

# **PKIDs' Teen Vaccine Initiative**



## **Adolescent and Parent Surveys**

# **Report**

September 2005

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# **PKIDs’ Teen Vaccine Initiative (TVI)**

## **Adolescent and Parent Surveys**

### **Report**

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# PKIDS

Parents of Kids with Infectious Diseases (PKIDS) is a national nonprofit organization established in 1996 to educate the public about infectious diseases, the methods of prevention and transmission, and the latest advances in medicine; to eliminate the social stigma borne by the infected; and to assist the families of children living with HIV/AIDS, hepatitis, or other chronic, viral infectious diseases with emotional, financial, and informational support.

PKIDS has a long history in public health education, with a constant emphasis on the three key components an individual needs to help ensure good health:

- Immunizations for every stage of life
- Frequent and effective handwashing
- Standard precautions in daily living

In 2005, PKIDS increased its focus on adolescents and what could be done to promote better health in that population. Choosing to first concentrate on increasing immunization awareness and usage among adolescents, PKIDS' Teen Vaccine Initiative (TVI) was put into action.

Adolescents and their parents/caregivers were surveyed separately to determine their knowledge levels and attitudes toward adolescent immunizations, the groups' trusted sources for health information and their preferred media outlets for delivery of health messages.

Survey findings for each group are presented in this report, along with all survey responses.



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# PKIDs' Teen Vaccine Initiative (TVI) Adolescent and Parent Surveys Report

## I. Executive Report

### Purpose of the Surveys

The surveys were developed to identify:

- General knowledge and attitudes of adolescents and their parents toward adolescent immunizations
- Trusted sources for health information for each group
- Parents' and adolescents' preferred media outlets for delivery of health messages

### Survey Development and Administration

The development of PKIDs' TVI adolescent and parent surveys was a collaborative process between PKIDs and Evaluation Specialists, a Portland, Oregon, firm. One survey was developed for adolescents ages 11-19, and the other was designed for parents and guardians of adolescents. After receiving detailed instructions, volunteers administered the surveys at various locations across the country. In addition, each survey was offered online on PKIDs' website. Responses from the completed surveys were entered into Excel databases and sent to Evaluation Specialists for analysis. There were 150 completed adolescent surveys (n=150) and 44 completed parent/guardian surveys (n=44).

### Highlights of Survey Results

- Adolescents primarily trust their parents to give them accurate health information, with health professionals running a close second.
- Parents predominantly turn to health professionals for accurate adolescent health information.
- Television commercials, websites, print materials at doctors' offices, and local newspapers are health information sources to which adolescents pay attention.
- Parents most notice adolescent health information contained in local newspapers, school newsletters, websites and print materials at doctors' offices.
- Eighty-nine percent of adolescents said they know where to go to get immunizations.
- Half of the parents surveyed have had a conversation about immunizations with their adolescent's health professional in the last year. Seventy percent reported having such a conversation with their adolescent in the last year.
- Thirty-seven percent of adolescents believe that not many people get sick or die from vaccine-preventable diseases.

### Learning Opportunities

A more representative sample for the parent population would provide greater reliability and validity for the data. Caucasian women were over-represented in the parent survey, with 82% of the 44 respondents being women and 93% being Caucasian. Compared to the U.S. Census from 2000, 51% of the U.S. population is female and 75% is Caucasian. Also, a larger number

(150 or more) of parent participants would be needed to arrive at any general conclusions. The adolescent sample would have benefited from an increase in ethnic diversity to provide a basis for more general results.

Some respondents did not rank their choices for questions which asked respondents to rank their top 3 choices with a 1, 2, or 3. In these cases, ranks were systematically assigned. The number of parent responses requiring assigning was not significant (1 or 2 cases per ranking question). This problem occurred most noticeably with the adolescents' responses to two questions. For the question "When it comes to your health, whom do you trust to give you the right information," 21 adolescents' responses (14%) were systematically assigned. A question about TV viewing and radio listening times for weekdays and weekends required roughly 17% of adolescents' responses to be systematically assigned. While the number of questions requiring systematic assignment of ranks was not statistically significant, the problem is worth noting.

In addition, it was observed that most of the respondents who did not assign ranks when asked to do so were filling out paper surveys. Online surveys did not suffer the same problem.

## **II. Administrative Process for Surveys**

PKIDs' staff and the evaluation consultants collaboratively developed the two surveys. The first survey was developed for adolescents ages 11-19, and the second survey was developed for parents and guardians of adolescents. The adolescent survey was pilot-tested with a focus group consisting of community college students. They provided valuable feedback before the survey was put in its final form. The two surveys asked similar questions to allow for comparisons of parent and adolescent responses. Volunteers administered the surveys at various locations across the country between April and June 2005. Surveys not administered by the volunteers were completed online at PKIDs' website ([www.pkids.org](http://www.pkids.org)). Each volunteer received the surveys and detailed instructions for administering the surveys. After administration, the surveys were returned to PKIDs, where responses were entered into Excel databases created specifically for these surveys. PKIDs' staff sent the databases to the evaluators for analysis, which was performed with the statistical analysis software package SPSS 13.0. This software was used to generate data indicating the statistical significance of responses, frequencies, and cumulative percentages of the survey data.

Please see Appendices A and B for complete surveys and comprehensive response frequency tabulation.

The adolescent survey asked the adolescents to provide information about their demographics, beliefs about immunizations, personal immunization histories and primary methods of receiving health information. The parent/guardian survey asked parents/guardians of adolescents to provide information about their adolescents' immunization histories, their beliefs regarding adolescent immunizations, and primary methods of receiving adolescent health information. All responses are self-reported; how factual the responses are is unknown.

### III. Adolescent Survey Results

#### Goals of Survey

The adolescent survey was designed to discover:

- Whom adolescents trust to provide accurate health information
- What adolescents believe about their personal immunization histories
- What adolescents believe about immunizations in general
- Which media they pay attention to for their health information

#### Administration

A total of 150 adolescents took the survey. Of those 150, 114 filled out a paper version of the survey and 36 took the survey online. The adolescent survey was pilot-tested on a focus group of local community college students who provided feedback during the survey development.

#### Adolescent Survey Questions

The survey questions covered 1) demographics of the respondents, 2) their immunization knowledge, beliefs, attitudes and practices, and 3) their health information media preferences.

#### Part 1 of 3: Demographic Profile of Respondents

##### *Gender and Ethnicity*

Of the 150 adolescent survey respondents, a little over half (53%) were male (Table 1) and nearly  $\frac{3}{4}$  were Caucasian (Table 2). The gender breakdown reflects that of the general U.S. adolescent population (\*Census Bureau 2000 statistics for individuals under 18 years of age). However, the ethnicity breakdown is not comparable, and results should not be generalized to ethnic groups (\*\*Census Bureau data for general U.S. population).

**Table 1: Gender of Adolescent Respondents**

<u>Gender</u>	<u>Percentage</u>	<u>National Average *</u>
Male	53.3%	51.0%
Female	45.3%	49.0%
Missing	1.3%	

**Table 2: Ethnicity of Respondents**

	<u>Percentage</u>	<u>National Average**</u>
African American	2.7%	10.0%
Asian American/Pacific Islander	2.7%	2.0%
Biracial	3.3%	2.0%
Hispanic	5.3%	10.0%
Caucasian	74.0%	75.0%
Native American/Alaskan Native	1.3%	1.0%
Decline to respond	5.3%	NA
Other	5.3%	NA

### *Age and Grade*

Of the survey respondents, 68% were in the 15-18 age range (Table 3) and 69% in 9<sup>th</sup>-12<sup>th</sup> grades (Table 4). The survey results can be optimally generalized to this age group.

**Table 3: Survey Respondents by Age**

<u>Age</u>	<u>Percentage</u>
11	2.0%
12	7.3%
13	7.3%
14	8.7%
15	26.7%
16	25.3%
17	4.7%
18	11.3%
19	4.7%
20	1.3%

**Table 4: Survey Respondents by Grade**

<u>Grade Level</u>	<u>Percentage</u>
5 <sup>th</sup> /6 <sup>th</sup>	11.0%
7 <sup>th</sup> /8 <sup>th</sup>	14.0%
9 <sup>th</sup> /10 <sup>th</sup>	54.0%
11 <sup>th</sup> /12 <sup>th</sup>	15.0%
College	3.0%
Missing	3.0%

### *State of Residence*

Most major regions of the U.S. were represented by survey respondents. Western states (CA, OR, WA, CO) accounted for 55% of respondents. Southwest states (TX) accounted for 8% of respondents. Midwest states (WI, MN, IL, MO) accounted for 16% of respondents. Southeast states (VA, GA, FL) accounted for 5% of respondents. Northeast states (NY, PA) accounted for 15% of respondents. Two respondents (1%) did not note their location. Please see Appendix C for complete breakdown by state.

### *Living Arrangements*

Of the adolescent respondents, 63.3% live with two parents and siblings at home and 14.7% live with two parents but no siblings (Table 5). A majority (78.0%) of the sampled population came from a home with two parents, which is higher than the U.S. national average of 68% of children under the age of 18 living with two married parents (Current Population Report 2004, U.S. Census Bureau). The 14.7% of respondents that did not live with siblings closely compares with the national average of 14.8% of children under 18 years of age that do not live with siblings (2004).



**Table 5: Respondent Living Arrangements**

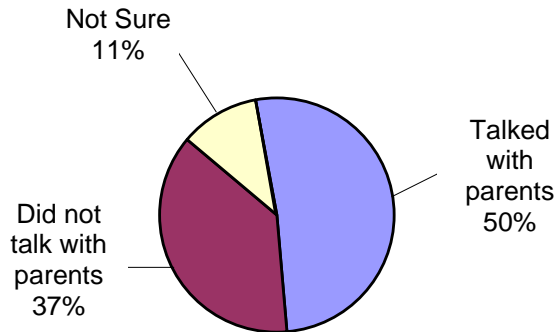
	Percentage
2 parents & siblings	63.3%
2 parents	14.7%
1 parent & siblings	8.7%
1 parent	4.7%
Other	2.7%
Grandparents	1.3%
Roommates	1.3%
Live alone	0.7%
Guardian/foster care	0.7%
Significant other/spouse	0.7%
Don't want to answer	0.7%
Missing	0.7%

Part 2 of 3: Knowledge, Beliefs, Attitudes, and Practices

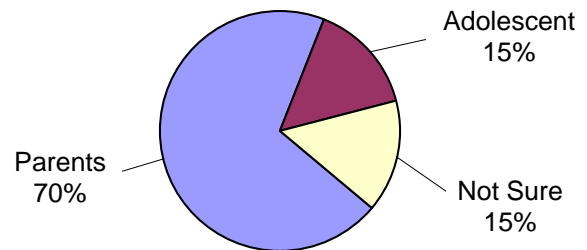
*Adolescent Conversations with Parents and Health Professionals About Immunizations*

Adolescent respondents reported that in the past year, 50% (75 out of 150) discussed immunizations with their parents (Graph 1). Of those 75 that discussed immunizations with their parents, 70% (53 out of 75) said that their parents initiated the conversation (Graph 1a). Fifteen percent (11 out of 75) reported that they (the adolescent) initiated the conversation with their parents about immunizations. This data shows that only half of adolescents remember discussing immunizations with their parents, and that the majority of those conversations appear to be initiated by parents. Percentages not totaling 100% indicate data omitted by respondents.

**Graph 1: Adolescents Reporting Conversations About Immunizations with Parents in the Last Year (n=150)**

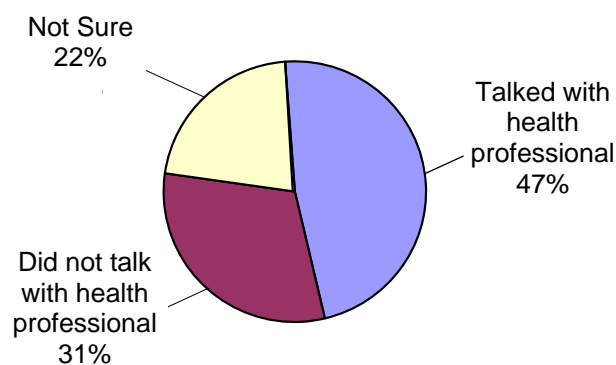


**Graph 1a: Of Those Who Talked to Parents (n=75), Who Initiated the Conversation:**

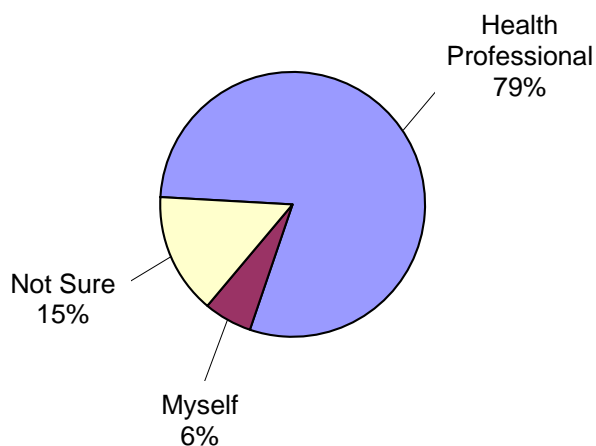


Adolescent respondents reported that in the past year, 47% (70 out of 150) discussed immunizations with a health professional (Graph 2). Of those 70 that discussed immunizations with a health professional, 79% (55 out of 70) said that the health professional initiated the conversation (Graph 2a). Six percent (4 out of 70) reported that they (the adolescent) initiated the conversation about immunizations with the health professional. This data shows that slightly less than half of adolescents remember talking with health professionals about immunizations, and that the majority of those conversations were initiated by the health professional.

