



UNITY

United for adolescent vaccination



Unity sponsored a **Harris Poll on Adolescent Health and Immunization*** in September/October 2016 with approximately 500 teens, 500 parents and 500 healthcare providers (pediatricians, family practitioners, and pharmacists)

SNAPSHOT:

- More than 9 in 10 physicians** believe teens think the things they do now will not have a big effect on their health in the future
- Almost 2/3 of teens** say they are anxious when making decisions about their health
- Only 57% of teens** say they want their parents to give them more of a voice in their healthcare decisions
- 2/3 of both teens and parents** say that parents have the most influence over whether or not teens get vaccinated

For more information on these and other Unity projects visit unity4teenvax.org

KEY FINDINGS:

Parents and teenagers believe teens are genuinely interested in being healthy with teen emphasis on general lifestyle goals like staying safe from STDs, good oral health, avoiding drugs/alcohol, eating healthy and getting enough sleep — **and less on clinical aspects** like seeing a doctor, getting vaccines and “flu shots.”

Doctors and pharmacists expressed skepticism about whether teens want to live a healthy lifestyle, feeling it's a **difficult task for adolescents** and noting they don't take a very proactive approach.

When teens seek answers to health questions, **parents are the top resource**, both in terms of access and trust. Parents are also the clear conduit for information about vaccines among teens.

Doctors and teens believe that ultimately maintaining good health is the teens' responsibility, but parents believe lifestyle measures (e.g. avoiding alcohol/drugs) are primarily the teens responsibility, while clinical measures (e.g. seeing a doctor, getting vaccines and “flu shots”), belong to parents.

There is a widely recognized **need for parents to stay involved** in keeping their kids healthy. Teens consistently look to their parents for advice and both parents and teens agree that teens feel comfortable having an open dialogue about their health with their parents.

Everyone agrees that annual well visits are a crucial aspect of maintaining good health. **Doctors believe only half of teens follow this protocol.**

There is a strong consensus on the importance of vaccinations for teens and widespread recognition of the benefits of prevention. A minority of parents and teens incorrectly believes vaccines are just for babies. **Half or more share some concerns about safety.**

Because they offer convenience, **pharmacists believe they are an ideal option for teens seeking general health related information and guidance**, but also more specific tangible services like vaccines.