

PILOT - HHS Health Messaging: Tailored Messaging to Address Racial and Ethnic Disparities Adult Immunizations

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PILOT - HHS Health Messaging: Tailored Messaging to Address Racial and Ethnic Disparities Adult Immunizations

Introduction

Welcome and thank you for participating! We are interested in working together with you to increase vaccine uptake among non-Hispanic Black and African American adults in the United States who are aged 50 years and older. Vaccines are an important public health tool, but not enough adults are using them to stay healthy. We look forward to your opinions and input!

This survey is voluntary and anonymous. The survey should take no longer than 20 minutes. The survey is being administered by the Office of Regional Health Operations in the Office of the Assistant Secretary for Health, part of the U.S. Department of Health and Human Services. To learn more about us, click [here](#).

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* 1. I identify as Hispanic.

- Yes
- No

* 2. I identify as:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

* 3. How old are you?

- 18-49
- 50-59
- 60-69
- 70+

* 4. Do you identify yourself as a Community Health Worker (a frontline public health worker who is a trusted member of and/or has a close understanding of the community served)? Examples of a Community Health Worker could include health ambassadors, champions for health, peer navigators, promotores, community health advisors, peer health educators, or other roles.

- A. Yes
- B. No
- C. I don't know

* 5. What is your gender?

- Male
- Female
- Other
- I prefer not to answer

* 6. What state or territory do you live in?

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We will ask you several questions about your attitudes and beliefs on health issues and health messages. There are no wrong answers, and we want to know your opinions.

* 7. Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
I am aware of the shingles disease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shingles is a serious disease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about getting shingles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily avoid getting shingles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am aware of pneumonia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pneumonia is a serious disease.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about getting pneumonia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily avoid getting pneumonia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines are not very important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I stay current with my vaccinations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines help me stay healthy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines are safe and effective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 8. Have any of the following factors ever prevented you from getting vaccinated?

	Yes	No	Not Sure
Distance to a vaccine clinic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concerns about side effects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not trusting that the vaccine is safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of information about the vaccine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Someone (family member, friend, etc.) told me not to get it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other factors (please describe)

* 9. Have you ever not gotten a vaccine because you felt like you didn't need it?

- Yes
- No
- Not Sure

* 10. Who do you trust the most to provide accurate health information? Choose only one.

- Doctor or physician
- Community leader
- Nurse
- Family member
- Internet sources
- News media
- Faith-based leader
- Other (please specify):

* 11. Why do you trust this person or information source?

* 12. Please rank whom you trust to provide accurate health messages to your community, with a rank of 1 meaning most trustworthy and 7 meaning least trustworthy. Each ranking number may only be used once.



Doctor or physician



Community leader



Nurse



Family member



Internet sources



News media



Faith-based leader

13. Please share any other trustworthy person(s) not listed above in question 12.

* 14. How important is it that the person providing accurate health messages be Black or African American?

- Not at all important
- Not very important
- Neutral
- Somewhat important
- Very important

* 15. How important is it that the person providing accurate health messages be a person of color?

- Not at all important
- Not very important
- Neutral
- Somewhat important
- Very important

* 16. What is the best method for sharing health information in your community? Choose only one.

- Print Materials (e.g., brochures)
- Social Media
- Digital Ad on a Website
- TV
- Radio
- Other (please specify):

Thank you for answering these questions. The next set of questions will ask about your perspective on health messages related to shingles and pneumonia.

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We want you to tell us how you feel about the following messages, and how the messages impact the way you think about shingles and getting vaccinated.

IS THE VACCINE COVERED BY MY INSURANCE?

There are several payment options for Shingrix:

Medicare

Medicare Part D plans cover the shingles vaccine but there may be an additional cost to you depending on your plan. There may be a copay for the vaccine, or you may need to pay in full and then get reimbursed.

Medicare Part B does not cover the shingles vaccine.

Medicaid

Medicaid may or may not cover the vaccine. Contact your insurer to find out.

Private health insurance

Many private health insurance plans will cover the vaccine, but there may be a cost to you depending on your plan. Contact your insurer for more information.

Vaccine assistance programs

Some pharmaceutical companies provide vaccines to eligible adults who cannot afford them. Contact Shingrix's manufacturer, GlaxoSmithKline: <https://www.gskforyou.com/vaccines-patient-assistance>

If you do not currently have health insurance, you can learn more about your options here:

<https://www.healthcare.gov>

WHERE CAN I GET THE VACCINE?

Shingrix is available in doctor's offices and pharmacies.

Visit: <https://vaccinefinder.org>

SHINGLES: Know the Facts

85%

of African Americans 60-64 did not get the shingles vaccine and are at increased risk



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Medicare Part B does not cover the shingles vaccine.

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SHINGLES: Know the Facts

85%

of African Americans 60-64 did not get the shingles vaccine and are at increased risk



* 17. Based on the messages you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand these messages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand where to get the vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These messages are believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These messages motivate me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
These messages are relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember these messages if I saw them in an advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about this message.