**Graph 2:  
Adolescents Reporting Conversations  
About Immunizations with a Health  
Professional in the Last Year (n=150)**



**Graph 2a:  
Of Those Who Talked to Health  
Professionals (n=70), Who  
Initiated the Conversation:**

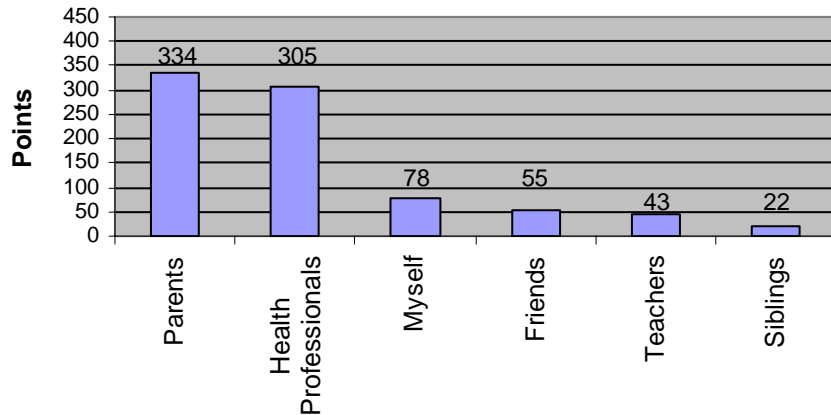


*Persons Adolescents Trust for Health Information*

When asked to rank the top three people they trust to give them accurate health information, adolescents were given a list of people who are common sources for information: parents, health professionals, friends, teachers, guidance counselors, religious advisors, siblings, or themselves. They were also given the option of noting others not included on the provided list. Respondents were asked to rank the three people they trust most to provide accurate health information. A point scale was used to determine overall rankings. A point value of 3 was assigned to each respondent’s most trusted source. A point value of 2 was assigned to the second most trusted source. A point value of 1 was assigned to the third most trusted source. This was done so that each respondent’s most trusted person would carry the most point value. The points for each possible choice (parent, health professional, friend, etc.) were then summed from all 150 surveys to provide the overall ranking of each choice. This ranking system allows for a possible 450 points for the first choice of options provided. For example, if every respondent ranked “parents” as the number one choice, “parents” would receive 450 points (3 points/response x 150 responses = 450 points).

The people adolescents trust and listen to the most for health information are their parents (334 points) and health professionals (305). The next two trusted people are “myself” (the adolescent taking the survey) (78) and friends (55) (Graph 3).

**Graph 3: Adolescents’ Trusted Sources for Health Information**



*Adolescents’ Beliefs About Their Immunization Histories*

(Please note that the adolescent respondents are self-reporting; there is no way to determine if their statements are factual.)

Adolescents believe they need immunizations and that they’ve been immunized sometime in the past.

Respondents showed lack of knowledge about:

- What immunizations they have had
- What immunizations they need and when they need them
- Where personal immunization records are stored

For the most part, adolescents surveyed believe that their parents and health professionals make sure their immunizations are current. They also reported they would take the initiative to get immunized if they knew they were supposed to do so. Respondents were split on whether or not their schools would tell them if they needed immunizations, with 51% believing the school would inform them, and 46% believing the school would not.

About half (49%) of the respondents believe they know which immunizations they have had, and 91% believe they have been immunized at some point. Only 16% believe they know *all* of the immunizations they need, and 75% said they know *some* of the immunizations they need (Table 6, Questions 3 and 4). Twenty-eight percent of the adolescents said they know when they need immunizations next. Eighty-nine percent report that they know where to go to be immunized.

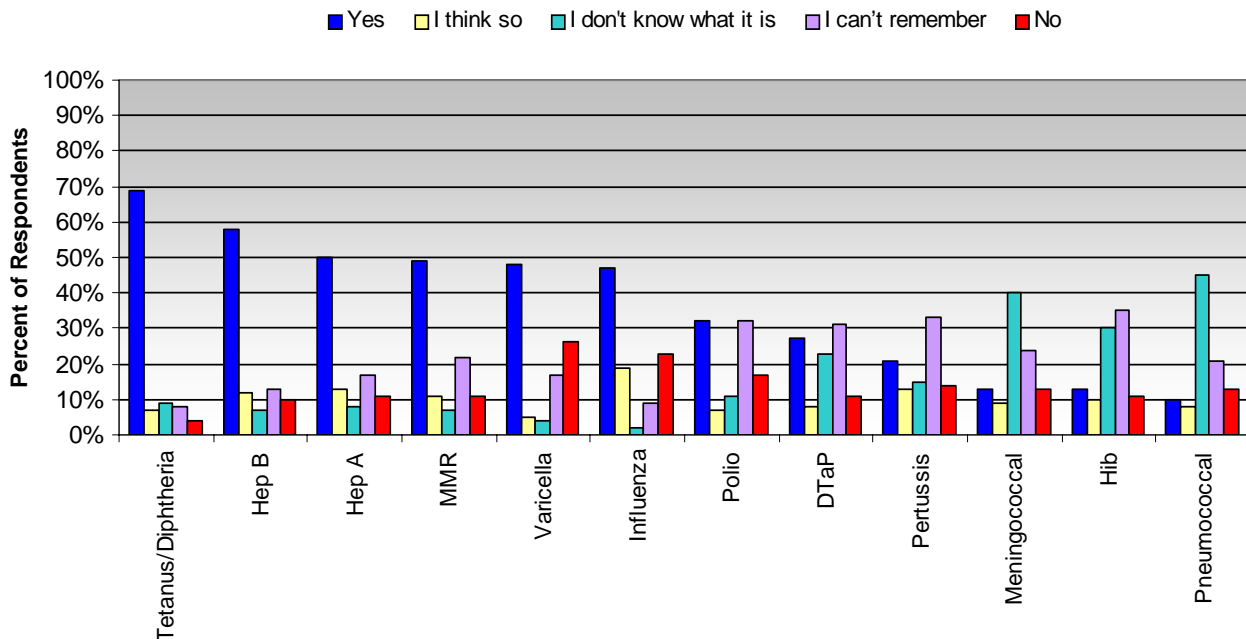
A complete summary of questions asked and response percentages follows in Table 6 (percentages not totaling 100% indicate answers omitted by respondents).

**Table 6: Questions Asked of Adolescents About Their Immunization Knowledge**

	<b>YES</b>	<b>NO</b>
1. Do you know which immunizations you've had?	49%	<b>50%</b>
2. Have you ever been immunized?	<b>91%</b>	8%
3. Do you know all of the immunizations you need?	16%	<b>83%</b>
4. Do you know some of the immunizations you need?	<b>75%</b>	23%
5. Do you know when you need your next immunizations?	28%	<b>71%</b>
6. Do your parents make sure you are up-to-date on your immunizations?	<b>86%</b>	13%
7. Does your doctor tell you when you need an immunization?	<b>79%</b>	20%
8. Are you too old to need immunizations?	12%	<b>86%</b>
9. Do you get immunizations?	<b>84%</b>	13%
10. If you knew you were supposed to get immunized, would you make sure it got done?	<b>84%</b>	15%
11. Are you too busy to think about your immunizations?	39%	<b>60%</b>
12. Do you know where to go to get immunizations?	<b>89%</b>	11%
13. Will the school tell you when you need immunizations?	<b>51%</b>	46%
14. Do you know where your immunization record is?	39%	<b>61%</b>

When asked specifically to identify which immunizations they've received, adolescents found it difficult to do so (Graph 4). The immunizations receiving the most uncertain responses were pneumococcal (75%), Hib (75%), meningococcal (73%), and pertussis (62%).

**Graph 4: Adolescents' Immunizations**



The survey asked 19 true-false questions designed to demonstrate adolescents’ general knowledge of immunizations and their attitudes toward immunizations. Table 7 provides a complete outline of responses with the higher percentage in bold (percentages not totaling 100% indicate answers omitted by respondents).

**Table 7: Responses to True-False Questions**

	<b>True</b>	<b>False</b>
1. People can be immunized against HIV/AIDS.	13%	<b>86%</b>
2. Immunizations prevent diseases.	<b>74%</b>	25%
3. Immunizations are free.	17%	<b>81%</b>
4. People get all the immunizations they need when they are babies.	18%	<b>81%</b>
5. I am more likely to get meningitis if I live in a dormitory with other college students.	<b>60%</b>	37%
6. People can be immunized against hepatitis C.	35%	<b>62%</b>
7. I am too old for immunizations.	10%	<b>87%</b>
8. I know where to go to get immunized.	<b>85%</b>	11%
9. Immunizing teens and kids can keep other people from getting sick.	<b>76%</b>	21%
10. Immunizations cost a lot of money.	34%	<b>63%</b>
11. Immunizations are only necessary if you are already sick.	10%	<b>88%</b>
12. Nobody gets whooping cough anymore.	8%	<b>90%</b>
13. I’m too old to get sick from these diseases, even if I haven’t been immunized.	9%	<b>87%</b>
14. Chickenpox is not bad enough to get immunized against.	22%	<b>76%</b>
15. If a person gets immunized against the flu, they will get the flu for sure.	10%	<b>85%</b>
16. I can be immunized against hepatitis B.	<b>81%</b>	17%
17. I can be immunized against hepatitis A.	<b>82%</b>	16%
18. Some immunizations need several shots to work well.	<b>77%</b>	20%
19. Not many people get sick or die from diseases they could be immunized against.	37%	<b>61%</b>

In Table 6 (question 8) and Table 7 (question 7), more than 85% of respondents said they are not too old as adolescents to require immunizations.

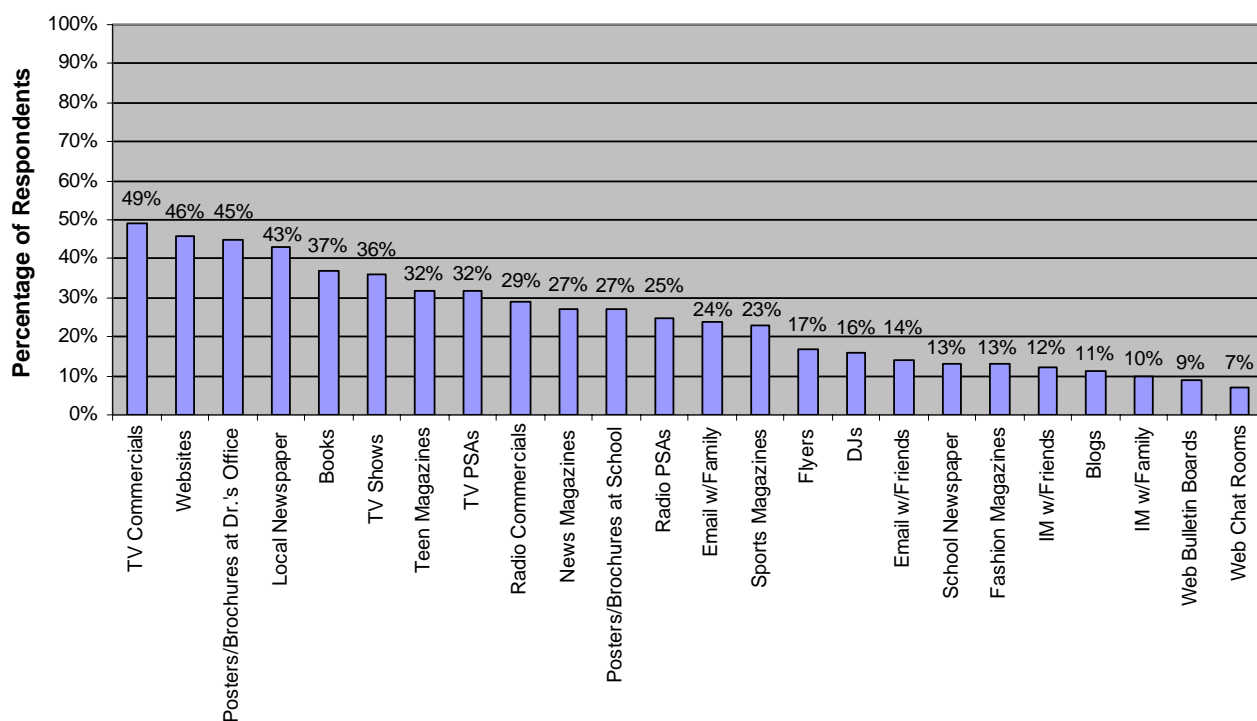
In Table 6 (question 12), 89% of adolescent respondents said they know where to go to get immunizations. This finding is confirmed in Table 7 (question 8), where 85% reported that they know where to go to get immunized.

### Part 3 of 3: Media Outlets Presenting Health Messages to which Adolescents Pay Attention

#### *General Media Sources for Health Messages Aimed at Adolescents*

This portion of the survey provided the respondents with lists of media from which they might receive health information and asked them to select the media sources that they “really pay attention to.” With only a 6 point difference in adolescent rankings between the top four media sources, it may be fair to say that they are too close to call, but the rankings are 1) television commercials, 2) websites, 3) posters/brochures in doctors’ offices, and 4) local newspapers. In this section, respondents were asked to check all that apply; thus there is a possible 100% for each option (Graph 5).

