Role of Video vs Text Information in Willingness to be Vaccinated for Invasive Meningococcal Disease Among US Adolescents/Young Adults and Parents

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BACKGROUND

• Vaccination remains the best strategy to prevent invasive meningococcal disease (IMD) caused by the common meningococcal serogroups A, B, C, W, and Y (MenABCWY).1
• Uptake of meningococcal vaccines is low among adolescents and young adults in the United States.2
• Understanding what determines preferences for IMD vaccination may help increase vaccination uptake and can guide vaccination discussions between providers and patients.
• Vaccine attributes, as well as how disease and vaccine information is presented to individuals, may influence vaccine preferences and willingness to be vaccinated (WTV).

OBJECTIVE

• This study evaluated how vaccine attributes, the availability of a new pentavalent (MenABCWY) vaccine, and the presentation of vaccine and IMD information affect WTV among US adolescents/young people (AYP) and parents/legal guardians (PLG).

METHODS

• A discrete choice experiment (DCE) was conducted among AYP (16- to 25-year-olds) and PLG of 11- to 17-year-olds to assess WTV.
• All survey and background information was available in English and Spanish.
• Before completing the DCE, respondents were randomized to either a video or a text presentation conveying background information about IMD and vaccinations.
• Qualitative pilot interview feedback indicated the text version was lengthy; therefore, information was condensed in the text version only.

Participants were first presented with a either a video or a text conveying background information on IMD and vaccinations.

RESULTS

• Of the 801 participants, 407 were AYP and 394 were PLG.
• Respondents were 49% female and identified as White (78%), Black (13%), and/or Hispanic (17%).
• DCE data were analyzed using a fully correlated mixed logit model with participant characteristics as covariates.

DISCUSSION

• Across all respondents, the most important vaccine attributes were level of protection (relative attribute importance, 33.7%) and risk of mild to moderate side effects (relative attribute importance: 32.1%).
• Compared to other subgroups, dosing was considered more important to participants who viewed the video, the PLG, and those with high vaccine hesitancy.
• WTV increased when access to a pentavalent (MenABCWY) vaccine was available, although this varied by subgroup.

CONCLUSIONS

• Presenting options in multiple languages may increase diversity of participants.
• Most AYP and PLG support meningococcal vaccination.
• The introduction of a pentavalent meningococcal vaccine, MenABCWY, increased participants’ willingness to be vaccinated, particularly among those who are vaccine-hesitant.

Participants receiving background information through video vs text increased the significance of the number of doses of vaccine and the WTV with pentavalent MenABCWY, signifying the importance of communication approaches selected for public health initiatives.

• Further research on how to present vaccine information is needed because it has implications for vaccine communication strategies.

Abbreviations

AYP, adolescents/young people; DCE, discrete choice experiment; IMD, invasive meningococcal disease; MenABCWY, meningococcal serogroups A, B, C, W, and Y pentavalent vaccine (Pfizer Inc, New York, NY, USA); MenAfriVac, meningococcal serogroups A, C, W, and Y quadrivalent vaccine; MenB, meningococcal serogroup B bivalent vaccine; PLG, parents/legal guardians; WTV, willingness to vaccinate.

REFERENCES


ACKNOWLEDGMENTS

Medical writing support was provided by John Tabler, PhD, of ICON (Blue Bell, PA, USA) and was funded by Pfizer Inc.

DISCLOSURES

Funded by Pfizer Inc. KB, BH, JCC, PP, JVP, and JC are employees of Pfizer and may hold stock or stock options. CW, NK, and SH are employees of Evidera.

Presented at ISPOR 2024; Atlanta, GA, USA; May 5–8, 2024

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