccines are usually mild and temporary, such as soreness where the shot was given or a slight fever that goes away within a few days. Some people may

have allergic reactions to certain vaccines, but serious and long-term effects are rare. However, the benefits of vaccination greatly outweigh the risks.

Anyone who gets a vaccine should be fully informed about both the benefits and the risks of vaccination. Any questions or concerns should be discussed with a health care professional.

### **Are adult vaccines safe?**

Yes. The longstanding vaccine safety system in the U.S. ensures that vaccines are very safe.

Safety monitoring begins with the U.S. Food and Drug Administration (FDA), which ensures the safety and effectiveness of vaccines for the United States. Before the FDA approves a vaccine for use by the public, the results of studies on safety and effectiveness of the vaccine are evaluated by highly trained FDA scientists and doctors. The FDA also inspects the sites where vaccines are manufactured to make sure they follow strict manufacturing guidelines.

The FDA and CDC continue to monitor vaccines after licensing to ensure continued safety of the vaccines in the U.S.

### **What are the ingredients in vaccines?**

Vaccines contain ingredients called antigens (the part of the vaccine that helps your body build up protection against viruses), which cause the body to develop immunity.

Vaccines can also contain very small amounts of other ingredients, which can vary by vaccine. These ingredients play necessary roles either in making the vaccine or in ensuring that the vaccine is safe and effective, such as preventing vaccine contamination.

For more information: [www.cdc.gov/vaccines/vac-gen/additives.htm](http://www.cdc.gov/vaccines/vac-gen/additives.htm).

### **Are vaccines safe for people with certain health conditions or people who take prescription medications?**

For people with certain chronic health conditions like diabetes, asthma, or heart disease, it is even more important to be up to date on vaccines because they are at increased risk for complications from certain vaccine-preventable diseases, such as flu and pneumonia. For instance, diabetes can make the immune system less able to fight infections. Additionally, flu illness can make it harder for someone with diabetes to control their blood sugars. These complications put people with diabetes at higher risk of flu-related complications, including illness that can result in hospitalization. That's

why it's especially important for people with diabetes and certain other high-risk factors to get the flu vaccine every year.

It is safe for people who are taking prescription medications to get vaccines. There are, however, other factors that may make it unsafe for some people to get certain vaccines, such as allergy to a vaccine or a certain vaccine ingredient. And live vaccines should not be given to people with weakened immune systems or to pregnant women. Talk to your health care professional to determine which vaccines are recommended for you.

### **How well do adult vaccines work?**

The amount of protection from vaccination varies by vaccine and each person's age and health. Vaccines generally work better when given to younger, healthier people, but immunization is the best defense against many of serious, and sometimes deadly, diseases. If you've been vaccinated and become ill with the disease after having developed immunity from the vaccine, your illness may be less severe than if you had not been vaccinated.

### **Will health insurance help pay for vaccines?**

All Health Insurance Marketplace plans and most other private insurance plans must cover the following list of vaccines without charging a copayment or coinsurance when provided by an in-network provider:

- Hepatitis A
- Hepatitis B
- Shingles
- Human Papillomavirus
- Influenza
- MMR (Measles, Mumps, Rubella)
- Meningococcal
- Pneumococcal
- Td and Tdap (Tetanus, Diphtheria, Pertussis)
- Chickenpox

Check with your health insurance provider for details. Make sure to ask them which providers you can go to for vaccinations.

Medicare Part B will pay for the following vaccines:

- Influenza (flu)
- Pneumococcal
- Hepatitis B for persons at increased risk of hepatitis
- Vaccines directly related to the treatment of an injury or direct exposure to a disease or condition, such as rabies and tetanus

Medicare Part D or Medicare Advantage Plan Part C that offers Medicare prescription drug coverage may also have partial or full coverage for other vaccines, including:

- Shingles
- MMR
- Td and Tdap
- Hepatitis A

Most state Medicaid agencies cover at least some adult immunizations but may not offer all vaccines. Check with your state Medicaid agency for more information.

### **Where can you get vaccines?**

Vaccines may be available at private doctor offices, pharmacies, workplaces, community health clinics, health departments, or other community locations such as schools and religious centers. There is an online tool to help you find immunization providers near you: <http://vaccine.healthmap.org>.

You also can contact your state or local health department to learn more about where to get vaccines in your community. If your health care professional does not stock all the vaccines recommended for you, ask for a referral.

### **Why aren't adults getting their recommended vaccines?**

Many adults don't realize they need vaccines to protect against diseases like whooping cough, hepatitis A and B, or pneumococcal disease. Even for those who do realize they need additional vaccines, there are challenges to staying up to date. As adults, we tend to worry about day-to-day things and are busy caring for our families, so we don't often think about preventive measures that can help keep us healthy. That's why it's so critical for clinicians to strongly recommend the vaccines that patients need. It's also important for clinicians to refer patients to providers in the area for vaccines they don't stock.