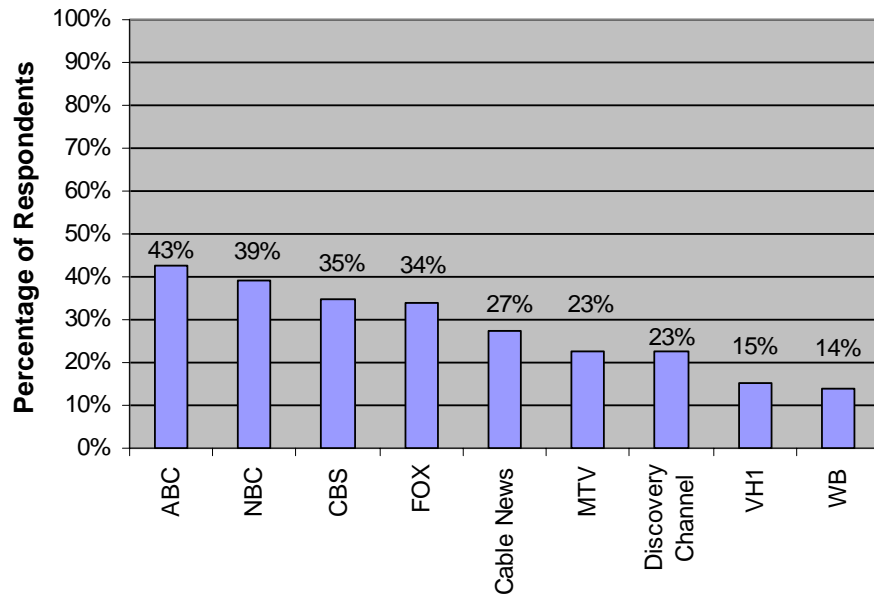
**Graph 5: Media Outlets Adolescents Pay Attention to for Health Information**



#### *TV Sources for Health Information*

Adolescents identified the major networks (ABC, CBS, NBC, and FOX) as sources for health information, as well as cable news, such as CNN or FOX, MTV, and Discovery Channel (Graph 6).

**Graph 6:  
Most Popular TV Channels for Adolescents' Health Information**



*Viewing Times*

Adolescents predominantly watch TV between the hours of 8pm-10pm both weekdays and weekends. These responses were aggregated using a point scale, similar to that used in Graph 3. Where individuals did not specifically rank their choices, ranks were systematically assigned; this was done in 26 of the 150 cases.

**Table 8: Top Three Time Slots Adolescents Watch TV**

	<u>Weekdays</u>	<u>Weekends</u>
Most Watched Time	8pm-10pm (209 points)	8pm-10pm (152 points)
2nd Most Watched	5pm-8pm (157 points)	8am-11am (125 points)
3rd Most Watched	3pm-5pm (141 points)	3pm-5pm (92 points)

*Radio as a Source for Health Information*

The ratings of radio messages, whether commercials, PSAs, or from DJs, were low on the overall scale (Graph 5). The top 3 ways to receive adolescent health information from radio are commercials (#9), radio PSAs (#12), and DJs (#16). Generally, radio ranks lower than other forms of media as a means for receiving health messages.

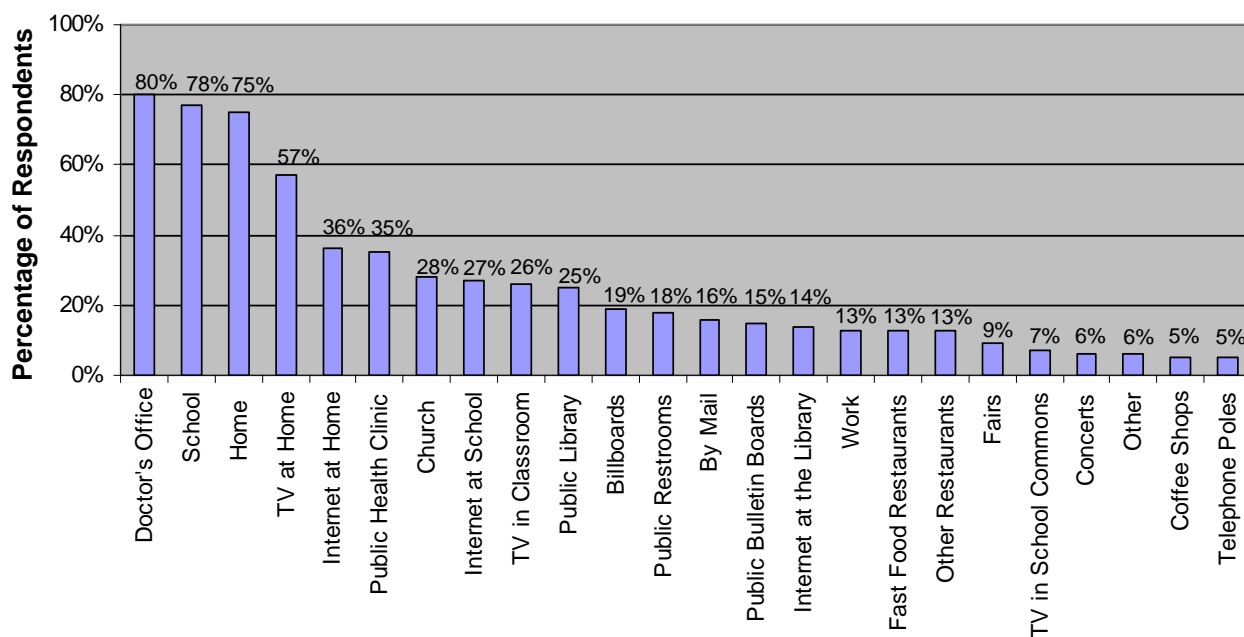
### *Specific Media for Health Information*

Respondents were given the opportunity to write in their favorite source for health information in the following five categories: print media, websites, TV stations or shows, radio stations, and an other category. Please see Appendix D for comprehensive listings. Overall responses were unique and one response was not dominant.

### *Where Adolescents Remember Receiving Health Messages*

Adolescents were asked to choose from a list of places where they remember being when receiving their health information. Among the choices were: home, work, school, church, various eating establishments, the public library, doctors' offices, and other (for a complete list please see Appendix A). The three significant places adolescents remember being when getting health messages are (Graph 7): the doctor's office (80%), school (78%), and home (75%). Respondents were asked to check all that apply, so each choice has a possible 100% response rate.

**Graph 7: Places Where Adolescents Remember Getting Health Information**





## IV. Parent/Guardian Survey Results

### Goals of Survey

The parent/guardian survey was developed to:

- Determine whom parents/guardians talk to about immunizations and other adolescent health matters
- Highlight what parents/guardians know about their adolescents' immunization histories
- Determine what parents/guardians know about adolescent immunizations in general
- Discover the media outlets they most pay attention to for adolescent health information

### Administration

A total of 44 parents/guardians took the survey. Of those 44, 21 filled out a paper version of the survey and 23 took the survey online. See Section II for details about administration.

### Parent/Guardian Survey Questions

The survey questions covered 1) demographics of the respondents, 2) their knowledge, beliefs, attitudes and practices regarding adolescent immunization, and 3) their adolescent health information media preferences.

### Part 1 of 3: Demographic Profile of Parent/Guardian Respondents

#### *Gender and Ethnicity*

There were 44 total respondents for this survey with little diversity found among the group. They were mostly women (82%) (Table 9) and mostly Caucasian (93%) (Table 10). These demographics are not reflective of the general U.S. population (\*2000 Census Bureau Data).

**Table 9:  
Gender of Parent/Guardian Respondents Compared to National Averages**

<u>Gender</u>	<u>Percentage</u>	<u>National Average*</u>
Female	81.8%	51.0%
Male	18.2%	49.0%

**Table 10: Ethnicity of Parent/Guardian Respondents  
Compared to National Averages**

	<u>Percentage</u>	<u>National Average*</u>
African American	4.5%	10.0%
Asian American/Pacific Islander	0.0%	2.0%
Biracial	0.0%	2.0%
Hispanic	2.3%	10.0%
Caucasian	93.2%	75.0%
Native American/Alaskan Native	0.0%	1.0%
Decline to respond	0.0%	NA
Other	0.0%	NA

### Age Range

Table 11 outlines the ages of the parents who responded to the survey. The youngest respondent was 30 years old and the oldest was 66 years old.

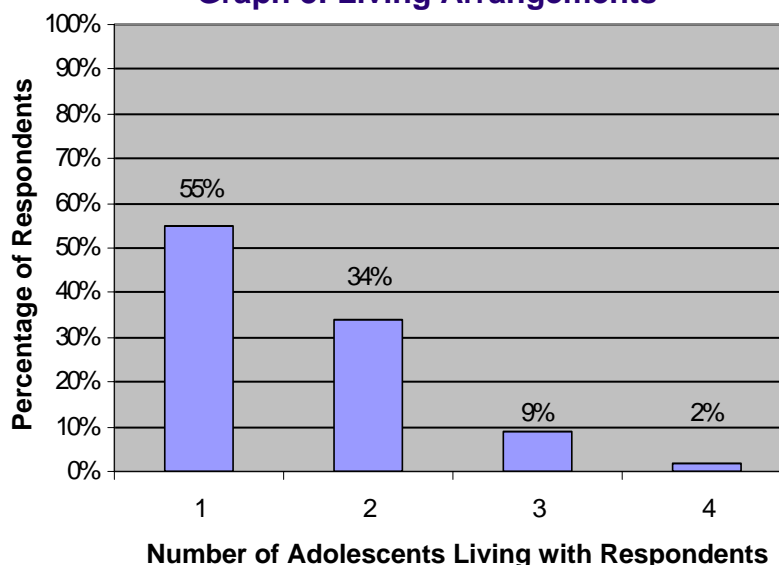
**Table 11: Age Range for Parents/Guardians**

Age Range	Percentage (n=44)
30-34	9.1%
35-39	13.6%
40-44	9.1%
45-49	34.1%
50-54	20.5%
55-59	11.6%
60 and over	2.3%

### Living Arrangements

Graph 8 reflects the number of adolescents that live in the respondents' homes. Fifty-five percent (24 of 44) of the parent respondents have one adolescent in their household and 34% (15 of 44) of the respondents reported having two adolescents living in their home.

**Graph 8: Living Arrangements**



### State of Residence

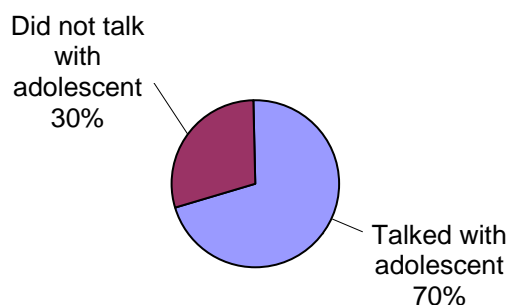
Most major regions of the U.S. were represented by survey respondents. Western states (CA, OR, WA) accounted for 27% of respondents. Southwest states (TX) accounted for 9% of respondents. Midwest states (MN, IL, OH) accounted for 11% of respondents. Southeast states (VA, GA, FL) accounted for 27% of respondents. Northeast states (NY, PA, DE, DC) accounted for 18% of respondents. Three respondents (7%) did not note their location. Please see Appendix C for complete breakdown by state.

Part 2 of 3: Knowledge, Beliefs, Attitudes, and Practices

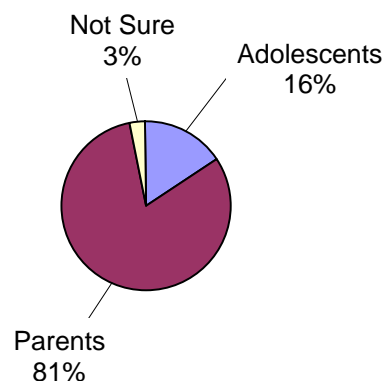
*Parent/Guardian Conversations with Adolescents and Health Professionals About Adolescent Immunizations*

Parent/guardian respondents reported that, in the past year, 71% (31 out of 44) discussed immunizations with their adolescents (Graph 9). Out of the 31 who spoke with their adolescents, 81% (25 out of 31) reported that it was they (the parent or guardian) who took the initiative to talk with their adolescents about immunizations (Graph 9a).

**Graph 9:  
Parents/Guardians Reporting  
Conversations About Immunizations  
with Adolescents in the Last Year  
(n=44)**

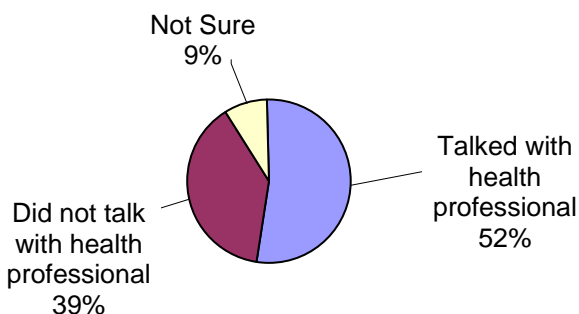


**Graph 9a:  
Of Those Who Talked with  
Adolescents (n=31), Who Initiated the  
Conversation:**

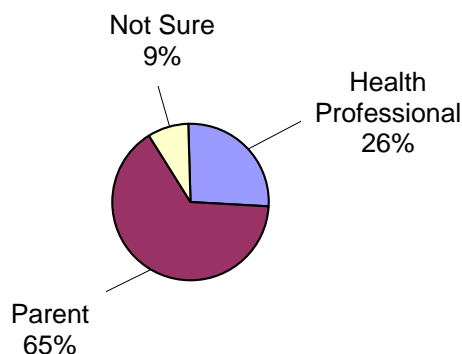


Parent/guardian respondents reported that, in the past year, 52% (23 out of 44) discussed their adolescents' immunizations with a health professional (Graph 10). Of those 23 that discussed adolescent immunizations with a health professional, 65% (15 out of 23) said that they (the parent) initiated the conversation (Graph 10a). Twenty-six percent (6 out of 23) reported that the health professional initiated the conversation about their adolescents' immunizations.

