Vaccinate for Life Survey

U.S. general public results

Vaccinate for Life is a global program that aims to improve awareness of the importance of vaccination throughout life, and encourage thoughtful discussion between adults and healthcare professionals (HCPs) to prevent illness and improve health.

In 2017, GSK commissioned the *Vaccinate for Life* survey, which was conducted by Ipsos MORI and looked at awareness and attitudes toward vaccination among 6,000 adults aged 18 and older across five different countries (Brazil, Germany, India, Italy and the United States).

In the U.S., 1,000 adults were surveyed. Key findings can be found below:[1]

There is a critical gap in understanding about vaccination in the U.S.

- Fewer than three in 10 Americans are aware of the vaccines recommended for adults their age, with 65 percent of adults not up-to-date on their vaccinations.[2]

- With the exception of tetanus and influenza, awareness of vaccines that may be relevant to adults aged 18 to 64 years is relatively low—less than half of adults are aware of other adult vaccines that may be relevant.[3]

- Among those adults not fully up to date on vaccines, almost half (48 percent) state this is due to not knowing which vaccines are available to them, with over a third (35 percent) stating that their doctor or nurse has never mentioned the need for vaccines in adult life.[4]

- Although 82 percent of adults believe vaccines are an effective way of helping to prevent serious illness, a significant minority (14 percent) mistakenly believe that vaccines are only needed for travel.[5]

- Knowledge of vaccines among adults aged 18 and older is mixed, with over half (51 percent) considering themselves to be 'not very' or 'not at all' knowledgeable.[6]

Although adults think vaccines are important, they do not view vaccines as a priority for themselves.

- Although almost half of adults aged 18 and older (49 percent) agree that although achieving a healthy lifestyle is important, they are more likely to prioritize other health services over vaccination.[7]

- Among adults surveyed, staying in good physical health is the most important goal, ranked first by about four in 10 adults (39 percent).[8]

- Influenza is the most common vaccine that adults age 18 and older claimed to have received in the last five years (mentioned by 50 percent), followed by pneumococcal and Td/Tdap. Uptake of other adult vaccines is low, with 16 percent or less mentioning vaccination.[9]

- Among a subset of parents of children aged <18 years, although the majority (81 percent) agree they have a responsibility to ensure that they protect themselves against vaccine-preventable diseases, over two thirds (67 percent) claim to be more likely to prioritize vaccinating their family members over themselves.[7]

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Encouraging discussions about vaccination with healthcare providers throughout life can help to prevent disease.

- Adults are significantly more likely to turn to healthcare professionals (HCPs) than any other information source for advice on vaccinations,[10] with the vast majority also considering HCPs to be the most credible.[11] However, over half (55 percent) of adults surveyed had not consulted a HCP for advice on vaccinations that protect against disease in adulthood within the past year.[12]

- Of those adults who have not consulted a HCP, the key reason given is trust in their doctor or nurse to recommend which vaccines they should receive (61 percent agreeing).[13]

About the *Vaccinate for Life* global general public survey

The *Vaccinate for Life* survey was carried out between July 6 and September 14, 2017 via an online survey of adults aged 18 years and over, with an achieved sample of 6,000 respondents from five countries (Brazil, Germany, India, Italy and the United States). The sample size in each market was as follows:[1]

	BRAZIL	GERMANY	INDIA	ITALY	UNITED STATES
GENERAL PUBLIC	1000	1000	2000	1000	1000

Important note on sample definition

In the United States, the sample was collected according to the following sample specifications:

- Respondents must be aged 18 years or over.

- Quotas were placed at time of recruitment to ensure that the total sample achieved was nationally representative in terms of age, region and working status.

- A bias towards females (60 percent vs. 40 percent males) was applied; however, the data was subsequently weighted to represent national statistics.

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Vaccinate for Life Survey

U.S. HCP results

Vaccinate for Life is a global program that aims to improve awareness of the importance of vaccination throughout life, and encourage thoughtful discussion between adults and healthcare professionals (HCPs) to prevent illness and improve health.

In 2017, GSK commissioned the Vaccinate for Life survey, which was conducted by Ipsos MORI and looked at awareness and attitudes toward vaccination among 1,351 HCPs across three countries (Brazil, Italy and the United States).