SHANICE'S STORY

Shingles doesn't check your schedule. It can happen any time, on any occasion - even your wedding day.

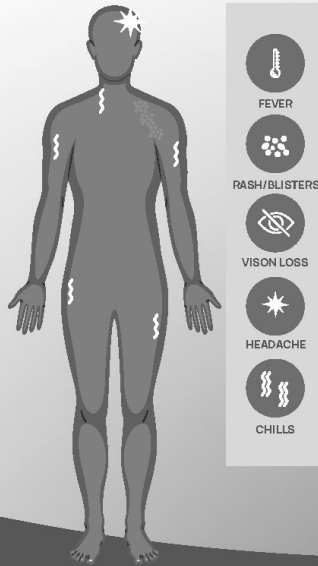
Shanice had been planning her wedding for months (and okay, fine, maybe, her whole life). Everything was going well: the live band was scheduled, her dress had arrived. But a few weeks before her big day, her mom got a serious case of shingles. Blisters scabbed across her arms; they burned, itched, and were sensitive to touch. Her mom could no longer help Shanice with the last minute planning. Shingles couldn't have had worse timing.

Shanice wished she'd urged her mom to get the Shingles vaccine before it was too late. If you are 50 or over, get the new shingles vaccine Shingrix today—and make sure your family gets it too.



HOW CAN I TELL IF IT'S SHINGLES?

Shingles is an infection that can lead to nerve damage. It can cause rashes, blisters, burning, itching, or sensitivity. Most commonly, the rash appears as a single stripe around the left or right side of the body. It can also appear on one side of the face, which can infect the eye and lead to vision loss. In rare cases, the rash may spread across the body, resembling chickenpox. Shingles can also lead to fever, headache, chills or an upset stomach.



DOES THE VACCINE WORK?

Two doses of Shingrix provide strong protection against shingles and postherpetic neuralgia (PHN), the most common complication of shingles.

In adults, aged 50 to 69 years old, who received two doses, Shingrix was 97% effective in preventing shingles; among adults 70 years and older, Shingrix was 91% effective.

In adults, aged 50 to 69 years old, who received two doses, Shingrix was 91% effective in preventing PHN; among adults 70 years and older, Shingrix was 89% effective.

Shingrix protection remained high (more than 85%) in people, aged 70 years and older, throughout the four years following vaccination. Since your risk of shingles and PHN increases as you get older, it is important to have strong protection against shingles.



* 18. Based on the message you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message motivates me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember this message if I saw it in a advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about the message.

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Adult Immunizations

Next, we want to share with you several messages about pneumonia. We want you to tell us how you feel about the messages, and how the messages impact the way you think about pneumonia or getting vaccinated.

PNEUMONIA: Have the Talk



DIANE'S STORY:

Diane had always looked up to her mother: a strong, independent woman who was quick to give you her opinion and just as fast to laugh and give you a hug. As her mother aged, Diane knew her risks were increasing for a number of conditions, including pneumonia, which can be serious.

However, Diane was worried about overstepping her boundaries. She didn't want her mother to think that Diane doubted her ability to take care of herself. And even when she was young, Diane's mother was sensitive about her age, so Diane wanted to be careful about calling her old.

✚ IT'S TIME TO CARE FOR THOSE WHO'VE CARED FOR YOU

If you've got an aging parent, it's natural to worry about their health. Have an honest, fact-based conversation. Be supportive. Communicate that it's easy to take action to protect their health.

💬 EXPLAIN THE DANGERS

- Pneumococcal disease in adults can range from mild to severe and can sometimes be deadly.
- The disease can lead to a wide range of infections, including pneumonia, sinus infections, ear infections, and sepsis.

⚠️ WHO'S AT RISK

- 1 in 2 African Americans are not vaccinated against pneumococcal disease.
- Pneumococcal pneumonia becomes more common beginning at age 50.



THE SYMPTOMS

- Coughing
- Ear pain
- Fever
- Sore throat



WHY THEY SHOULD GET VACCINATED

- Two vaccines (PCV13 and PPSV23) offer protection from the disease.
- The pneumococcal vaccines are safe and effective.
- Available in many health care and community settings, including your regular doctor, community health clinics, public health departments, pharmacies, schools, and religious centers.
- Your parent may be eligible to receive the complete vaccine at no charge.

* 19. Based on the message you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message motivates me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember this message if I saw it in a advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about the message.

IS THE VACCINE COVERED BY MY INSURANCE?

Both vaccines are affordable and may be covered by the following:

Medicare

Medicare Part B covers the total cost for both pneumococcal vaccines, though they must be administered at least a year apart.

Private health insurance

Most private health insurance plans cover pneumococcal vaccines. Check with your insurance provider for details on whether there is any cost to you and for a list of in-network vaccine providers.

1 in 2

African Americans were not vaccinated against pneumococcal disease

WHERE CAN I GET IT?