**Graph 10: Parents/Guardians  
Reporting Conversations About  
Adolescent Immunizations with  
Health Professionals in the Last Year  
(n=44)**



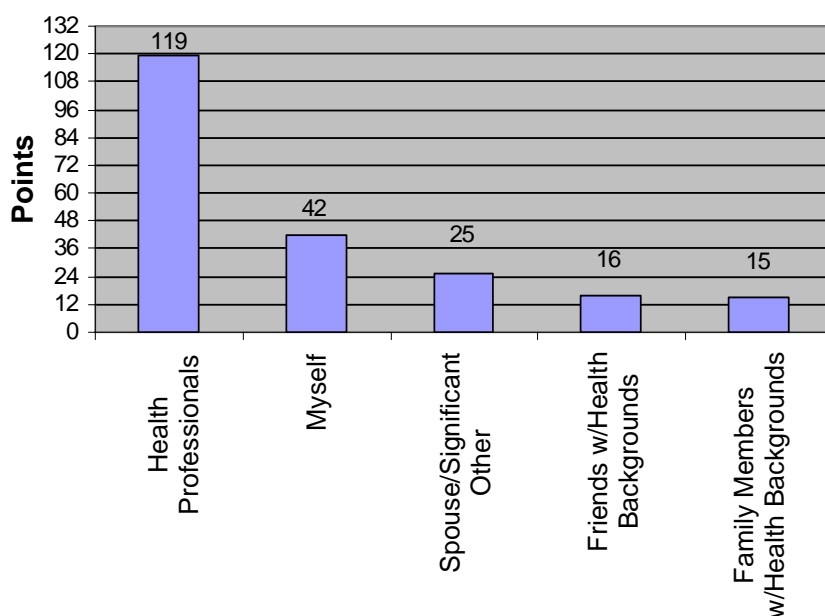
**Graph 10a:  
Of Those Who Talked with Health  
Professionals (n=23), Who Initiated the  
Conversation:**



### *Parent/Guardian Trusted Persons for Adolescent Health Information*

Parents and guardians were asked to rank the top three people they trust to give them accurate adolescent health information. A point scale was used to measure these rankings, with 132 points being the highest possible for any one choice (Graph 11). The two top responses were health professionals (119 points) and themselves (42 points). The next three people ranked were spouse/significant other (25 points), friends with health backgrounds (16 points) and family members with health backgrounds (15 points). Three of the 44 respondents marked their choices but did not rank them; in these cases, rankings were systematically assigned.

**Graph 11:  
Trusted Sources for Accurate Health Information**



### *Knowledge of Adolescent Immunizations and Immunization Histories*

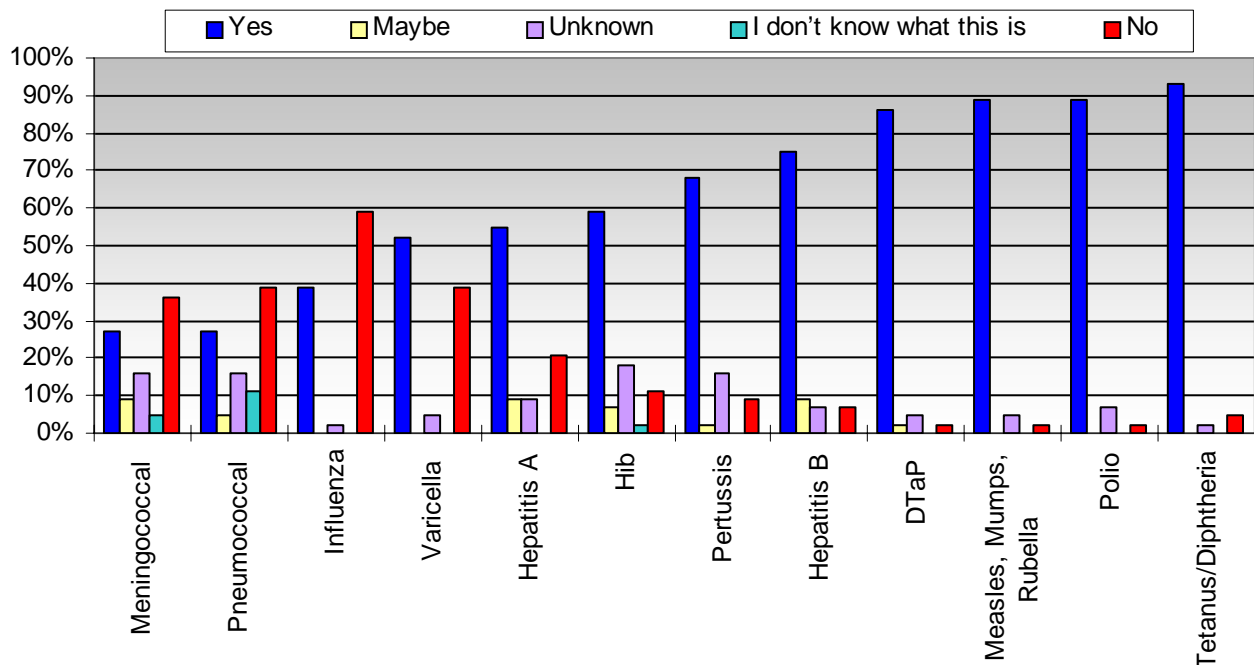
This group self-reported that 100% know where to take their adolescents to get them immunized and that their adolescents have been immunized at some point in the past. Ninety-one percent know where their adolescents' immunization records are located and 98% said that, if they knew their adolescents were supposed to be immunized, they would make sure it got done. However, 48% said they do not know when their adolescents need their next immunizations. Seventy percent said that time was *not* an issue when it came to thinking about their adolescents' immunizations. Table 12 provides a complete summary of responses (percentages not totaling 100% indicate answers omitted by respondents).

**Table 12: Questions Asked of Parents About Their Knowledge of Their Adolescents' Immunizations**

	<b>YES</b>	<b>NO</b>
1. Do you know which immunizations your adolescent has had?	<b>80%</b>	18%
2. Has your adolescent ever been immunized?	<b>100%</b>	0%
3. Do you know all of the immunizations your adolescent needs?	<b>55%</b>	43%
4. Do you know some of the immunizations your adolescent needs?	<b>93%</b>	5%
5. Do you know when your adolescent needs his/her next immunizations?	<b>52%</b>	48%
6. Do you make sure your adolescent is up-to-date on his/her immunizations?	<b>91%</b>	9%
7. Does your doctor tell you when your adolescent needs an immunization?	<b>75%</b>	25%
8. Is your adolescent too old to need immunizations?	5%	<b>86%</b>
9. Does your adolescent get immunizations?	<b>89%</b>	2%
10. If you knew your adolescent was supposed to get immunized, would you make sure it got done?	<b>98%</b>	2%
11. Is it hard to find time to think about your adolescent's immunizations?	30%	<b>70%</b>
12. Do you know where to take your adolescent for his/her immunizations?	<b>100%</b>	0%
13. Will the school tell you when your adolescent needs immunizations?	48%	<b>52%</b>
14. Is it too expensive to keep up on your adolescent's immunizations?	2%	<b>98%</b>
15. Is it difficult to make time to get your adolescent in for his/her immunizations?	27%	<b>71%</b>
16. Do you know where your adolescent's immunization record is?	<b>91%</b>	9%

When it came to identifying particular immunizations, the respondents, on average, knew that their adolescents have had several of the immunizations available (Graph 12). The immunizations receiving the most uncertain responses were pneumococcal (32%), meningococcal (30%), Hib (27%) and pertussis (18%).

**Graph 12: Parent/Guardian Knowledge of Adolescents' Immunization Histories**



### *Respondent Choices for Adolescent Immunization Providers*

On average, the parents surveyed take their adolescents to the following for immunizations:

- Pediatrician (64%)
- Family doctor (50%)
- Public health clinic (16%)
- School (7%)

Respondents were allowed to check more than one response in this section, allowing for 100% possible selection per choice provided.

### *Parent/Guardian Attitudes Toward Adolescent Immunizations*

The survey asked 19 true-false questions (Table 13) designed to demonstrate the group's general knowledge of immunizations and their attitudes about their adolescents' immunizations. Table 13 provides a complete outline of responses with the higher percentage in bold (percentages not totaling 100% indicate answers omitted by respondents).

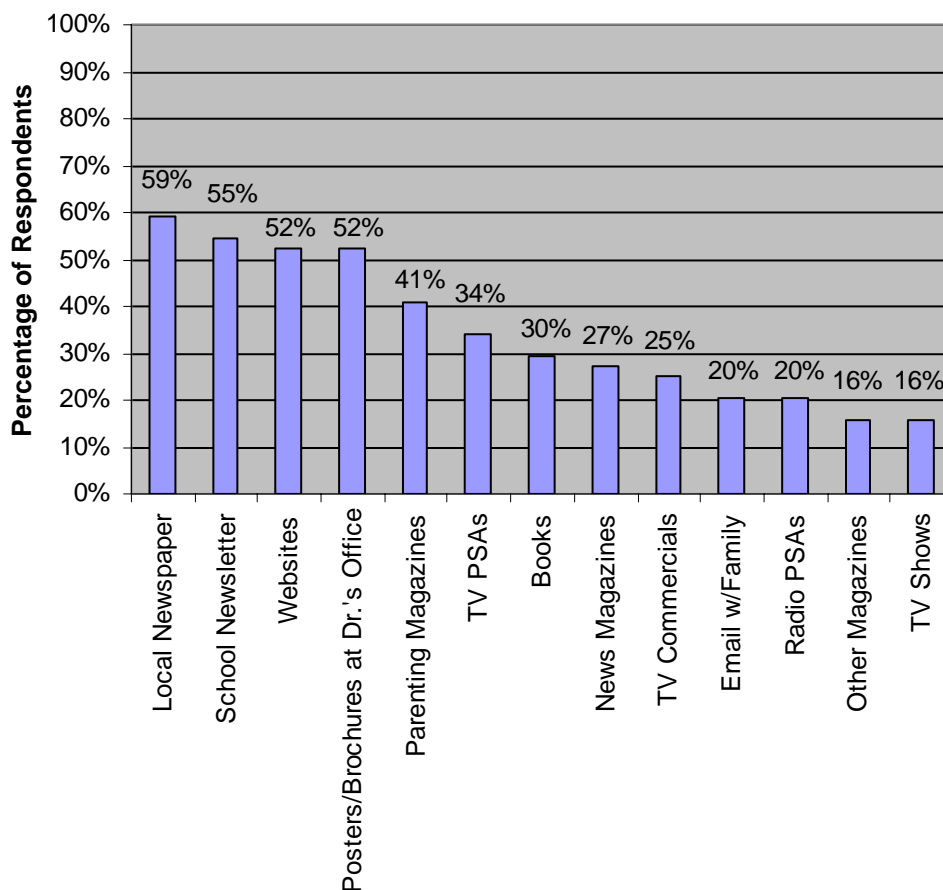
**Table 13: Responses to True-False Questions**

	<u>True</u>	<u>False</u>
1. People can be immunized against HIV/AIDS.	0%	<b>100%</b>
2. Immunizations prevent diseases.	<b>89%</b>	11%
3. Immunizations are free.	18%	<b>75%</b>
4. People get all the immunizations they need when they are babies.	5%	<b>93%</b>
5. Adolescents are more likely to get meningitis if they live in a dormitory with other college students.	<b>77%</b>	21%
6. People can be immunized against hepatitis C.	16%	<b>82%</b>
7. Adolescents are too old for immunizations.	2%	<b>93%</b>
8. I know where to go to get my adolescent immunized.	<b>96%</b>	4%
9. Immunizing adolescents can keep other people from getting sick.	<b>84%</b>	16%
10. Immunizations cost a lot of money.	14%	<b>80%</b>
11. Immunizations are only necessary if you are already sick.	0%	<b>100%</b>
12. Nobody gets whooping cough anymore.	5%	<b>95%</b>
13. Adolescents are too old to get sick from these diseases, even if they haven't been immunized.	0%	<b>100%</b>
14. Chickenpox is not bad enough to get immunized against.	5%	<b>93%</b>
15. If a person gets immunized against the flu, they will get the flu for sure.	2%	<b>98%</b>
16. Adolescents can be immunized against hepatitis B.	<b>91%</b>	7%
17. Adolescents can be immunized against hepatitis A.	<b>80%</b>	14%
18. Some immunizations need several shots to work well.	<b>93%</b>	5%
19. Not many people get sick or die in the U.S. from diseases they could be immunized against.	21%	<b>79%</b>

### Part 3 of 3: Parent-Preferred Media Outlets for Adolescent Health Information

The number one media source that parents/guardians report they pay attention to for adolescent health information is newspapers (Graph 13). The next three choices for this group are school newsletters, websites, and print information displayed at doctors' offices. With only 7 points between the first choice and fourth choice, it may be fair to say that there is no clear frontrunner among the four.

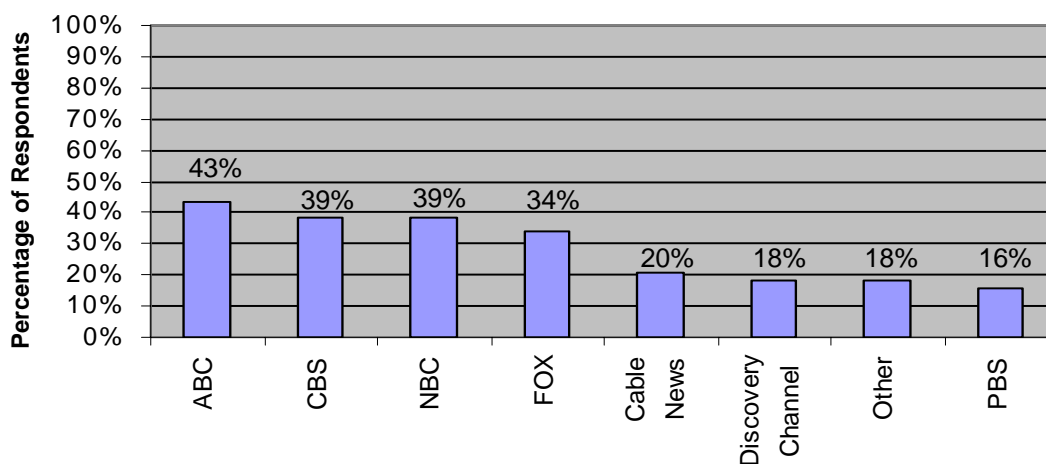
**Graph 13: Media Outlets Parents/Guardians Pay Attention to for Adolescent Health Information**



#### *TV Sources for Adolescent Health Information*

Parents pay attention to adolescent health information presented on the major networks (ABC, CBS, NBC, and FOX), certain cable stations (cable news, Discovery Channel) and PBS (Graph 14).

