

WHAT PARENTS OF TEENS AND YOUNG ADULTS NEED TO KNOW ABOUT **MenB***

A 2016 national survey[†] conducted online within the United States by Harris Poll, on behalf of Pfizer in partnership with The Kimberly Coffey Foundation, examined parents of 16-23 year olds' knowledge of meningococcal disease and available vaccines.

While the survey found that the vast majority of parents (**96%**) said they would do anything to protect their child's health,¹ the results also showed that many parents may be unaware of some important information about this uncommon, but potentially serious disease.

*Group B meningococcal disease

FACT: In the U.S., there are **5 common types of bacteria** that cause meningococcal disease – A, B, C, W and Y.²

■ Most parents (**79%**) consider themselves to be very or somewhat knowledgeable about meningococcal disease.³

■ Yet, after learning from the survey there are two different meningococcal vaccines for group B and groups A, C, W, and Y, more than 4 in 5 parents (**83%**) said before taking the survey they did not understand the difference between group B and other groups of meningococcal disease.⁴

FACT: Vaccines are available in the U.S. to help protect against the 5 common types of bacteria that cause meningococcal disease; however, **2 separate vaccines (MCV4 and MenB) are necessary to be fully immunized.**

■ Three out of four parents (**75%**) consider themselves to be extremely knowledgeable about the vaccines that teens and young adults should receive.⁵

■ Further, nearly 4 in 5 parents (**79%**) did not know their child wasn't fully immunized against the 5 common groups of meningococcal disease unless they had both types of meningococcal vaccines.⁷

■ Yet, after learning about the different meningococcal vaccines, **81%** said prior to the survey they did not know or were not sure there was one type of meningococcal vaccine that [helps] protect against groups A, C, W, Y and a different vaccine that [helps] protect against group B.⁶

†About the Survey

The National Meningococcal Disease Awareness Survey was conducted online within the United States by Harris Poll, on behalf of Pfizer in partnership with The Kimberly Coffey Foundation, between March 8–29, 2016, among a total of 2,011 U.S. parents ages 30+ with a teen or young adult between the ages of 16–23. For complete research method, including weighting variables and subgroup sample sizes, please contact Gary Lott, Corporate Affairs, Global Communications, Pfizer at Gary.P.Lott@Pfizer.com.



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FACT: MenB accounts for **nearly 50% of all U.S. meningococcal cases in 17-23 year olds.**⁸

■ Yet, more than 2 in 5 parents (**44%**) have not discussed any meningococcal vaccinations with their child's healthcare provider and only 1 in 10 (**10%**) have discussed the vaccine that [helps] protect against group B.^{9,10}

■ Further, after learning about the different meningococcal vaccines, nearly 9 out of 10 parents (**89%**) agreed that meningococcal group B is something all parents should protect their children against, however, less than a third (**30%**) reported that their teen or young adult received the vaccine that helps protect against group B.^{11,12}

For more information about the survey or MenB, visit StopMenB.com.

References:

- 1 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q730. Field Period: March 8-29, 2016. Page 9.
- 2 Pinto VB, Burden R, Wagner A, Moran EE, Lee C. The Development of an Experimental Multiple Serogroups Vaccine for *Neisseria meningitidis*. *PLoS ONE*. 2013; 8(11): 1-10.
- 3 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q800. Field Period: March 8-29, 2016. Page 37.
- 4 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q935. Field Period: March 8-29, 2016. Page 76.
- 5 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q745. Field Period: March 8-29, 2016. Page 29.
- 6 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q926. Field Period: March 8-29, 2016. Page 73.
- 7 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q935. Field Period: March 8-29, 2016. Page 76.
- 8 Soeters HM, McNamara LA, Whaley M, Wang X, Alexander-Scott N, Kanadianian, KV, et al. Serogroup B Meningococcal Disease Outbreak and Carriage Evaluation at a College – Rhode Island, 2015. *MMWR Morb Mortal Wkly Rep*. 2015;64(22):606-607.
- 9 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q905. Field Period: March 8-29, 2016. Page 62.
- 10 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q905. Field Period: March 8-29, 2016. Page 62.
- 11 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q935. Field Period: March 8-29, 2016. Page 76.
- 12 Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q910. Field Period: March 8-29, 2016. Page 64.