In the U.S., 1,001 HCPs (501 primary care physicians and 500 pharmacists) were surveyed. Key findings can be found below:[14]

An overwhelming majority of HCPs think vaccines are an important part of a healthy lifestyle.

- Almost all HCPs (97 percent) report that they are discussing adult vaccinations with their patients.[15]

- Ninety-five percent of HCPs feel that it is beneficial for their adult patients to stay up-to-date with vaccinations relevant to them throughout their adult lives, with a similar proportion (94 percent) agreeing that staying up-to-date with adult vaccines is an important part of maintaining a healthy lifestyle.[16]

- The majority of HCPs (around three-quarters) believe that it is important for both themselves[17] and other HCPs to stay up-to-date with the vaccinations that are appropriate to them as adults.[18]

However, HCPs don't necessarily view vaccination as the most important priority, given the short amount of time they can spend with patients.

- Among primary care practitioners, adult vaccinations are discussed less often than other health topics, such as smoking cessation, eating healthily and keeping active/exercising.[15]

- For pharmacists, adult vaccination represents their most important service; 65 percent rank it as their number one service priority, of which 53 percent consider it to be the service most frequently discussed with customers.[15]

- Although the majority of HCPs feel sufficiently informed about adult vaccinations to discuss them with their adult patients, 45 percent agree that lack of time during patient consultations prevents them from proactively discussing adult vaccines with patients.[19]

Although knowledge of vaccines for influenza, tetanus and Hepatitis B among HCPs is high, awareness of the full range of vaccines recommended for adults is low.

- HCP awareness of the full range of vaccines available to adults aged 18-64 is low. With the exception of Influenza, Td/Tdap, Hepatitis A and B and pneumococcal, less than half of HCPs are aware of other vaccinations which may be relevant.[20]

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- Over two thirds of all HCPs have received a vaccine for influenza, tetanus and/or Hepatitis B; less than half have received a vaccine for the other relevant vaccine preventable diseases.[21]

HCPs are motivated to vaccinate their adult patients, but more resources to help educate patients would be helpful.

- The majority of HCPs surveyed (91 percent) consider adult vaccinations to be a cost-effective method of helping to prevent disease, but more than half (53 percent) agree that their patients are more focused on treatment than prevention.[16]

- Eighty-six percent of HCPs believe their patients would benefit from more information and guidance on which adult vaccines are available, with 83 percent recognizing a need for greater conversation regarding vaccination to occur between HCPs and patients.[22]

About the *Vaccinate for Life* global HCP survey

The *Vaccinate for Life* Survey was carried out online between July and August 2017, with an achieved sample of 1,351 respondents from three countries (Brazil, Italy and the United States). The criteria for inclusion required that potential respondents must provide a current adult vaccination service (i.e., provide vaccines for people aged ≥18 years or advise on current adult vaccination services). Respondents must also have had between three and 30 years' experience as a practicing HCP. The type of HCP selected to be surveyed across the countries depended on the specialty responsible for adult vaccinations. An honorarium was offered to HCPs in all countries for participating. The sample composition in each market was as follows:[13]

	BRAZIL	ITALY	UNITED STATES
PCPs			**501**
Pharmacists			**500**
GPs	**100**	**100**	
Hygienists		**50**	
Practice Nurses	**50**		
Pulmonologists & Obstetricians	**50**		
TOTAL	**200**	**150**	**1001**

Important note on comparing global data/country differences

Variations in the sample composition across the three markets means that caution is needed when interpreting findings at a global level and drawing comparisons between countries, specifically those relating to current vaccination services and patient populations (i.e., Q1A-Q1C and Q7). Caution also needs to be taken when interpreting the data shown at a global level and drawing conclusions, due to the significantly larger sample of HCPs surveyed in the United States.

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References

1.   Vaccinate for Life consumer survey. Total base All respondents n=1000.

2.   Vaccinate for Life consumer survey. Exploration based on Q9. Which of the following statements best describes how up-to-date you consider yourself to be on vaccinations. I am aware of the vaccines recommended to adults of my age and have received all of these recommended vaccinations. Total base all respondents n=1000.

3.   Vaccinate for Life consumer survey. Exploration based on Q3. For each of the following age groups, please select the vaccines which you believe are relevant? Total base all respondents n=1000.