**Graph 14: TV Channels Parents/Guardians Pay Attention to for Adolescent Health Information**



*Viewing Times*

Parents/guardians reported that they watch TV between the hours of 8pm-10pm for both weekdays and weekends (Table 14). The survey asked respondents to rank their top 3 viewing times. A point scale was used to measure these rankings. The most viewed TV time for the survey respondents is 8pm-10pm on weekdays, receiving a total of 81 points (out of a possible 132). Rankings were systematically assigned for 2 respondents’ weekday times and 1 respondent’s weekend times.

**Table 14: Top three parent/guardian TV viewing times**

	<u>Weekdays</u>	<u>Weekends</u>
Most Viewed Time	8pm-10pm (81 points)	8pm-10pm (64 points)
2nd Most Viewed Time	5pm-8pm (48 points)	5pm-8pm (30 points)
3rd Most Viewed Time	5am-8am (32 points)	Don’t watch TV (30 points)

*Radio Sources for Adolescent Health Information*

Parents and guardians reported the top three radio stations giving them the health information they pay attention to when it comes to adolescents’ health, are:

1. News stations (30%)
2. Talk radio stations (27%)
3. National Public Radio (25%)

Overall, radio is not a popular way for parents to receive messages about adolescent health. The highest ranking radio format in the survey was PSAs at 20%.



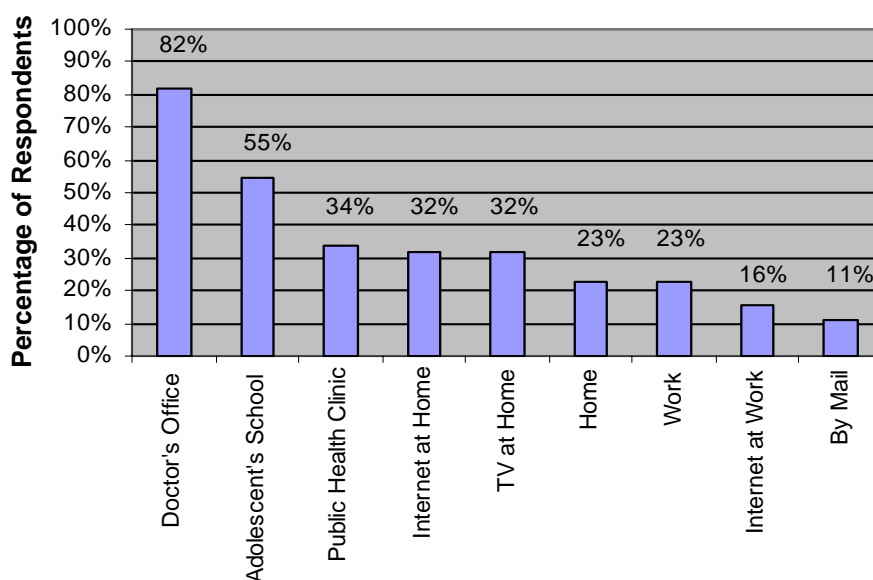
### *Specific Media for Adolescent Health Information*

Respondents were given the opportunity to list their favorite media source for adolescent health information in the following five categories: print media, websites, TV stations/shows, radio stations, and an other category. Please see Appendix D for comprehensive listings. Overall responses were unique and no one response was dominant.

### *Where Parents/Guardians Remember Receiving Health Messages*

The locations (see Graph 15) parents/guardians remember getting health information from are: doctors' offices (82%), their adolescents' schools (55%), public health clinics or departments (34%), TV at home (32%) and Internet at home (32%).

**Graph 15: Places Parents/Guardians Remember Getting Health Information**



## V. Comparison of Surveys

### *Conversations About Immunizations Between Parents/Guardians, Adolescents, and Health Professionals*

In the past year, 50% of adolescents reported talking to their parents about immunizations and 71% of parents reported talking to their adolescents (Graphs 1 and 9). Of those respondents that reported talking about immunizations, 70% of adolescents and 81% of parents report it was the parents who initiated the conversation. About half of each of the respondent groups reported speaking with a health professional about immunizations in the last year (Graphs 2 and 10). Adolescents reported the health professional initiating 79% of those conversations while parents reported that they (the parents) initiated 65% of the conversations with the health professional.

### *Persons Trusted for Adolescent Health Information*

Adolescents reported their most trusted source of health information is their parents, with health professionals a close second. Parents ranked health professionals as their most trusted source and themselves (the parents surveyed) second (Graphs 3 and 11).

### *Immunization Knowledge, Attitudes and Awareness of Adolescents' Immunization Histories*

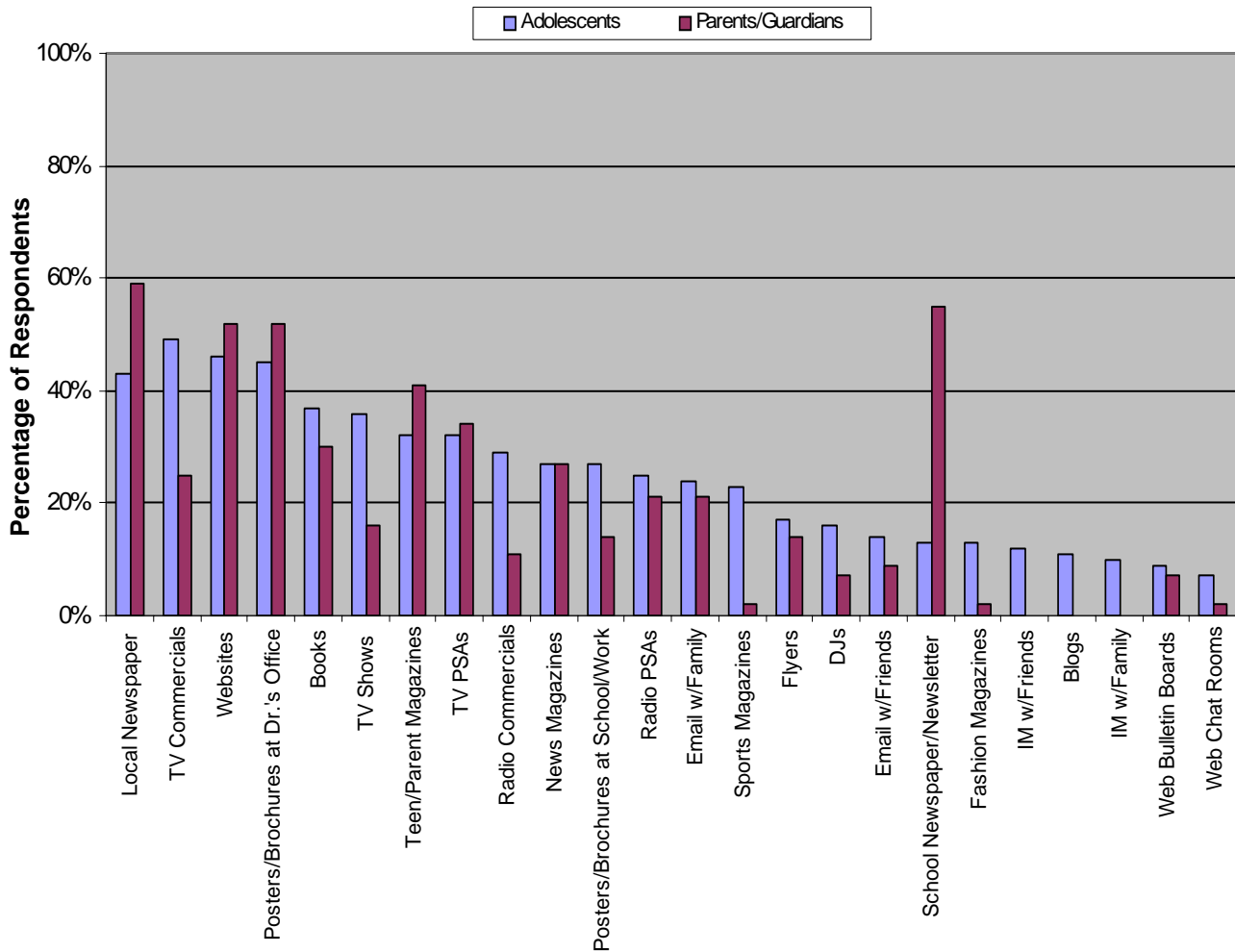
When asked if they knew “all the immunizations” an adolescent requires, 16% of adolescent respondents and 55% of parents reported “yes.” When asked if adolescents are too old to get immunizations, a majority of both groups responded “no” (86% of each group). The groups were evenly split between “yes” and “no” when asked if the school would keep adolescents and parents aware of immunization needs. Both adolescents (86%) and parents (91%) agreed that parents ensure the adolescents are up-to-date on immunizations (Tables 6 and 12).

Respondents from both groups are least familiar with pneumococcal, meningococcal, Hib, and pertussis immunizations (Graphs 4 and 12).

### *Media Outlets Both Groups Pay Attention to for Adolescent Health Messages*

Both groups pay attention to the local newspapers, websites, and posters/brochures in doctors' offices for adolescent health information (Graph 16). TV commercials are the top media choice for adolescents but rank ninth for parents. Parents get more health messages from the school newsletter (ranked second) than adolescents get from the school paper. (It should be noted that for the responses of school newspaper and newsletter, “newspaper” was a response for the adolescents indicating a paper produced by students while “newsletter” was a response for parents indicating a publication produced by the school/PTA.)

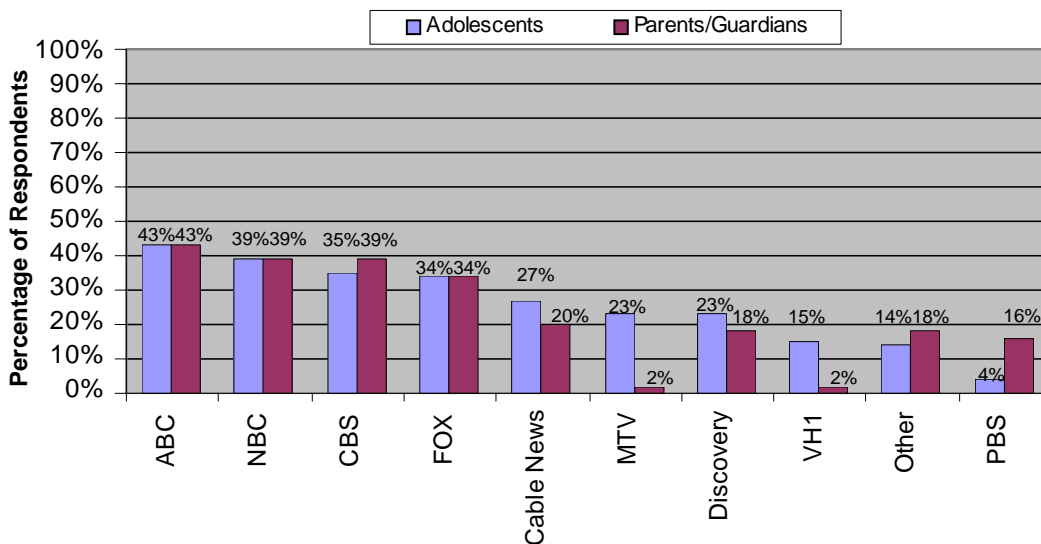
**Graph 16:  
Media Outlets Adolescents and Parents Pay Attention to for Health Information**



*TV Stations Providing Health Information to which Respondents Pay Attention and Their Reported Viewing Times*

Both parents and adolescents reported that the major TV networks provide health information to which they pay attention. Adolescents are more likely than parents to notice health information presented by cable news. Parents reported noticing health information on PBS more often than adolescents. Cable stations rating highest are the Discovery Channel and cable news networks, such as CNN or FOX News (Graph 17). Overall, both groups watch TV most between 8pm-10pm on weekdays and weekends.

**Graph 17: Top TV Stations for Health Information**



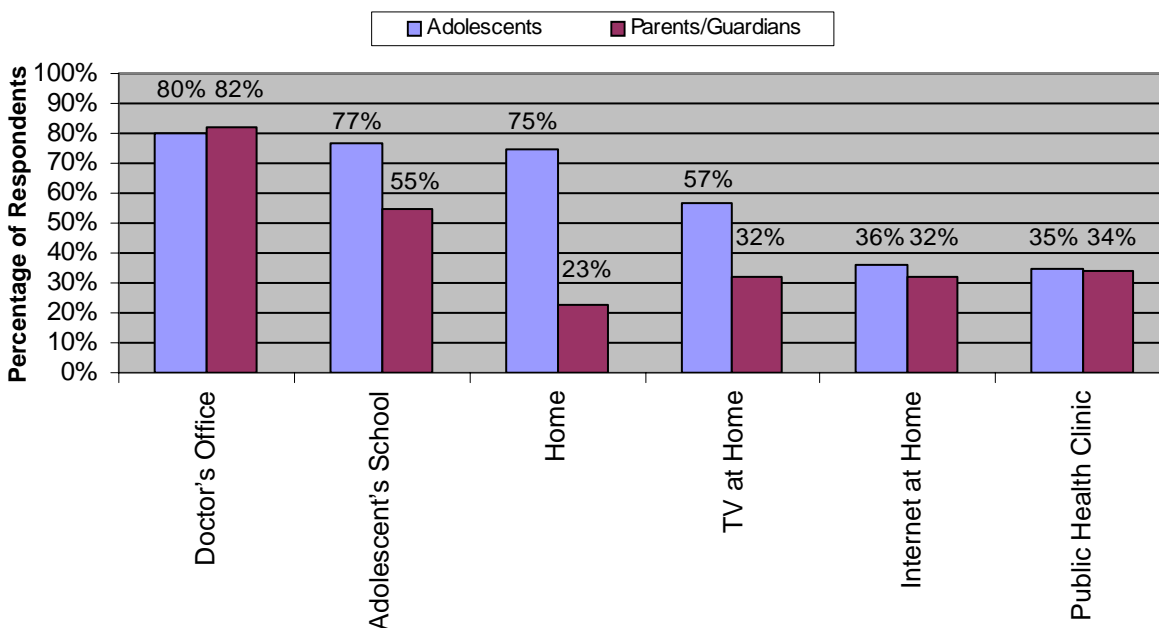
*Radio Stations Providing Health Information to which Respondents Pay Attention and Their Reported Listening Times*

Survey results indicate radio was not a highly ranked media outlet for adolescent health information.