Cost may be an issue for some adults. However, most private health insurance covers routinely recommended vaccines. Those eligible for Medicare and Medicaid also have coverage for certain vaccines.

### **What's the bottom line? What should people know about adult vaccinations?**

There are many things adults do to stay healthy. We know we need to eat the right foods and exercise. We need to get our recommended cancer screenings. Another important thing we need to do is get our recommended vaccines.

Adults who aren't up to date on their vaccines are at greater risk of getting and spreading certain vaccine-preventable diseases. It is especially important for older adults and those with chronic health conditions such as heart disease, asthma, chronic

obstructive pulmonary disease (COPD) and diabetes to get vaccinated because they are at increased risk for complications from diseases. CDC encourages all adults to talk to their health care professional about which vaccines are right for them – and get vaccinated.

## **Shingles**

### **I've heard more about shingles in the past few years. Since I had chickenpox, is the virus still in my body?**

Anyone who has recovered from chickenpox still has the virus in their body. It stays in the body in an inactive (dormant) state, but can become active again later in life and cause shingles. One out of every three people will get shingles in their lifetime. You have a greater chance of getting shingles when you're older, which is why the vaccine is recommended for everyone 60 years and older.

## **Measles**

### **How many cases of measles have there been this year?**

From January 1 to May 20, 2017, 100 people from 11 states were reported to have measles. Since measles was declared eliminated in the United States in 2000 (i.e. endemic transmission was eliminated), the annual number of people reported to have measles ranged from a low of 37 people in 2004 to a high of 667 people in 2014. Last year's measles outbreak was a perfect example of how quickly infectious diseases can spread when they reach groups of people who aren't vaccinated.

Every year, unvaccinated travelers get measles while abroad and bring the disease into the United States. They can spread the disease to other people who are not protected against measles, which sometimes leads to outbreaks. This can occur in communities with unvaccinated people, including unvaccinated adults. All adults should talk to their health care professional to make sure they have received all the vaccines they need. For those travelling internationally, CDC recommends that all U.S. residents older than 6 months receive MMR vaccine, if needed, prior to departure.

Measles is very contagious and can cause serious illness. The best way for adults to protect themselves and their loved ones from measles is to make sure they are vaccinated.

## **Pneumococcal Disease**

### **Who is recommended to get pneumococcal vaccine?**

There are two pneumococcal vaccines: PCV13 and PPSV23. CDC recommends both of these vaccines for adults 65 years of age or older. Adults age 19 to 64 may also need one or both pneumococcal vaccines if they have certain medical conditions.

Like the pneumococcal vaccine, recommendations for other vaccines may also need to be tailored to each individual person's situation. So adults should make sure to discuss vaccines with their doctor or other health care professional. You can get information on which vaccines you might need by taking the adult quiz at [www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz).

## **Whooping Cough (Pertussis)**

### **Why is it important for me to be vaccinated against whooping cough?**

While whooping cough may not be as serious for adults as it is for babies, it is important that adults get vaccinated. It is especially important for adults who will have close contact with babies younger than 1 year old. Whooping cough is most serious for babies; about half of babies younger than 1 year old who get the disease need treatment in the hospital. Up to 20 babies die from whooping cough each year in the United States. Adults can also get complications from whooping cough, including passing out or fracturing a rib during violent coughing fits.

Whooping cough is not a disease of the past. While we no longer see the number of cases we did before whooping cough vaccines were available, it is a growing health concern. More than 15,000 cases of whooping cough were provisionally reported to the CDC in 2016.

### **Why are cases of whooping cough increasing?**

There are several reasons that help explain why we're seeing more reported cases of whooping cough lately. Studies have shown that the whooping cough vaccines we use now do not provide long-lasting protection. This is known as waning immunity. We are also more aware of whooping cough, have better tests to diagnose it, and have better systems for reporting.

### **Why do women need to get Tdap during each pregnancy?**

Whooping cough can be serious for anyone, but it is life-threatening in newborns and young babies. By getting vaccinated during pregnancy, women pass protection (antibodies) to their baby before birth. This allows babies to have some protection when they are too young to get their own whooping cough vaccine. About half of babies younger than 1 year old who get the disease need treatment in the hospital. Up to 20 babies die each year from whooping cough.

The amount of whooping cough antibodies a person has decreases over time. Women need a whooping cough vaccine during each pregnancy so each baby gets the greatest number of protective antibodies and best protection possible against this disease.

## **Influenza**

### **Do I really need a flu vaccine every year?**

Yes. CDC recommends a yearly flu vaccine for just about everyone 6 months and older, even when the viruses the vaccine protects against have not changed from the previous season. The reason for this is that a person's immune protection from vaccination declines over time, so an annual vaccination is needed to get the “optimal” or best protection against the flu. Adults should get a flu vaccine by the end of October if possible.

