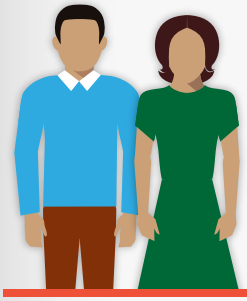
(B)e in the Know About MenB*

*Group B meningococcal disease

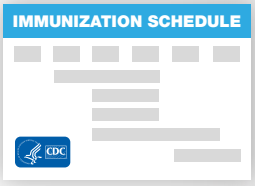
A 2016 national survey conducted by Harris Poll on behalf of Pfizer in partnership with The Kimberly Coffey Foundation examined parents of 16-23 year olds' knowledge of meningococcal disease and available vaccines.

(B)e Aware



When asked about vaccines,
the majority of parents (90%) surveyed
said it is very important to them that their teen or young adult receives all recommended vaccines.[1]

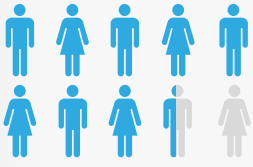
More than 9 in 10 parents (93%)
said their child is up to date on age-appropriate vaccines recommended by the CDC.[2]



After learning about the different meningococcal vaccines, **approximately 9 out of 10 parents (89%)** said group B meningococcal disease, also known as MenB, is something all parents should be protecting their children against.[3] Yet, the survey also found that many parents lack key information about the disease and how to prevent it.

(B)e Informed

5 Common Types of Bacteria Cause Meningococcal Disease[4]

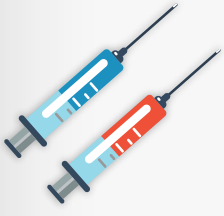


After learning about the different meningococcal vaccines,
83% of parents said before taking the survey that they did not understand the difference between group B and other groups of meningococcal disease.[5]

A B C W Y

2 Separate Types of Vaccines Offer Protection Against The 5 Common Types

After learning about the different meningococcal vaccines:



81% said prior to the survey they did not know or were not sure if 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]

Nearly 4 in 5 parents (79%)

did not know their child wasn't fully immunized against the five common groups of meningococcal disease unless they had the two meningococcal vaccines (MCV4 and MenB).[7]

(B)e Proactive

Talk to your teen or young adult's healthcare provider about all available meningococcal vaccines, including MenB vaccines, to help protect your child against this uncommon but potentially serious disease. For more information about the survey findings and MenB, visit StopMenB.com.

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.

References: 1. Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q745. Field Period: March 8-29, 2016. Page 29. **2.** Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q735. Field Period: March 8-29, 2016. Page 19. **3.** Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q935. Field Period: March 8-29, 2016. Page 76. **4.** 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. **5.** Pfizer and The Kimberly Coffey Foundation Meningococcal Disease Consumer Survey Findings. Final Data Tables: Q935. Field Period: March 8-29, 2016. Page 76. **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.

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For complete research method, including weighting variables and subgroup sample sizes, please contact Gary Iott, Corporate Affairs, Global Communications, Pfizer at Gary.P.Iott@Pfizer.com

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