*Where Respondents Are When Getting Adolescent Health Information*

For both groups, the two most common locations respondents remember being when receiving adolescent health information are doctors’ offices and schools (Graph 18).

**Graph 18: Memorable Locations for Health Information**



## VI. Conclusions and Recommendations

American adolescents and their parents are continually bombarded with information both relevant and irrelevant to their lives. Sorting through the cascade of words and images rushing at them each day from work, school, media, friends and family seems at times a herculean task, and important messages can get lost.

Although neither group would argue the importance of good health, it remains that the subject of adolescent health has been given scant attention. Immunizations in particular, a basic, effective means of protecting everyone's good health, are given short shrift in the midst of other adolescent concerns, such as driving, getting through high school, going to college, playing sports, or safe sex.

Immunizations must climb to the top of the information pile adolescents and their parents face each day. PKIDs' survey results show that a multifaceted media outreach campaign will be more successful in reaching adolescents and their parents with immunization messages. Even the highest ranking media in the survey—TV commercials for adolescents, newspapers for parents—received only a 59% response level at best, indicating that parents and adolescents do not rely heavily on any one source for their health information.

While 80% or more of adolescents and their parents listed doctors' offices as their most memorable location for receiving health information, the vast majority of adolescents' and parents' time is not spent in doctors' offices. Efforts to raise awareness must focus on multiple venues and media through which the target groups can be reached with immunization messages. This is consistent with marketing theories which show that multiple exposures to a message must be presented before a person becomes aware of the issue (awareness being the first step to behavioral change).

A positive and encouraging finding of the surveys was that adolescents place high levels of trust in their parents, and both parents and adolescents place high levels of trust in healthcare providers. Efforts to raise adolescent immunization rates should include creating opportunities for parents, health professionals and adolescents to discuss immunizations.

These recommendations are supported by the media preference findings of the surveys which show that the three most common locations for receiving health information for both groups are doctors' offices, schools, and homes. Media outreach to these locations through television, the Internet, posters/brochures, and newspapers will encourage conversations about immunizations during provider visits, and help parents and adolescents be more proactive in getting adolescents immunized.

The burden for getting adolescents immunized falls on the shoulders of parents and healthcare providers, but it is equally important that adolescents become more knowledgeable about vaccines and the diseases they prevent. Immunization helps protect adolescents from disease in the present, and establishment in adolescence of vaccination as an important aspect of health maintenance will help promote a lifetime habit of immunization as adolescents learn to take responsibility for their own health before leaving the care of their parents or guardians.

## **Appendix A: Adolescent Survey with Frequency of Responses**

### **PKIDs' Survey/Ages 11-19**

This survey will help PKIDs in its work to share news about immunizations with people your age: 11-19 year olds. Immunizations, also called “shots,” protect you against certain diseases. For instance, you get the hepatitis B shot so that you won’t get hepatitis B. Usually a health professional, such as a nurse or doctor, gives you the shots.

**All your answers will be kept private. We don’t want to know who is filling out each survey, so please don’t put your name on the survey.**

As a young person taking this survey, we hope to find out what your ideas are about immunizations, or shots, and how we can best get health and immunization information to you. When we say “health information” we mean things like:

- “Washing hands is the cheapest, most effective way to prevent disease.”
- “Every year, the flu germ is different from the year before. This is why you have to get a new flu shot every year.”
- “Germs can get in the body in many different ways, including through a cut in the skin, breathed in from the air, or from unwashed hands.”

In this survey, we ask questions about:

- You (but don’t tell us your name).
- What immunizations you’ve had.
- What you know about immunizations.
- How we can reach you and other people your age with health and immunization information.

This is not a test. There are no right or wrong answers. With your help, we hope to figure out the best way to get health and immunization information to people your age.

This survey should take about 10 minutes. Thank you for your help!

**PKIDs’ Survey/Ages 11-19**

**We would like a little information about you (please circle one answer or fill in the answer).**

1. You are: Male (53%) Female (45%)    2. Year of birth: Table 3    3. Home Zip Code: Appendix C
4. You are in grade: 5<sup>th</sup>/6<sup>th</sup> (11%) 7<sup>th</sup>/8<sup>th</sup> (14%) 9<sup>th</sup>/10<sup>th</sup> (55%) 11<sup>th</sup>/12<sup>th</sup> (15%) College (3%)
5. Ethnicity: African American (3%) Asian American/Pacific Islander (3%) Biracial (3%)  
Hispanic (5%) Other (5%) Caucasian/European American (74%)  
Native American/Alaskan Native (1.3%) Don’t want to answer (5%)
6. At home, you live with: 2 parents (15%) 2 parents + siblings (63%) 1 parent + siblings (9%)  
1 parent (5%) Grandparents (2%) Guardian/foster care (1%) Significant Other/Spouse (1%)  
Myself only (1%) Roommate(s) (1%) Don’t want to answer (1%)  
Other (1%): divorced parents/siblings, parents/grandparents/siblings

**Now we would like to know with whom you talk about health information.**

1. In the past year, have you and your health professional talked about immunizations?  
YES (47%) NO (31%) Not sure (23%)  
If yes, who started the conversation? Me (6%) Health Professional (79%) Not sure (15%)
2. In the past year, have you and your parents/guardians talked about immunizations?  
YES (50%) NO (37%) Not sure (11%)  
If yes, who started the conversation? Me (15%) Parents/Guardians (70%) Not sure (15%)
3. When it comes to your health, whom do you trust to give you the right information? Number the **top three** people you trust and listen to the most about your health, writing a 1-3points, 2-2 points, and 3-1 point by your top three choices, with “1” being the person you most trust.  
334Parents 55Friends 305Health practitioners (doctors, nurses) 5Religious Advisors  
43Teachers 10Guidance Counselors 22Siblings 78Myself 21Other (please specify): therapists, aunts/uncles

**We are now going to ask a few questions about your past immunizations.**

Please answer to the best of your understanding by checking **Yes** or **No**:

	<b><u>YES</u></b>	<b><u>NO</u></b>
1. Do you know which immunizations you’ve had?	49%	50%
2. Have you ever been immunized?	91%	8%
3. Do you know all of the immunizations you need?	16%	83%
4. Do you know some of the immunizations you need?	75%	23%
5. Do you know when you need your next immunizations?	28%	71%
6. Do your parents make sure you are up-to-date on your immunizations?	86%	13%
7. Does your doctor tell you when you need an immunization?	79%	20%
8. Are you too old to need immunizations?	12%	86%
9. Do you get immunizations?	84%	13%
10. If you knew you were supposed to get immunized, would you make sure it got done?	84%	15%
11. Are you too busy to think about your immunizations?	39%	60%
12. Do you know where to go to get immunizations?	89%	11%
13. Will the school tell you when you need immunizations?	51%	46%
14. Do you know where your immunization record is?	39%	61%

15. Here is a list of immunizations you may have gotten. As best as you can **remember**, have you had each of the following immunizations? There are no right or wrong answers, only what you can **remember**. Put a check after each immunization to show your answer for each one. Have you had the shot for:

	Yes	I think so	I can't remember	No	I don't know what this is
Influenza (flu)	47%	19%	9%	23%	2%
Pneumococcal	10%	8%	21%	13%	45%
Tetanus/Diphtheria booster	69%	7%	8%	4%	9%
Hepatitis B	58%	12%	13%	10%	7%
Hepatitis A	50%	13%	17%	11%	8%
Varicella (chickenpox)	48%	5%	17%	26%	4%
Measles, Mumps, Rubella	49%	11%	22%	11%	7%
Meningococcal	13%	9%	24%	13%	40%
Pertussis (whooping cough)	21%	13%	33%	14%	15%
Polio	32%	7%	32%	17%	11%
Hib ( <i>Haemophilus influenzae</i> type b)	13%	10%	35%	11%	30%
DTaP (Diphtheria/Tetanus/Pertussis)	27%	8%	31%	11%	23%

16. If you remember having had any immunizations that aren't listed above, please write them here:

Malaria; Yellow Fever; something about helping me when a rusty nail goes in my foot; rabies; I got one in my butt; Hepatitis C; I had something done for TB; I don't remember

**This next section helps us understand your ideas about immunizations in general. This is not a test; simply answer as best you can.**

Please check True or False for each of the sentences below. If you feel the answer is mostly true, check "True," and if you feel the answer is mostly false, check "False"

	True	False
1. People can be immunized against HIV/AIDS.	13%	86%
2. Immunizations prevent diseases.	74%	25%
3. Immunizations are free.	17%	81%
4. People get all the immunizations they need when they are babies.	18%	81%
5. I am more likely to get meningitis if I live in a dormitory with other college students.	60%	37%
6. People can be immunized against hepatitis C.	35%	62%
7. I am too old for immunizations.	10%	87%
8. I know where to go to get immunized.	85%	11%
9. Immunizing teens and kids can keep other people from getting sick.	76%	21%
10. Immunizations cost a lot of money.	34%	63%
11. Immunizations are only necessary if you are already sick.	10%	88%
12. Nobody gets whooping cough anymore.	8%	90%
13. I'm too old to get sick from these diseases, even if I haven't been immunized.	9%	87%
14. Chickenpox is not bad enough to get immunized against.	22%	76%
15. If a person gets immunized against the flu, they will get the flu for sure.	10%	85%
16. I can be immunized against hepatitis B.	81%	17%



17. I can be immunized against hepatitis A.	82%	16%
18. Some immunizations need several shots to work well.	77%	20%
19. Not many people get sick or die from diseases they could be immunized against.	37%	61%

**These next questions will help us understand how you get your health information or learn about health issues.**

1. Please check **all** of the best ways and places you've gotten your health information. We want to know where you find the **health** information that you really **pay attention to**. *% checked shown*

- |   |   |
|---|---|
| 43% Local newspaper   | 11% Web logs or blogs                         |
| 13% School newspaper  | 7% Chat rooms                                 |
| 27% News Magazines (Time, Newsweek, etc.)                                     | 9% Bulletin boards                            |
| 23% Sports Magazines (Sports Illustrated, Sporting News, ESPN Magazine, etc.) | 24% Email with family                         |
| 32% Teen Magazines (Seventeen, Elle, Girl, etc.)                              | 14% Email with friends                        |
| 13% Fashion Magazines   | 10% Instant messaging with family             |
| 23% Other Magazines   | 12% Instant messaging with friends            |
| 37% Books   | 49% TV commercials                            |
| 27% Posters/brochures around school   | 32% Public service announcements on TV        |
| 45% Posters/brochures around doctors' offices/clinics                         | 36% TV shows                                  |
| 17% Flyers  | 29% Radio commercials                         |
| 46% Websites  | 25% Public service announcements on the radio |
|   | 16% DJs talking about health                  |

2. Which TV stations give you the **health** news or information you really **pay attention to**? Check all that apply: *% checked shown*

- |                                       |                       |                           |                    |
|---------------------------------------|-----------------------|---------------------------|--------------------|
| 43% ABC                               | 23% MTV               | 7% TBS                    | ESPN2 (2)          |
| 35% CBS                               | 15% VH1               | 14% Other                 | Life (1)           |
| 39% NBC                               | 9% Cartoon Network    | 6% Other (#of responses): | CineMAX (1)        |
| 34% FOX                               | 13% Disney Channel    | National Geographic (1)   | Animal Planet (1)  |
| 14% WB                                | 11% ESPN              | HBO (2)                   | Oprah (1)          |
| 11% UPN                               | 23% Discovery Channel | Stars (1)                 | Spike TV (1)       |
| 27% Cable news (like CNN or FOX News) | 7% TNT                | PBS (6)                   | Comedy Central (1) |
|                                       | 11% Nickelodeon       | Fox Sports (1)            |                    |

3. When do you **usually** watch TV? Number the **top three** time slots when you watch the most for weekdays, writing a **1-3 points**, **2-2 points**, and **3-1 point** by your top three choices, with "1" being the time you **most** watch TV. Do the same thing for weekends.

Weekdays:

- |   |   |
|---|---|
| ___ 60 Points Morning (5am-8am)         | ___ 157 Points Dinner (5pm-8pm)                 |
| ___ 18 Points Late morning (8am-11am)   | ___ 209 Points Evening (8pm-10pm)               |
| ___ 6 Points Lunch (11am-1pm)           | ___ 60 Points Late night (10pm-1am)             |
| ___ 15 Points Early afternoon (1pm-3pm) | ___ 4 Points Early morning (1am-5am)            |
| ___ 141 Points Late afternoon (3pm-5pm) | ___ 63 Points I don't watch TV during the week. |

Weekends:

- |   |   |
|---|---|
| ___ 57 Points Morning (5am-8am)         | ___ 77 Points Dinner (5pm-8pm)              |
| ___ 125 Points Late morning (8am-11am)  | ___ 152 Points Evening (8pm-10pm)           |
| ___ 37 Points Lunch (11am-1pm)          | ___ 80 Points Late night (10pm-1am)         |
| ___ 44 Points Early afternoon (1pm-3pm) | ___ 10 Points Early morning (1am-5am)       |
| ___ 92 Points Late afternoon (3pm-5pm)  | ___ 52 Points I don't watch TV on weekends. |

4. What type of radio station do you listen to that gives you the **health** news or information you really **pay attention to**? Check all that apply: % checked shown

- |                 |                           |                                 |                  |
|-----------------|---------------------------|---------------------------------|------------------|
| 27% Pop         | 4% Easy listening         | 15% Talk radio                  | Classic Rock (2) |
| 30% Hip-hop/R&B | 3% Jazz                   | 11% I listen using the Internet | Love Line (1)    |
| 13% Hard rock   | 8% Oldies                 | 8% Other (#of responses):       | Tom Lykys (1)    |
| 9% Heavy metal  | 4% College station        | Christian (2)                   | Air 1            |
| 13% Country     | 18% National public radio | Don't listen (1)                | KPDQ             |
| 19% Alternative | 25% News                  | Punk (1)                        | Rap (1)          |

5. When do you **usually** listen to the radio? Number the **top three** time slots when you listen the most for weekdays, writing a 1-3 **points**, 2-2 **points**, and 3-1 **point** by your top three choices, with "1" being the time you **most** listen to the radio. Do the same thing for weekends.