### **Where can I get more information?**

- Talk with your doctor or other health care professional about which vaccines are right for you.
- Visit CDC’s website on adult vaccination:  
[www.cdc.gov/vaccines/adults/index.html](http://www.cdc.gov/vaccines/adults/index.html)
- Take the CDC quiz to find out which vaccines are recommended for you:  
[www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz)
- Use the Healthmap Vaccine Finder to find vaccines:  
<http://vaccine.healthmap.org/>
- For more information on adult vaccines and the Affordable Care Act, visit:  
[www.healthcare.gov/what-are-my-preventive-care-benefits/](http://www.healthcare.gov/what-are-my-preventive-care-benefits/)

## Sample News Release

Customize sample news releases with information, stories or events happening in your community. Submit news releases, articles or op-eds to local news and partner organizations to publish, post on websites, or share through social media. Distribute or make available electronically to key partners and decision-makers.

Word Count: ~200

### **Adults Need Vaccines, Too!**

*[Name of organization] Celebrates National Immunization Awareness Month*

Every year, tens of thousands of adults in the United States suffer serious health problems, are hospitalized, or even die from diseases that could have been prevented by vaccination.

To celebrate the importance of immunizations throughout life – and to help remind adults that they need vaccines, too – the *[name of local organization]* is recognizing August as National Immunization Awareness Month. This is the perfect opportunity to make sure adults are protected against diseases like flu, whooping cough, tetanus, shingles and pneumococcal disease.

*[Insert name of local organization and information on any events local organization is hosting or is aware of].*

The specific vaccines adults need are determined by factors such as age, lifestyle, risk conditions, locations of travel, and previous vaccines. All adults should talk to their health care professionals to make sure they are up to date on vaccines recommended for them.

“There is a misconception among many adults that vaccines are just for children,” said *[insert name of local official]*. “The truth is that you never outgrow the need for immunizations.”

To find out which vaccines you need and where you can get vaccinated, visit *[insert local organization and/or CDC web site]* or call *[insert local organization phone number]*.

###

## Ready-to-Publish Articles

Submit sample articles to local news and partner organizations to publish, post on websites, or share through social media. Increase the chances that the article will be picked up for publication by localizing the story – feature a quote from a state or local spokesperson (e.g., state health officer or immunization program manager), use local or state statistics to reinforce your messages.

Word Count: ~ 530

Audience: Media/Adults

### **There Are Many Things We Want to Pass on to Our Loved Ones – Illness Is Not One of Them**

You want to pass on certain things like family traditions, a grandmother’s quilt or dad’s love of books – but no one wants to pass on a serious illness. Take charge of your health and help protect those around you by asking about vaccines at your next doctor’s visit.

Vaccinating our children is commonplace in the United States. But many adults don’t know which vaccines they need, and even fewer are fully vaccinated. For example, in 2014, only 28 percent of adults ages 60 and older had received a shingles vaccine and only 20 percent of adults older than 19 had received a Tdap vaccine.

Each year, tens of thousands of adults needlessly suffer, are hospitalized, and even die as a result of diseases that could be prevented by vaccines.

Not only can vaccine-preventable diseases make you very sick, but if you get sick, you may risk spreading certain diseases to others. That’s a risk most of us do not want to take. Babies, older adults and people with weakened immune systems (like those undergoing cancer treatment) are especially vulnerable to infectious diseases. They are also more likely to have severe illness and complications if they do get sick. You can help protect your health and the health of your loved ones by getting your recommended vaccines.

The good news is that getting vaccinated is easier than you think. Adults can get vaccinated at doctors’ offices, pharmacies, workplaces, health clinics and health departments. Visit [vaccine.healthmap.org](http://vaccine.healthmap.org) to help find a vaccine provider near you. Most health insurance plans cover the cost of recommended vaccines – a call to your insurance provider can give you the details.

## What vaccines do you need?

*All adults should get:*

- \* Annual flu vaccine to protect against seasonal flu.
- \* Td/Tdap to protect against tetanus, diphtheria and pertussis.

*Some additional vaccines you may need (depending on your age, health conditions and other factors) include:*

- \* Hepatitis A
- \* Hepatitis B
- \* Human Papillomavirus (HPV)
- \* Meningococcal
- \* Pneumococcal
- \* Shingles
- \* Tdap

Traveling overseas? There may be additional vaccines you need depending on the location. Find out at [www.cdc.gov/travel](http://www.cdc.gov/travel)

Not sure what vaccines you may need? The CDC offers a short quiz at [www.cdc.gov/vaccines/adultquiz](http://www.cdc.gov/vaccines/adultquiz) to help you find out which vaccines you might need. You can take the results of your quiz to your provider to discuss which vaccines are right for you.