Go to your healthcare professional's office to receive one or both of the pneumococcal vaccines. Vaccines are available at:

- Family practice offices
- Community health clinics
- Public health departments

If your healthcare professional does not have pneumococcal vaccines for adults, ask for a referral. You may also find the vaccines at:

- Pharmacies
- Workplaces
- Schools and religious centers

If you don't have a regular source of healthcare, you can get a vaccine at a federally funded health center. Locate one near you at:

<https://www.vaccines.gov/getting/where>.

You can also contact your state health department to learn more about where to get pneumococcal vaccines in your community:

[website link goes here](#)

PNEUMONIA: Know the Facts



* 20. Based on the message you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understand where to get the vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message motivates me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember this message if I saw it in an advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about the message.

LAWRENCE'S STORY:

Pneumonia can happen to you- and your loved ones.

Lawrence had dinner with his father every Sunday. It was their thing. No wives or kids - just his dad and him, grilling, eating, and watching the game. But this Sunday, his dad seemed different. He was weak, pale, unsteady, and struggling to breathe. Nervous that his symptoms would worsen, Lawrence drove his dad to the nearest hospital, where he was diagnosed with pneumonia.

Lawrence wished he had urged his dad to get the pneumococcal vaccine before it was too late. If you are 50 or over, get the pneumonia vaccine today—and make sure your loved ones get it too.

HOW CAN I TELL IF IT'S PNEUMOCOCCAL DISEASE?

Pneumococcal disease in adults can range from mild to serious and can sometimes be deadly. Symptoms include coughing, ear pain, fever, and sore throat. The disease can lead to a wide range of infections, including pneumonia, sinus infections, ear infections and sepsis. **Pneumococcal disease is very common among African American adults, aged 50 or over. It kills one in 20 older adults who get it.**

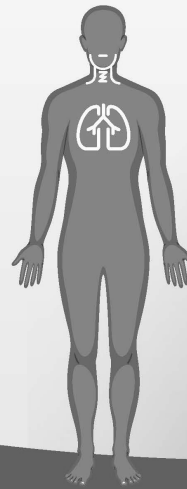
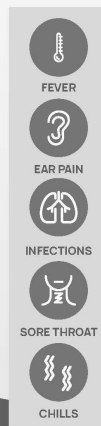
Two vaccines (PCV13 and PPSV23) protect you against the disease. Talk to your doctor today to see if these vaccines are right for you.

DOES THE VACCINE WORK?

PCV13 and PPSV23 are safe and have been proven to work for all populations, including African Americans. It can sometimes lead to swelling, redness, pain, and headache.

PCV13: Studies show the vaccine is 75% effective in preventing invasive pneumococcal disease, like bloodstream infections and meningitis, and 45% effective at preventing non-invasive pneumonia caused by the 13 strains it covers.

PPSV23: In adults with healthy immune systems, this vaccine has been shown to be 50-85% effective in preventing invasive disease caused by the 23 strains it covers. PPSV23 is recommended for all adults over 65.



* 21. Based on the message you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message motivates me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember this message if I saw it in a advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about the message.

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Next, we want to share with you a general message about vaccines. We want you to tell us how you feel about the message, and how the message impacts the way you think about getting vaccinated.

VACCINES: Know the Facts



LAWRENCE'S STORY:

Lawrence had dinner with his father every Sunday. It was their thing. No wives or kids - just his dad and him, grilling, eating, and watching the game. But this Sunday, his dad seemed different. He was weak, pale, unsteady, and struggling to breathe. Nervous that his symptoms would worsen, Lawrence drove his dad to the nearest hospital, where he was diagnosed with pneumococcal disease.

Lawrence wished he had urged his dad to get the pneumococcal vaccine earlier. Call your doctor today to make sure you and your family are up to date on your vaccines.



HOW DO VACCINES WORK?

Despite what many believe, vaccines are safe and effective and will not "give" you the disease. A vaccine works by stimulating your immune system to produce antibodies. After getting vaccinated, you develop immunity to that disease, without having to get the disease first. While most medications treat or cure diseases, vaccines prevent them.



WHY ARE VACCINES IMPORTANT FOR PEOPLE OVER THE AGE OF 50?

As you get older, you are at increased risk for many diseases. While many people think vaccines are only for kids, they have been proven to be effective for older adults as well.



DO VACCINES WORK FOR AFRICAN AMERICAN POPULATIONS?

Vaccines have been proven to help African American populations (and all populations) develop immunity to diseases by imitating an infection.

This imitation of an infection almost never causes illness, though can lead to mild side effects, like headaches.

* 22. Based on the message you just read, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I understand this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked this message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is believable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message motivates me to get a vaccine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This message is relevant to me and my cultural background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would remember this message if I saw it in a advertisement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share anything you liked or disliked about the message.

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Finally, we would like to ask you a few questions about how messages like these might impact COVID-19 vaccine uptake among Black and African American adults aged 50 and older in your community.

* 23. How much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A relatable story should be included in COVID-19 vaccine messaging.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messages should include data or statistics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customizing messages to be specific to the Black and African American population is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Images should reflect Black and African American men and women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Images that reflect adults aged 50 years and older are best.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Thank you for taking the time to complete this survey.