Weekdays:

- |   |   |
|---|---|
| ___ 207 Points Morning (5am-8am)        | ___ 59 Points Dinner (5pm-8pm)                |
| ___ 31 Points Late morning (8am-11am)   | ___ 83 Points Evening (8pm-10pm)              |
| ___ 14 Points Lunch (11am-1pm)          | ___ 61 Points Late night (10pm-1am)           |
| ___ 40 Points Early afternoon (1pm-3pm) | ___ 12 Points Early morning (1am-5am)         |
| ___ 152 Points Late afternoon (3pm-5pm) | ___ 45 Points I don't listen during the week. |

Weekends:

- |   |  |
|---|--|
| ___ 60 Points Morning (5am-8am)         | ___ 45 Points Dinner (5pm-8pm)             |
| ___ 64 Points Late morning (8am-11am)   | ___ 61 Points Evening (8pm-10pm)           |
| ___ 70 Points Lunch (11am-1pm)          | ___ 57 Points Late night (10pm-1am)        |
| ___ 91 Points Early afternoon (1pm-3pm) | ___ 11 Points Early morning (1am-5am)      |
| ___ 107 Points Late afternoon (3pm-5pm) | ___ 108 Points I don't listen on weekends. |

6. From your choices above, please list your favorite ways to receive **health** information from the following media. You can list more than one. **See Appendix D for comprehensive listing.**

- Favorite Print Media (magazine, newspaper): \_\_\_\_\_
- Favorite Websites: \_\_\_\_\_
- Favorite TV stations or shows: \_\_\_\_\_
- Favorite Radio stations: \_\_\_\_\_
- Other Favorites: \_\_\_\_\_

7. We want to know where you **remember** getting any of your **health** information. Check **all** that apply: % checked shown

- |                           |   |
|---------------------------|---|
| 75% Home                  | 35% Public health clinic or health department |
| 13% Work                  | 27% Internet connection at school             |
| 28% Church                | 36% Internet connection at home               |
| 5% Coffee shop            | 14% Internet connection at the library        |
| 13% Fast food restaurants | 57% TV at home                                |
| 13% Other restaurants     | 26% TV at school in classrooms                |
| 15% Public bulletin board | 7% TV at school in the commons area           |
| 5% Telephone poles        | 16% By mail                                   |
| 19% Billboards            | 6% Other (#of responses):                     |
| 80% Doctors' offices      | Cub Scouts (1)                                |
| 78% School                | Boy Scouts (1)                                |
| 6% Concerts               | Movies at school (1)                          |
| 9% Fairs                  | Parents (2)                                   |
| 18% Public restrooms      | Internet sites(2)                             |
| 25% Public library        |   |

**Other comments?**

- This survey could take into account more resources like Planned Parenthood and other free clinics. These are prime sources for teens and young adults.
- I love Mrs. Birkohor and health
- Not much of the media can be trusted anymore, so I don't pay much attention to it even if it pertains to health
- I don't like surveys
- I listen to the radio in the car so it's at different times not always the same time.
- I pay the most attention to health adds when they show up where I don't expect them.

**Thank you for your help! All your answers will be kept private. Please return to PKIDs:**

**Email: [pkids@pkids.org](mailto:pkids@pkids.org)  
Snail Mail: PO Box 5666, Vancouver, WA 98668  
Fax: 360.695.6941**

## Appendix B: Parent/Guardian Survey with Frequency of Responses

### PKIDs' Survey for: Parents and Guardians of Adolescents (Ages 11-19)

Hello and thank you for taking a few minutes to fill out this survey. The answers you give will help PKIDs figure out how to share immunization and health information with parents and guardians of adolescents. Immunizations, also called “shots,” protect adolescents against certain diseases. For instance, adolescents get the hepatitis B shot so that they won’t get hepatitis B. Usually a health professional, such as a nurse or doctor, gives these shots.

We hope to find out from you, the parent or guardian of an adolescent, what your ideas are about immunizations, or shots, and how we can best get health and immunization information to you. When we say “health information” we mean things like:

- “Washing hands is a cheap and effective way to prevent disease.”
- “Every year, the flu germ is different from the year before. This is why you have to get a new flu shot every year.”
- “Germs can get in the body in many different ways, including through a cut in the skin, breathed in from the air, or from unwashed hands.”

In this survey, we ask questions about:

- You (but don’t tell us your name).
- What immunizations your adolescent has had.
- Your views and understanding of immunizations.
- Barriers you may or may not encounter when having your adolescent immunized.
- How we can reach parents and guardians of adolescents with health and immunization information.

There are no right or wrong answers for this survey. We hope to learn **only** what you remember, so there’s no need to find your adolescent’s immunization record for help.

**All your answers will be kept private. We don’t want to know who is filling out each survey, so please don’t put your name on the survey.**

This survey should take about 10 minutes. Thank you for your help!

**PKIDS’ Survey for Parents and Guardians of Adolescents (Ages 11-19)**

**We would like a little information about you (please check, circle or fill in each answer).**

1. You are: Male (18%) Female (82%)    2. Year of birth: Table 11    3. Home Zip Code: Appendix C

4. Number of adolescents ages 11-19 to whom you are a parent or guardian: 1=55%, 2=34%, 3=9%, 4=2%

5. Your ethnicity: African American (5%) Asian American/Pacific Islander (0%) Biracial (0%) Hispanic (2%)  
Caucasian/European American (93%) Native American/Alaskan Native (0%) Don’t want to answer (0%)  
Other (please specify): (0%)

**Now we would like to know with whom you talk about health information.**

1. In the past year, have you talked about your adolescent’s immunizations with a health professional?  
YES (52%) NO (39%) Not sure (9%)  
If yes, who started the conversation? Me (65%) Health professional (26%) Not sure (9%)

2. In the past year, have you talked with your adolescent about immunizations?  
YES (70%) NO (30%) Not sure (0%)  
If yes, who started the conversation? Me (81%) My adolescent (16%) Not sure (3%)

3. When it comes to your adolescent’s health, whom do you trust to give you the right information? Number the top three people you trust and listen to the most about your adolescent’s health, writing a 1-3points, 2-2 points, and 3-1 point by your top three choices, with “1” being the person you most trust.

- |   |  |
|---|--|
| 25 Points My spouse/significant other             | 6 Points My parents                    |
| 15 Points Family members with health background   | 4 Points Other parents                 |
| 16 Points Friends with health background          | 0 Points Other family members          |
| 0 Points My adolescent’s teachers                 | 3 Points Friends                       |
| 0 Points My siblings                              | 0 Points Religious advisors            |
| 9 Points My adolescent                            | 10 Points School nurse                 |
| 119 Points Health professionals (doctors, nurses) | 4 Points Other (please specify):       |
| 0 Points My adolescent’s guidance counselors      | Reputable medical websites (e.g., AAP) |
| 42 Points Myself                                  | Online reports                         |

**We are now going to ask a few questions about your adolescent’s past immunizations.**

Please answer each question to the best of your understanding by checking Yes or No:

	<b><u>YES</u></b>	<b><u>NO</u></b>
1. Do you know which immunizations your adolescent has had?	80%	18%
2. Has your adolescent ever been immunized?	100%	0%
3. Do you know all of the immunizations your adolescent needs?	55%	43%
4. Do you know some of the immunizations your adolescent needs?	93%	5%
5. Do you know when your adolescent needs his/her next immunizations?	52%	48%
6. Do you make sure your adolescent is up-to-date on his/her immunizations?	91%	9%
7. Does your doctor tell you when your adolescent needs an immunization?	75%	25%
8. Is your adolescent too old to need immunizations?	5%	86%
9. Does your adolescent get immunizations?	89%	2%
10. If you knew your adolescent was supposed to get immunized, would you make sure it got done?	98%	2%
11. Is it hard to find time to think about your adolescent’s immunizations?	30%	70%
12. Do you know where to take your adolescent for his/her immunizations?	100%	0%
13. Will the school tell you when your adolescent needs immunizations?	48%	52%

14. Is it too expensive to keep up on your adolescent's immunizations?	2%	98%
15. Is it difficult to make time to get your adolescent in for his/her immunizations?	27%	71%
16. Do you know where your adolescent's immunization record is?	91%	9%

17. Here is a list of immunizations your adolescent may have gotten. As best as you can **remember**, has your adolescent had each of the following immunizations? There are no right or wrong answers, only what you can **remember**. Put a check after each immunization to show your answer for each one. Has your adolescent had the shot for:

	Yes	Maybe	Unknown	No	Don't know what it is
Influenza (flu)	39%	0%	2%	59%	0%
Pneumococcal	27%	5%	18%	39%	11%
Tetanus/Diphtheria booster	93%	0%	2%	5%	0%
Hepatitis B	75%	10%	8%	7%	0%
Hepatitis A	55%	12%	12%	21%	0%
Varicella (chickenpox)	55%	0%	6%	39%	0%
Measles, Mumps, Rubella (MMR)	89%	0%	6%	5%	0%
Meningococcal	28%	11%	18%	38%	5%
Pertussis (whooping cough)	69%	4%	16%	11%	0%
Polio	89%	0%	9%	2%	0%
Hib ( <i>Haemophilus influenzae</i> type b)	59%	8%	18%	12%	3%
DTaP (Diphtheria/Tetanus/Pertussis)	87%	3%	7%	3%	0%

18. If you remember your adolescent ever having had any immunizations that aren't listed above, please write them here: **Lyme disease vaccine; Has had the DT by special order; Mantoux; Rabies; Smallpox**

19. Where do you typically take your adolescent for his/her immunizations? Check all that apply:  
**% checked shown**

50% Family doctor	0% OB/GYN	2% Pharmacy
64% Pediatrician	7% School	16% Public health clinic
0% Vaccines for Children Program (VFC)	0% My adolescent does not get immunizations	5% Other (please specify): <b>Stony Brook Medical Pediatric Center; Work</b>

**This next section helps us understand your ideas about immunizations in general; simply answer as best you can.**

Please check True or False for each of the sentences below. If you feel the answer is mostly true, check "True," and if you feel the answer is mostly false, check "False."

	True	False
1. People can be immunized against HIV/AIDS.	0%	100%
2. Immunizations prevent diseases.	89%	11%
3. Immunizations are free.	18%	75%
4. People get all the immunizations they need when they are babies.	5%	93%
5. Adolescents are more likely to get meningitis if they live in a dormitory with other college students.	77%	21%
6. People can be immunized against hepatitis C.	16%	82%
7. Adolescents are too old for immunizations.	2%	93%
8. I know where to go to get my adolescent immunized.	96%	4%
9. Immunizing adolescents can keep other people from getting sick.	84%	16%

10. Immunizations cost a lot of money.	14%	80%
11. Immunizations are only necessary if you are already sick.	0%	100%
12. Nobody gets whooping cough anymore.	5%	95%
13. Adolescents are too old to get sick from these diseases, even if they haven't been immunized.	0%	100%
14. Chickenpox is not bad enough to get immunized against.	5%	93%
15. If a person gets immunized against the flu, they will get the flu for sure.	2%	98%
16. Adolescents can be immunized against hepatitis B.	91%	7%
17. Adolescents can be immunized against hepatitis A.	80%	14%
18. Some immunizations need several shots to work well.	93%	5%
19. Not many people get sick or die in the U.S. from diseases they could be immunized against.	21%	79%

**These next questions will help us understand how you get health information for your adolescent or learn about adolescent health issues.**

1. Please check **all** of the best ways and places you've gotten health information about adolescents. We want to know where you find the **health** information that you really **pay attention to** when it comes to your adolescent's health.

- |   |   |
|---|---|
| 59% Local newspaper                                   | 21% Email with family   |
| 55% School newsletters                                | 9% Email with friends   |
| 27% News magazines (Time, Newsweek, etc.)             | 0% Instant messaging with family  |
| 2% Sports magazines (Sports Illustrated, ESPN, etc.)  | 0% Instant messaging with friends   |
| 41% Parenting magazines (Parents, Mothering, etc.)    | 25% TV commercials  |
| 2% Fashion magazines (Cosmo, Vogue, etc.)             | 34% Public service announcements on TV  |
| 16% Other magazines                                   | 16% TV shows  |
| 30% Books   | 11% Radio commercials   |
| 14% Posters/brochures around work                     | 21% Public service announcements on the radio   |
| 52% Posters/brochures around doctors' offices/clinics | 7% DJs talking about health   |
| 14% Flyers  | 16% Other (please specify): Medical journals; medical magazines; doctors; immunization research; listservs for specific health-related topics; health shows on the radio like Gary Null's show and Public Radio talk; I work at the health department |
| 52% Websites  |   |
| 0% Web logs or blogs                                  |   |
| 2% Web chat rooms                                     |   |
| 7% Web bulletin boards                                |   |

2. Which TV stations give you the **health** news or information you really **pay attention to** when it comes to your adolescent's health? Check all that apply: **% checked shown**

- |                                    |                       |                          |   |
|------------------------------------|-----------------------|--------------------------|---|
| 43% ABC                            | 2% MTV                | 16% PBS                  | 0% Home and Garden TV   |
| 39% CBS                            | 2% VH1                | 0% TBS                   | 2% FIT TV   |
| 39% NBC                            | 2% History Channel    | 2% Oxygen                | 18% Other (specify): Oprah (1), Nickelodeon (1), don't watch TV (6) |
| 34% FOX                            | 5% Disney Channel     | 5% Food Network          |   |
| 7% WB                              | 2% ESPN               | 2% Lifetime              |   |
| 5% UPN                             | 18% Discovery Channel | 0% Fox Sports            |   |
| 21% Cable news (like CNN or MSNBC) | 0% TNT                | 11% The Learning Channel |   |

3. When do you **usually** watch TV? Number the top three time slots when you watch the most for weekdays, writing a 1-3points, 2-2 points, and 3-1 point by your top three choices, with “1” being the time you most watch TV. Do the same thing for weekends.