All adults should get an annual flu vaccine to protect against seasonal flu and a Td vaccine every 10 years to protect against tetanus and diphtheria. You may also need other vaccines based on your age, health conditions, occupation, and other factors. If you are planning to travel outside of the U.S., check on any additional vaccines you may need. Some travel-related vaccines are part of a series or are needed months prior to your travel to be most effective, so be sure to plan ahead.

For more information about adult vaccines: [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults).

## Ready-to-Publish Article

Word Count: ~ 565

Audience: Health Care Professionals

### **Your Vaccine Recommendation Is a Critical Factor in Protecting Patient Health**

Patients trust you to give them the best counsel on how to protect their health. You know that immunization is an important preventive measure – but it's unlikely that getting vaccinated is on the radar for your adult patients. Your strong recommendation is critical in ensuring that they get the vaccines they need to help them stay healthy.

**Adults are not getting the vaccines they need.** The latest data from the Centers for Disease Control and Prevention (CDC) shows that vaccination rates for adults are extremely low (*National Health Interview Survey, 2014*). For example, rates for Tdap and zoster vaccination are 28 percent or less for adults who are recommended to get them. Even high-risk groups are not getting the vaccines they need – only 20 percent of adults 64 years or younger who are at increased risk for complications from pneumococcal disease are vaccinated. This means that each year tens of thousands of adults needlessly suffer, are hospitalized, and even die as a result of diseases that could be prevented by vaccines.

**Your patients are likely to get the vaccines you recommend to them.** Clinicians are a valued and trusted source of health information for adults. Your patients rely on you to let them know which vaccines are necessary and right for them.

Since many adults are not up to date on their vaccines, *all* health care professionals should use *every* patient encounter as an opportunity to assess whether any vaccines are needed.

If the patient is due for a vaccine, make a strong recommendation that you advise getting the vaccine because it can help protect them against a disease that could be serious. For some patients, this may be sufficient information to accept the vaccine. Others may want to learn more about the vaccine and why it is right for them. For these patients, *sharing* the following can help them make an informed decision.

- **Share** the tailored reasons why the recommended vaccine is right for the patient, given his or her age, health status, lifestyle, job, or other risk factors.
- **Highlight** positive experiences with vaccines (personal or in your practice) to reinforce the benefits and strengthen confidence in vaccination.

- **Address** patient questions and any concerns about the vaccine, including side effects safety, and vaccine effectiveness in plain and understandable language.
- **Remind** patients that vaccines protect them and their loved ones from many common and serious diseases.
- **Explain** the potential costs of getting vaccine-preventable diseases, including serious health effects, time lost (missing work or family obligations), and financial costs.

Some patients may need additional time to consider information about vaccines or want more details than can be provided during a single office visit. There are a number of things you can do to help these patients stay on track with recommended vaccinations.

- Provide educational materials or trusted websites for them to review.
- Send reminders about needed vaccines.
- Document the conversation and continue the discussion at the next visit.

To download free patient education materials or find resources on addressing patient questions and concerns about adult vaccines, visit: [www.cdc.gov/vaccines/hcp/adults](http://www.cdc.gov/vaccines/hcp/adults).

*August is National Immunization Awareness Month (NIAM) – a reminder of the importance of immunization in keeping our communities healthy. Your strong recommendation can make a difference.*

## Ready-to-Publish Article

Audience: Media/Public

Word Count: ~ 450

### IMMUNIZATION PROTECTS ALL OF US: Don't Wait. Vaccinate!

In the United States, vaccines have greatly reduced infectious diseases that once routinely harmed or killed many infants, children, and adults. However, the viruses and bacteria that cause vaccine-preventable disease still exist and can cause illness in people who are not protected by vaccines. Every year, tens of thousands of Americans still suffer serious health problems, are hospitalized, and even die from diseases that could be prevented by vaccines. Protect your health and the health of your family. Make sure you and your loved ones are up to date on recommended vaccines.

Here's why you shouldn't wait:

- Many vaccine-preventable diseases are still common in the U.S.
- Those that are not common here are still found in other parts of the world, and can still be a threat.
- Some of these diseases are very contagious.
- Any of these diseases could be serious – even for healthy people.
- Certain people may be at higher risk for getting some diseases or having more serious illness if they were to get sick, like young children, older adults, and those with health conditions.

Vaccines are our best protection against a number of serious, and sometimes deadly, diseases. Every year, the Centers for Disease Control and Prevention (CDC) and other medical experts update vaccine recommendations for children, teens, and adults based on the latest research and evidence-based science on vaccine safety, effectiveness, and patterns of vaccine-preventable diseases.

