



Adult **P**neumonia **V**accine **U**nderstanding in **E**urope

A New View Into Pneumonia

Across Europe, there is a generally poor understanding of pneumonia...



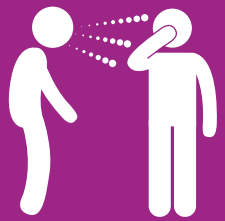
Older adults claim to know what **pneumonia** is yet...



...less than a third are **aware of a preventable vaccine**...



...and only around 1 in 6 at higher risk of pneumonia have **actually received a vaccine**...



Only **44%** believe certain forms of pneumonia may be contagious and...

1 IN 5 DO NOT KNOW



IT IS A LUNG CONDITION.

Most agree (**92%**) that pneumonia is a serious illness yet nearly

8 out of 10 older adults do not feel personally concerned about the risk of catching it.



...though levels of concern almost double for **older friends and family**...

Nearly half believe that pneumonia '**can only be treated**' (not prevented).

44%



PNEUMONIA: WHAT YOU NEED TO KNOW



Pneumonia can affect anyone¹ and could even be caught by those who exercise, eat healthily and generally take care of themselves. People are at increased risk if they are aged 65+, if they smoke, drink alcohol to excess, have a weakened immune system, or have chronic medical conditions like **cardiovascular (heart) disease, diabetes, chronic obstructive pulmonary disease (COPD) or asthma**^{2,3,4}

Doctors and other allied health professionals, such as nurses and pharmacists, play an important role in supporting adults to protect themselves against pneumonia. But adults must play a role in addressing pneumonia prevention as part of a healthy approach to ageing.



The PneuVUE® Survey

PneuVUE® (Adult Pneumonia Vaccine Understanding in Europe) is one of the largest pneumonia awareness consumer surveys ever conducted in Europe. The research was conducted in partnership with renowned social science research group, Ipsos MORI and involved **over 9,000 adults aged 50+ across nine key European countries** via 20 minute computer assisted telephone interviews. Total level results have been weighted to reflect the population size of people aged 50 years and above in each market[†], and ensure the sample is nationally representative within market.



Download the Ipsos MORI report at
www.ipsos-mori.com/pneu-vue_pneumonia_report

[†] The survey was conducted in the United Kingdom, Germany, France, Portugal, Spain, Italy, Greece, Austria and Czech Republic. Whilst this survey was being conducted, a Pfizer awareness campaign was taking place in seven markets.

References:

1. Hoare Z and Lim WS. Pneumonia: update on diagnosis and management. British Medical Journal. 2006; 332: 1077-79
2. British Lung Foundation. Pneumonia Available at: <http://www.blf.org.uk/Page/Pneumonia> [Last accessed: 18 Mar 2016]
3. American Lung Association. Pneumonia fact sheet. Available at: <http://www.lung.org/lung-health-and-diseases/lung-disease-lookup/pneumonia/> [Last accessed: 18 Mar 2016]
4. Centers for Disease Control and Prevention (CDC). Pneumococcal disease – Risk factors & transmission. Available at: <http://www.cdc.gov/pneumococcal/about/risk-transmission.html> [Last accessed: 4 March 2016]



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