Summary of Topic:
A new, highly protective shingles vaccine is now recommended for adults ≥50 years. Clear communication to health care professionals and the public will be critical to successful vaccine uptake. We’ll discuss dosing schedule, vaccinating adults who previously received the existing shingles vaccine, contraindications, precautions, counselling for reactogenicity, and communication strategies.

Description of Session:
Title: New Shingles Vaccination Recommendations: What You Need to Know
Description: Despite a decade of ACIP recommendations for zoster vaccine live (ZVL), less than 40% of Americans 60 years and older have received the vaccine. In October 2017, ACIP recommended a new FDA-licensed recombinant zoster vaccine (RZV) called Shingrix® for healthy adults 50 years and older to prevent shingles and related complications. ACIP recommended the new shingles vaccine as preferred between the two shingles vaccines. They also recommended that adults who previously received ZVL (Zostavax®) should receive the new shingles vaccine. CDC/HHS will adopt these recommendations in January 2018. In this session, we’ll provide a summary of those new recommendations, outline key messages regarding shingles disease, vaccine use and performance, and what to expect regarding reactogenicity following recombinant zoster vaccine.

Speaker name/affiliation: Kathleen Dooling, MD, MPH, medical epidemiologist, Division of Viral Diseases, CDC

Title: Communication Strategies for the New Shingles Vaccination Recommendations
Description: Clear communication is critical for raising awareness among health professionals and the public to implement the new shingles vaccination recommendations. We’ll provide an overview of CDC’s communication strategies and activities using multimedia resources to reach state and local health officials and immunization programs, physicians, pharmacists, professional organizations, and adults age 50 and older. We’ll also share tools that you can use to communicate and answer questions about the new shingles vaccination recommendations.

Speaker name/affiliation: Katy Ivey, MPH, health communication specialist, Northrop Grumman (CDC contractor)

Title: Are Health Care Providers Ready for the New Shingles Vaccine? CDC Finds Out
Description: CDC will present data from an online survey to be conducted in January 2018 among primary care physicians to assess their current shingles vaccination practices and readiness to administer shingles vaccine to their patients age 50 and older. The survey assesses awareness and perceptions related to the two licensed vaccines, what providers think are the most important considerations when patients are deciding to get vaccinated, and resources that physicians think will help integrate the new shingles vaccine recommendation into their practice.

Speaker name/affiliation: Allison Fisher, MPH, health communication specialist, National Center for Immunization and Respiratory Diseases, CDC

Title: Integrating the New Shingles Vaccine into CDC’s Adult Immunization Communication Campaign
Description: CDC’s adult immunization communication campaign uses informative and interactive communication materials to reach target audiences. Adult vaccination rates have for years been below baseline for Healthy People 2020 goals, so communicators have to be creative and strategic to reach this audience. In this session, we will share CDC’s plans to integrate the new shingles vaccine recommendation into its adult immunization communication campaign, and how communication plans for the new shingles vaccine may differ slightly than those for other recommended adult vaccines. For example, plans will focus on communicating with health care providers to increase use of the new shingles vaccine and partnering with gerontological societies to foster relationships and achieve higher rates of vaccination among older adults.

Speaker name/affiliation: Ashley Brooks, MPH, health communication specialist, National Center for Immunization and Respiratory Diseases, CDC