#### Measles in the U.S.

Between January and June 2014, there were over 500 cases of measles reported in the U.S., *more than in the last 20 years.*

- In the decade before 1963 when a measles vaccine became available, nearly all U.S. children got measles by 15 years old. Each year, about 3 to 4 million people were infected, 400 to 500 people died, 48,000 were hospitalized, and 4,000 suffered from encephalitis (swelling of the brain).
- Thanks to widespread vaccination, measles was declared to be eliminated from the U.S. in 2000.
- However, measles is still common in many other countries and is brought into the U.S. by unvaccinated travelers who get it while abroad.

Measles is very contagious and can cause serious illness. The best way to protect yourself and loved ones from measles is by getting vaccinated.

You have the power to protect yourself and the ones you love. Talk to your health care professional about which vaccines are right for you and your family.

### **Getting Vaccinated**

Most private health insurance plans cover the cost of recommended vaccines. The Vaccines for Children (VFC) Program helps provide vaccines to children whose parents or guardians may not be able to afford them. Medicare and Medicaid also cover a number of vaccines for adults. Vaccines are available at private doctor offices, as well as other convenient locations such as pharmacies, workplaces, community health clinics, and health departments.

**To learn more about vaccines and take a quick quiz to find out which vaccines you may need, visit: [www.cdc.gov/vaccines/adults](http://www.cdc.gov/vaccines/adults)**

## Sample Facebook Posts

Use these sample Facebook posts as they are—or as a starting point to customize and localize your own posts. These messages are ideally 250 characters or less to allow the entire post to be viewed in the newsfeed. Check the [Web Links and Resources](#) section on page 35 for more ideas of links you can use to illustrate or enliven your social media messages. CDC’s Guide to Writing for Social Media is a also great online resource ([www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf)).

If you have certain chronic conditions such as asthma, diabetes, or heart disease, getting sick with vaccine-preventable diseases like flu and pneumonia can lead to serious complications, hospitalization, or even death. Protect yourself – get vaccinated. Take CDC’s adult vaccine quiz to learn which vaccines may be recommended for you. <http://go.usa.gov/xqtz4> #NIAM17

If you’re not up to date with your vaccines, you’re vulnerable to a number of serious diseases like flu, hepatitis, and pneumococcal disease. These diseases can be serious, even deadly – but they can be prevented with vaccines. Learn more: <http://go.usa.gov/xqthx> #NIAM17

Adults need vaccines, too. We all need protection from the serious, and sometimes deadly, diseases that can be prevented by vaccines. Ask your doctor, pharmacist, or other health care professional which vaccines are recommended for you. #NIAM17

When you’re making your back-to-school checklist, make sure to include vaccines—for your children and for yourself. #NIAM17

Vaccines aren’t just for children. Help protect yourself and your family from disease by getting vaccinated. Take CDC’s adult vaccine quiz to find out which vaccines are recommended for you. #NIAM17

Do you know which vaccines you need? Here’s a hint: All adults should be vaccinated against flu and tetanus. Take this quiz to find out which other vaccines may be recommended for you. <http://go.usa.gov/xqtz4> #NIAM17

Some things you outgrow as an adult. Vaccines aren’t one of them. Talk to your health care provider, your public health department to find out which vaccines are recommended for you. <http://go.usa.gov/xqthx> #NIAM17

Did you know you need vaccines throughout your life? Even if you were fully vaccinated as a child, the protection from some vaccines you received can wear off over time and you may need a booster. There also are specific vaccines that you may need as you get

older based on your age, job, lifestyle, travel, or health conditions. Take this CDC quiz to find out which vaccines are right for you: <http://go.usa.gov/xqtz4> #NIAM17

You have the power to protect yourself and the ones you love. Take CDC's adult vaccine quiz and bring the customized printout with you to discuss at your next medical appointment. <http://go.usa.gov/xqtz4> #NIAM17

Are you and your family up to date on your vaccines? Talk to your doctor or other health care professional to make sure you and your family get the vaccines you need. #NIAM17

Whooping cough can cause serious, sometimes even fatal, complications in infants and young children. Protect your children by making sure you and anyone who spends time around them, are up to date on your whooping cough vaccine. #NIAM17

## Sample Tweets

Use these sample tweets as they are—or as a starting point to customize and localize your own tweets. Check the [Web Links and Resources](#) section on page 35 for more ideas of links you can use to illustrate or enliven your social media messages. CDC’s Guide to Writing for Social Media is a great online resource ([www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf](http://www.cdc.gov/socialmedia/tools/guidelines/pdf/guidetowritingforsocialmedia.pdf)).