4.   Vaccinate for Life consumer survey. Exploration based on Q10. Thinking about the reason or reasons why you are not fully up-to-date on vaccinations to what extent do you agree or disagree with the statements below. I am not fully up-to-date on vaccinations because … Total base all respondents n=1000.

5.   Vaccinate for Life consumer survey. Exploration based on Q4. Looking at the following statements about vaccinations, also referred to as immunizations, please select whether you think each one is true or false. Total base all respondents n=1000.

6.   Vaccinate for Life consumer survey. Exploration based Q4A. How knowledgeable do you consider yourself to be on adult vaccinations, also referred to as immunizations? Are you …very knowledgeable, quite knowledgeable, not quite knowledgeable, not at all knowledgeable. Total base all respondents n= 1000.

7.   Vaccinate for Life consumer survey. Exploration based on Q5. To what extent do you agree or disagree with the following statements on the importance of vaccinating in adult life? Total base of all respondents n=1,000.

8.   Vaccinate for Life consumer survey. Exploration based on Q1. From the following list, please select the three goals which are most important to you? (Please rank in order where '1' is most important, '2' is second most important etc.) Total base all respondents n=1000.

9.   Vaccinate for Life consumer survey. Exploration based on Q8. Which of the following vaccines available to aged 18+ have you personally had in the last 5 years, if any? Total base all respondents n=1000.

10.   Vaccinate for Life Survey. Exploration based on Q11A. Who are you most likely to turn to for advice on vaccinations which protect against diseases in adulthood? Please rank your top 3, where 1 = most likely to consult for advice on vaccinations, 2 is second most likely to consult for advice on vaccinations etc.

11.   Vaccinate for Life consumer survey. Exploration based on Q11C. Thinking about the various sources which can be used to look for advice on vaccinations in adulthood, how credible or not do you consider each of the following sources? For each information source please select whether you consider it to be very credible, somewhat credible, not very credible, not at all credible. Total base all respondents n=1,000.

12.   Vaccinate for Life consumer survey. Exploration based on Q12. Excluding advice on travel vaccines and vaccines for children, approximately how many times in the past 12 months, if at all, have you asked a healthcare professional for advice on the vaccinations which protect against diseases in adulthood? Total base of all respondents n=1000.

13.   Vaccinate for Life consumer survey. Exploration based on Q13. Thinking about the reason or reasons preventing you from asking a Healthcare Professional for advice on vaccines which protect against diseases in adulthood, to what extent do you agree with the statements below. Total base all respondents n=1,000.

14.   Vaccinate for life HCP survey. Total base all respondents n=1001.

15.   Vaccinate for Life HCP survey. Exploration based on Q1A. Which of the following healthcare services, if any, have you personally discussed with your patients aged 18 years and over in the last 4 weeks? Q1B. Which of these healthcare services do you most frequently discuss with your adult patients aged 18 years and over? Please rank where 1 = most frequently discussed service, 2= second most frequently discussed service etc. Q1C. Please select the three healthcare services from the list below which are a current priority within the practice/ clinic/ hospital where you spend the majority of your time. (Please rank in order where '1' is highest priority, '2' is second highest priority etc.). Total base all respondents n=1001

16.   Vaccinate for Life HCP survey. Exploration based on Q5. To what extent do you agree or disagree with the following statements on adult vaccinations. Total base all respondents n=1001

17.   Vaccinate for Life HCP survey. Exploration based on Q3A. As a Healthcare Professional, for you personally how important is staying up-to-date with vaccinations which are appropriate to you as an adult?

18.   Vaccinate for Life HCP survey. Exploration based on Q3B. How important do you feel it is for your colleagues i.e. other healthcare professionals to stay up to date with vaccinations which are appropriate to them as adults?

19.   Vaccinate for Life HCP survey. Exploration based on Q8. Thinking about discussing vaccines with your adult patients, to what extent do you agree or disagree with the statements below. Total base all respondents n=1001

20.   Vaccinate for Life HCP survey. Exploration based on Q2B. For each of the following age groups, please select the vaccines which you believe are relevant. Total base all respondents n=1001

21.   Vaccinate for Life HCP survey. Exploration based on Q4. For which of these diseases have you received a vaccine for as an adult? Total base all respondents n=1001

22.   Vaccinate for Life HCP survey. Exploration based on Q10A. To what extent do you agree or disagree with the following statements on the availability of information on adult vaccinations. Total base all respondents n=1001

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