Weekdays:

- |                                       |  |
|---------------------------------------|--|
| __ 32 Points Morning (5am-8am)        | __ 48 Points Dinner (5pm-8pm)                  |
| __ 7 Points Late morning (8am-11am)   | __ 81 Points Evening (8pm-10pm)                |
| __ 0 Points Lunch (11am-1pm)          | __ 29 Points Late night (10pm-1am)             |
| __ 0 Points Early afternoon (1pm-3pm) | __ 3 Points Early morning (1am-5am)            |
| __ 7 Points Late afternoon (3pm-5pm)  | __ 20 Points I don't watch TV during the week. |

Weekends:

- |                                       |  |
|---------------------------------------|--|
| __ 5 Points Morning (5am-8am)         | __ 30 Points Dinner (5pm-8pm)              |
| __ 20 Points Late morning (8am-11am)  | __ 64 Points Evening (8pm-10pm)            |
| __ 1 Point Lunch (11am-1pm)           | __ 23 Points Late night (10pm-1am)         |
| __ 3 Points Early afternoon (1pm-3pm) | __ 0 Points Early morning (1am-5am)        |
| __ 16 Points Late afternoon (3pm-5pm) | __ 30 Points I don't watch TV on weekends. |

4. What type of radio station do you listen to that gives you the **health** news or information you really **pay attention to** when it comes to your **adolescent's** health? Check all that apply: % checked shown

- |                |                    |  |
|----------------|--------------------|--|
| 14% Pop        | 2% Alternative     | 25% National Public Radio (NPR)                          |
| 5% Hip-hop/R&B | 11% Easy listening | 30% News   |
| 0% Hard rock   | 5% Jazz            | 27% Talk radio   |
| 0% Heavy metal | 11% Oldies         | 2% I listen using the Internet                           |
| 11% Country    | 0% College station | 16% Other (specify): <b>Christian (5), Soft Rock (1)</b> |

5. When do you **usually** listen to the radio? Number the top three time slots when you listen the most for weekdays, writing a 1-3points, 2-2 points, and 3-1 point by your top three choices, with “1” being the time you most listen to the radio. Do the same thing for weekends.

Weekdays:

- |  |  |
|--|--|
| __ 60 Points Morning (5am-8am)         | __ 30 Points Dinner (5pm-8pm)                |
| __ 28 Points Late morning (8am-11am)   | __ 7 Points Evening (8pm-10pm)               |
| __ 13 Points Lunch (11am-1pm)          | __ 3 Points Late night (10pm-1am)            |
| __ 14 Points Early afternoon (1pm-3pm) | __ 0 Points Early morning (1am-5am)          |
| __ 40 Points Late afternoon (3pm-5pm)  | __ 15 Points I don't listen during the week. |

Weekends:

- |  |  |
|--|--|
| __ 14 Points Morning (5am-8am)         | __ 7 Points Dinner (5pm-8pm)             |
| __ 27 Points Late morning (8am-11am)   | __ 5 Points Evening (8pm-10pm)           |
| __ 21 Points Lunch (11am-1pm)          | __ 0 Points Late night (10pm-1am)        |
| __ 27 Points Early afternoon (1pm-3pm) | __ 0 Points Early morning (1am-5am)      |
| __ 30 Points Late afternoon (3pm-5pm)  | __ 48 Points I don't listen on weekends. |

6. From your choices above, please list your favorite ways to receive **health** information for your **adolescent** from the following media. You can list more than one. See Appendix D for comprehensive listing

- Favorite Print Media (magazine, newspaper, etc): \_\_\_\_\_
- Favorite Websites: \_\_\_\_\_
- Favorite TV stations or TV shows: \_\_\_\_\_
- Favorite Radio stations: \_\_\_\_\_
- Other Favorites: \_\_\_\_\_



7. We want to know where you **remember** getting any **health** information geared toward **adolescents**. Check **all** that apply: **% checked shown**

23% Home	0% Fairs
23% Work	2% Public restrooms
9% Church	9% Public library
2% Coffee shop	34% Public health clinic or health department
0% Fast food restaurants	16% Internet connection at work
0% Other restaurants	32% Internet connection at home
5% Public bulletin board	2% Internet connection at the library
0% Telephone poles	32% TV at home
7% Billboards	0% TV at work
82% Doctors' offices	11% By mail
55% My adolescent's school	7% Other (please specify): wife; books, research studies; my mother
0% Concerts	

**Other comments?**

- We are considering adopting a child who is hep B positive. Your [PKIDs'] website and the Hep B Foundation website have been invaluable. The Pediatric Hepatitis Report is SO easy to read and use and it is VERY, VERY helpful.
- Son is African American/Latino
- I work at the health department.

**Thank you for your help! All your answers will be kept private. Please return to PKIDs:**

**Email: [pkids@pkids.org](mailto:pkids@pkids.org)**  
**Snail Mail: PO Box 5666, Vancouver, WA 98668**  
**Fax: 360.695.6941**

### **Appendix C: Survey Participation by State**

<u>Region</u>	<u>State</u>	<u>Adolescent Respondents (n=150)</u>	<u>Parent/Guardian Respondents (n=44)</u>
Northeast	New York	20	5
	Pennsylvania	2	1
	Delaware	0	1
	DC	0	1
Southeast	Virginia	2	1
	Georgia	3	10
	Florida	2	1
Midwest	Wisconsin	1	0
	Minnesota	20	3
	Ohio	0	1
	Missouri	1	0
	Illinois	2	1
Southwest	Texas	12	4
West	Colorado	11	0
	California	4	5
	Oregon	50	3
	Washington	18	4
Missing		2	3

## Appendix D: Comprehensive Favorites Listing

Each survey provided adolescents and parents the opportunity to write in their favorite media under 5 categories: print, website, TV, radio, and other. The following tables provide a listing of every write-in response.

### Adolescent Favorites — Write-in Responses for Print Media

<u>Item Listed</u>	<u>Number of Responses per Item</u>	<u>Item Listed (continued)</u>	<u>Number of Responses per Item</u>
Books	1	XBOX Magazine	1
Brochures	1	Elle Girl	1
Newspapers		Fitness	1
Newspapers (in general)	10	ESPN magazine	1
Austin American Statesman	1	Vogue	1
Denver Post	1	In Style	1
Gresham Outlook	1	Slam	1
New York Times	1	KO World Boxing	1
San Francisco Chronicle	1	Cosmo Girl	1
San Ramon Valley Times	1	Guitar World	1
Tri-City Herald	1	Shape	1
The Oregonian	5	Playgirl/Playboy	2
Magazines		Consumer Reports	1
Teen magazines (in general)	10		
Sports Illustrated	6		
Time	6		
Teen People	6		
Health	5		
Seventeen	5		
Newsweek	2		
Brio	2		
People	2		
Boys' Life	1		
Girls' Life	1		
National Geographic for Kids	1		
Daily Camera	1		
National Geographic	1		

### Adolescent Favorites — Write-in Responses for Websites

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Yahoo.com	6
Google	6
Msn.com	5
Cnn.com	4
Mayoclinic.org	4
Health.com	2
Health.org	2
Nick.com	2
webMD.com	2
BBC.com	2
Addictinggames.com	1
AOL Kids	1
Austin360.com	1
Blazers.com	1
Caringbridge.org	1
Cartoonnetwork.com	1
Chronoeffect.mine.nu	1
Currenthealtharticles.com	1
EBgames.com	1
Ebaumbsworld.com	1
ESPN.com	1
Everlast.com	1
Goaskalice.com	1
Gurl.com	1
Healthnut.com	1
Healthology.com	1
Healthsource.net	1
Hotmail.com	1
Kaiser Permanente	1
Kidshealth.org	1
KDE-look.org	1

<u>Item Listed (continued)</u>	<u>Number of Responses per Item</u>
MSNBC.com	1
Neopets	1
News12.com	1
Plannedparenthood.org	1
Ringside.com	1
Runescape.com	1
SBC homepage	1
Smileandactnice.com	1
Sports.com	1
Talksexwithsue.com	1
Teenwire.com	1
Tickle.com	1
USAtoday.com	1
Whitsend.com	1

### Adolescent Favorites — Write-in Responses for Television

<u>Item Listed</u>	<u>Number of Responses per Item</u>	<u>Item Listed (continued)</u>	<u>Number of Responses per Item</u>
<b>Stations</b>		<b>Shows</b>	
ABC	10	News (in general)	11
Discovery Channel	9	Simpsons	2
FOX	8	Simple Life	2
MTV	8	Alias	1
ESPN	5	American Dreams	1
CBS	5	American Idol	1
Disney	4	Behind the Music	1
NBC	4	Charmed	1
Nickelodeon	4	Contender	1
VH1	4	CSI	1
CNN	4	Ed, Edd, and Eddy	1
TLC	3	ER	1
ESPN2	2	Extreme Home Makeover	1
PBS	2	Health Watch	1
Fuse	2	Made	1
WB	2	My Sweet 16	1
Animal Planet	1	OC	1
BET	1	Pimp My Ride	1
Cartoon Network	1	Real World	1
Food Network	1	SportsCenter	1
Fox Sports Network	1	Survivor	1
HBO	1	True Life	1
Showtime	1	Veronica Mars	1
Stars	1		
TNT	1		
UPN	1		

**Adolescent Favorites — Write-in Responses for Radio Stations  
(FM unless noted)**

<u>Item Listed</u>	<u>Number of Responses per Item</u>	<u>Item Listed (continued)</u>	<u>Number of Responses per Item</u>
95.5 Jammin'	9	101.5	1
Z100	9	103.1	1
National Public Radio	7	104.1 the Fish	1
94.7 KNRK	6	107.5	1
99.1	4	1190am KEX	1
92.3	4	KUPL	1
99.7	3	910am the MAX	1
101.1 KUFO	3	ESPN Radio	1
Talk radio	3		
95.7/96.1 KISS	2		
97.9	2		
98.3	2		
99.5	2		
101.9 KINK	2		
105.1 the Buzz	2		
105.3 the Key	2		
106.1 BLI	2		
KLITE	2		
Z99	2		
89.1 KMHD	1		
89.9 All Classical	1		
93.3	1		
94.5	1		
94.9 WILD	1		
96.7	1		
97.3 ALICE	1		
100.1	1		
100.3 Oldies	1		
101.3 STAR	1		

### Adolescent Favorites — Write-in Responses for Other

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Boxing Club	1
Doctor's office	1
Parents	1
Planned Parenthood	1
Teacher	1
Health class	1

### Parent/Guardian Favorites — Write-in Responses for Print Media

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Newspapers	
Newspapers (in general)	10
New York Times	2
Atlanta Journal Constitution	1
Chicago Tribune	1
St. Paul Pioneer Press	1
Washington Post	1
Brochures	2
Books	1
School newsletter	1
Flyers	1
Magazines	
Parenting magazines (general)	1
Boys' Life	1
National Geographic	1
Shape	1
Prevention	1
Log Cabin	1
Horse Illustrated	1
Newsweek	1

### Parent/Guardian Favorites — Write-in Responses for Websites

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Centers for Disease Control and Prevention	3
WebMD.com	3
Google	2
Pkids.org	2
Yahoo.com	2
Aap.org	1
AOL.com	1
Department of Health	1
Drudge	1
Foundation websites	1
FOX News	1
Hep B Foundation	1
Husband's insurance website	1
Immunize.org	1
Medline Plus	1
MSN.com	1
MSNBC.com	1
Philadelphia Children's Hospital	1
Plannedparenthood.org	1

### Parent/Guardian Favorites — Write-in Responses for Television

<u>Item Listed</u>	<u>Number of Responses Per Item</u>	<u>Item Listed (continued)</u>	<u>Number of Responses Per Item</u>
Stations		Shows	
NBC	5	Dateline	2
ABC	4	Oprah	2
Discovery Channel	4	20/20	1
CBS	3	American Idol	1
CNN	3	Extreme Home Makeover	1
HBO	1	Malcolm in the Middle	1
ESPN	1	SportsCenter	1
TLC	1	Survivor	1
VH1	1	Today	1



**Parent/Guardian Favorites — Write-in Responses for Radio Stations  
(FM unless noted)**

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Z100	9
National Public Radio	5
Talk radio	2
94.7 KNRK	2
KLOVE	2
91.9	1
92.9 DAVE FM	1
94.1 STAR (Atlanta)	1
97.5	1
103.5 (Chicago)	1
104.1 the Fish	1
104.7	1
105.9 the River	1
108 KOOL	1
KDWB	1
KJLY	1
WLITE	1
740am Houston	1
Country	1
Classic rock	1
95.7/96.1 KISS FM	1
100.3 Oldies	1
105.3 the Key	1

**Parent/Guardian Favorites — Write-in Responses for Other**

<u>Item Listed</u>	<u>Number of Responses per Item</u>
Books	1
Research studies	1
Doctors	1
Wife (a nurse)	1
School	1