### General Tweets

Vaccines protect all of us from serious diseases. Get vaccinated today to protect yourself and your family. #NIAM17

Is your family up to date on vaccines? Talk to your doctor to make sure you all get the vaccines you need. #NIAM17

Are you up to date on vaccines? Take CDC’s vaccine quiz to find out which vaccines are right for you. <http://go.usa.gov/xqtz4> #NIAM17

Getting vaccinated also helps protect those most at risk for complications, like infants and older adults. #NIAM17

Have you received all the vaccines you need? Take the CDC quiz to find out: <http://go.usa.gov/xqtz4> #NIAM17

Is your family going on a trip? Make sure vaccines are on your travel checklist. Learn more: <http://go.usa.gov/xqthh> #NIAM17

It’s back-to-school time! Has your family received all the vaccines they need? #NIAM17

Vaccines are recommended throughout our lives. Take CDC quiz to find out which vaccines you may need. <http://go.usa.gov/xqtz4> #NIAM17

It’s Nat’l Immunization Awareness Month, a great time to make sure your family is up to date on vaccines.

A Tdap shot during pregnancy protects you and gives your baby short-term protection from whooping cough. <http://go.usa.gov/xqz3d> #NIAM17

When you make your back-to-school checklist, be sure to include vaccines—for your children & for yourself. #NIAM17

Set an example of good health for your family by getting vaccines you need. Talk to your doc and make sure you're up to date. <http://go.usa.gov/xqthx> #NIAM17

You have the power to protect yourself & loved ones. Talk to your doc about vaccines for you & your family. #NIAM17

Vaccination is our best defense against some still common & sometimes deadly diseases. #NIAM17

Immunizations are NOT just for children! No matter your age, we ALL need immunizations to keep us healthy. #NIAM17

Adults need vaccines, too. Vaccination is an important step in staying healthy. Learn more: <http://go.usa.gov/xqthx> #NIAM17

Help keep yourself & your family healthy. Find out which vaccines you may need. <http://go.usa.gov/xqtSw> #NIAM17

Too few adults are getting the vaccinations needed to help prevent diseases. Protect yourself and your loved ones. #NIAM17

Adult vaccines are available in many places, including doctor's offices, health departments & pharmacies. #NIAM17

The vaccine finder helps you find places to get vaccinated near you: <http://vaccine.healthmap.org/> #NIAM17

Diseases like whooping cough still exist & outbreaks still happen, even in the U.S. #NIAM17

What vaccines do you need? Take this CDC quiz to find out: <http://go.usa.gov/xqtz4> #NIAM17

Need help keeping track of or finding your adult vaccination record? <http://go.usa.gov/xqtSB> #NIAM17

### **Vaccine Safety**

Vaccines are very safe. CDC & FDA hold vaccines to the highest safety standards and monitor them after they are licensed. #NIAM17

U.S. has the safest, most effective vaccine supply in its history. Millions of people are safely vaccinated each year. #NIAM17

### **Immunization Schedule**

Every year medical experts review the schedule of recommended adult vaccines. See 2017 schedule: <http://go.usa.gov/xqtJJ> #NIAM17

Vaccine recommendations translate scientific research into best ways to protect you & family from diseases. #NIAM17

### **Chronic Health Conditions**

Vaccine-preventable diseases can be very serious for people w/ chronic disease: asthma, diabetes, heart or lung conditions. #NIAM17

For people w/ certain chronic conditions, vaccine-preventable diseases may cause complications leading to severe illness, even death. #NIAM17

Do you have a chronic condition? Take this CDC quiz to see which vaccines may be recommended for you specifically: <http://go.usa.gov/xqtz4> #NIAM17

### **Pregnant Women**

For information about vaccines for women before, during & after pregnancy, see <http://go.usa.gov/xqz3F> #NIAM17

Pregnant women should be current with all recommended vaccines to protect them & their babies. <http://go.usa.gov/xqz3F> #NIAM17

### **Health Care Workers**

Health care workers are at increased risk for getting & spreading vaccine-preventable diseases. #NIAM17

Health care workers need to be immunized against flu, hepatitis B, measles, mumps, rubella, pertussis, & chickenpox. #NIAM17

### **Shingles**

Almost 1 out of 3 people in the U.S. will develop shingles in their lifetime. Risk increases as you get older. People 60 years or older should get shingles vaccine. #NIAM17

About 1 million cases of shingles occur each year. Anyone who has had chickenpox in the past can get shingles. #NIAM17

## **Pneumococcal Disease**

All adults 65 or older need two pneumococcal vaccines. Other adults may need them too. Talk with your dr. #NIAM17

About 520,000 US adults 65 years or older get pneumococcal disease each year. Have you received your pneumococcal vaccines? #NIAM17

## **Pertussis (Whooping Cough)**

Adults are often the source of whooping cough infection in babies. Get vaccinated! #NIAM17

Whooping cough protection can fade. Adults need Tdap if they did not get vax as a preteen/teen. #NIAM17

Anyone who will be around a newborn needs to be up to date with Tdap to help protect against whooping cough. #NIAM17

Women should get a whooping cough vaccine during every pregnancy, preferably in the 3<sup>rd</sup> trimester. #NIAM17

## **Influenza**

CDC recommends a yearly flu vaccine as the first & most important step in protecting against flu viruses. #NIAM17

Everyone 6 months of age and older should get an annual flu vaccine, even if vaccinated last season. <http://go.usa.gov/xqtuR> #NIAM17

Millions of people have safely received influenza vaccines for decades. Get a flu vaccine for yourself and your family. #NIAM17

Anyone can get sick with #flu, but certain people are at high risk for serious complications if they get the flu. <http://1.usa.gov/1enjDvN> #NIAM17

Health care professionals: Protect yourself, your family, co-workers and patients from the flu by getting a yearly flu vaccine. #NIAM17

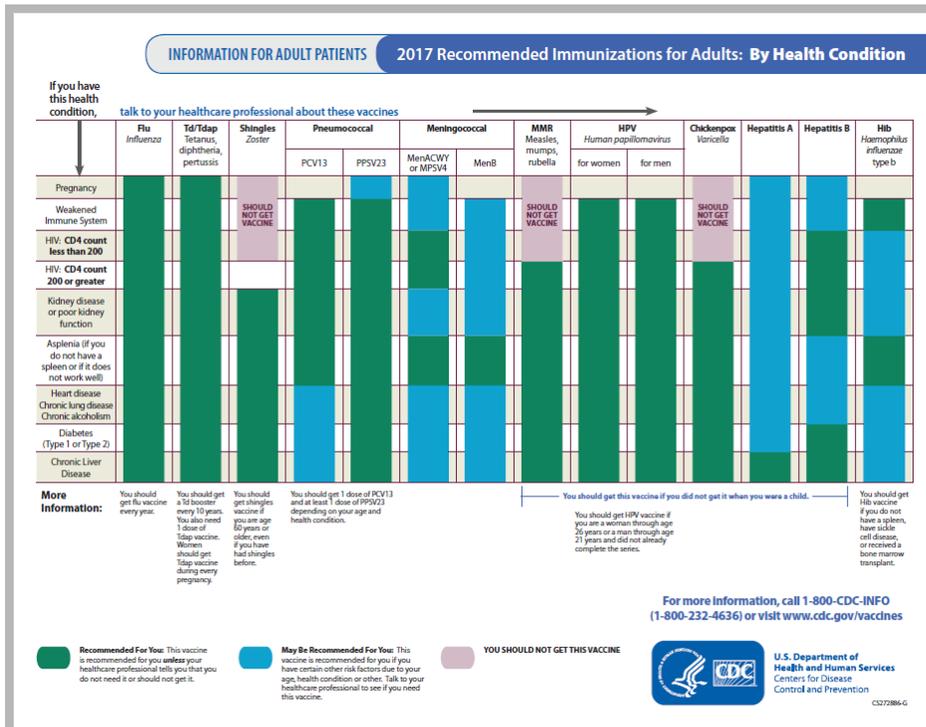
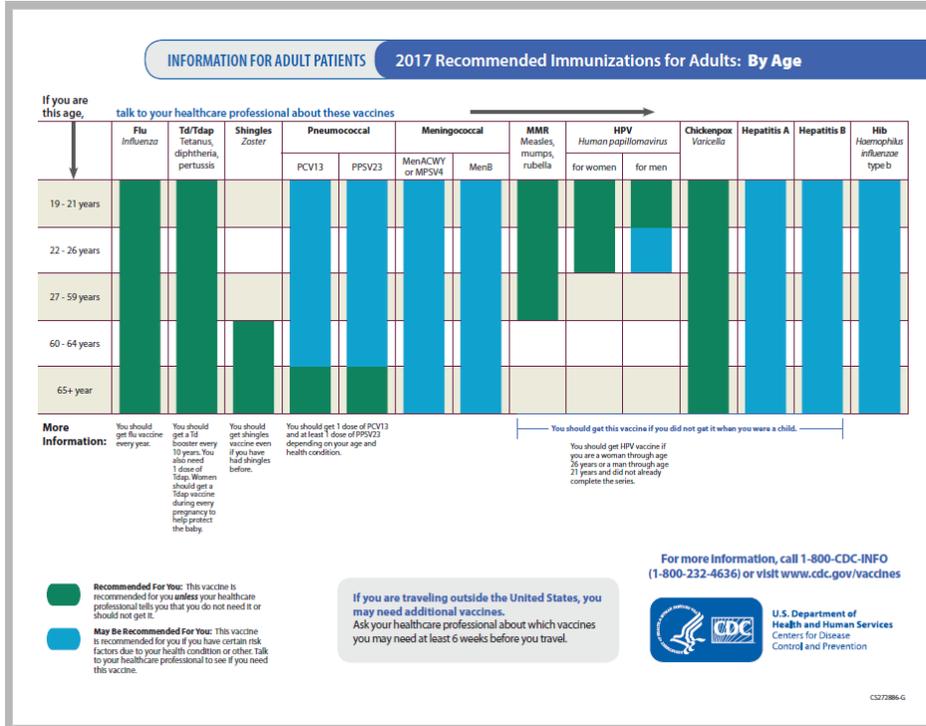
## **Travel Vaccinations**

Plan to travel soon? Check which vaccines are recommended or required for travel. <http://go.usa.gov/xqtud> #NIAM17

# Immunization Schedule

Check the easy-to-read adult immunization schedule for all recommended vaccines:

[www.cdc.gov/vaccines/schedules/easy-to-read/adult.html](http://www.cdc.gov/vaccines/schedules/easy-to-read/adult.html)



## Web Links & Resources

### For Adults

**CDC:** Adult Vaccination Homepage for Adults

[www.cdc.gov/vaccines/adults/index.html](http://www.cdc.gov/vaccines/adults/index.html)

**CDC:** Adolescent and Adult Vaccine Quiz

Take CDC's quiz to find out which vaccines are recommended for you:

[www.cdc.gov/vaccines/AdultQuiz](http://www.cdc.gov/vaccines/AdultQuiz)

**CDC:** Recommended Vaccines for Adults

[www.cdc.gov/vaccines/adults/rec-vac/index.html](http://www.cdc.gov/vaccines/adults/rec-vac/index.html)

**CDC:** Finding and Paying for Vaccines

[www.cdc.gov/vaccines/adult/find-pay-vaccines.html](http://www.cdc.gov/vaccines/adult/find-pay-vaccines.html)

**CDC:** Influenza (Flu) Resources

[www.cdc.gov/flu/](http://www.cdc.gov/flu/)

**CDC:** Easy-to-Read Adult Immunization Schedule (PDF) – English & Spanish

[www.cdc.gov/vaccines/schedules/easy-to-read/adult.html](http://www.cdc.gov/vaccines/schedules/easy-to-read/adult.html)

**CDC:** VSI (Vaccine Scene Investigation) – Video

<http://streaming.cdc.gov/vod.php?id=bc4ea520d308431381d44a5e8cbfa9af20100812135645473>

**CDC:** Adult Vaccination - Podcasts

[www.cdc.gov/vaccines/adults/resources/audio.html](http://www.cdc.gov/vaccines/adults/resources/audio.html)

### Healthmap Vaccine Finder

Locate vaccines near you

<http://vaccine.healthmap.org>

### For Specific Groups

**CDC:** Older Adults (Age 60+)

[www.cdc.gov/vaccines/adults/rec-vac/older-adults.html](http://www.cdc.gov/vaccines/adults/rec-vac/older-adults.html)

**CDC:** Adults with Special Health Conditions

[www.cdc.gov/vaccines/adults/rec-vac/health-conditions.html](http://www.cdc.gov/vaccines/adults/rec-vac/health-conditions.html)

**CDC:** Healthcare Workers

[www.cdc.gov/vaccines/adults/rec-vac/hcw.html](http://www.cdc.gov/vaccines/adults/rec-vac/hcw.html)

**CDC:** Travelers

[www.cdc.gov/vaccines/adults/rec-vac/travel.html](http://www.cdc.gov/vaccines/adults/rec-vac/travel.html)

**CDC:** Spanish – Adult Vaccine Resources

[www.cdc.gov/vaccines/adults/spanish.html](http://www.cdc.gov/vaccines/adults/spanish.html)

**CDC:** Vaccines for Pregnant Women

[www.cdc.gov/vaccines/adults/rec-vac/pregnant.html](http://www.cdc.gov/vaccines/adults/rec-vac/pregnant.html)

## **For Clinicians and Advocates**

**CDC:** Adult Vaccination Resources for HCPs

[www.cdc.gov/vaccines/hcp/adults](http://www.cdc.gov/vaccines/hcp/adults)

**CDC:** Resources for Educating Adult Patients about Vaccines

[www.cdc.gov/vaccines/adultpatiented](http://www.cdc.gov/vaccines/adultpatiented)

## **Immunization Action Coalition**

[www.vaccineinformation.org](http://www.vaccineinformation.org) (public)

[www.immunize.org](http://www.immunize.org) (clinicians/coalitions)

[www.immunize.org/va/](http://www.immunize.org/va/) (clinicians)

## **National Foundation for Infectious Diseases**

[www.adultvaccination.org](http://www.adultvaccination.org)

**ACOG:** Immunization Toolkit

[www.immunizationforwomen.org](http://www.immunizationforwomen.org)