

PneuVUE (Pneumonia Vaccine Understanding in Europe) survey – Facebook social media content

Note to reviewers: The below posts have been developed for the Pfizer corporate channel and are based on content from the PneuVUE® report. Posts will be accompanied by embedded content, including a SlideShare presentation of the published report.

A link to embed the PneuVUE® Ipsos MORI SlideShare report will be provided once available.

Date	Content
Mon 25 April	To kick start #WorldImmunizationWeek - we asked adults aged 50 years and over what they knew about pneumonia and if they thought they were at risk....here's some of the surprising things they said [EMBED INFOGRAPHIC OF REPORT]
Tue 26 April	Read about one of the largest pneumonia awareness consumer surveys ever conducted in Europe just in time for #WorldImmunizationWeek: [INSERT SLIDESHARE REPORT LINK]
Wed 27 April	Pneumonia is considered a potentially deadly disease, but nearly 8 out of 10 older adults do not feel personally concerned about the risk of catching it #WorldImmunizationWeek Tell us what you think [INSERT VIDEO INTERVIEW WITH DR JANE BARRATT]
Thu 28 April	When it comes to pneumonia people feel more concerned about their older friends and family than they do about themselves...uncover more in the PneuVUE® report [INSERT SLIDESHARE REPORT LINK]
Fri 29 April	As we get older it's important we think about how we protect our health. For #WorldImmunizationWeek read about what people think about #pneumonia and share with someone you know [INSERT SLIDESHARE REPORT LINK]
Sat 30 April	"We need to ensure that people understand that pneumonia is a serious and potentially deadly disease with long-term consequences that can affect anyone", says Professor Antoni Torres pulmonologist at Hospital Clínic of Barcelona. Here's more on what we need to know about pneumonia: [INSERT SLIDESHARE REPORT LINK]

PneuVUE (Pneumonia Vaccine Understanding in Europe) survey – Twitter social media content

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Date	Character count	Content	Accompanying asset
Mon 25 April	116	#NewView: Results from one of the largest #pneumonia awareness surveys in Europe. Anything you didn't expect? #Reply	[EMBED INFOGRAPHIC OF REPORT]
Tue 26 April	113	What we need to address when tackling #pneumonia as an infectious and preventable disease: #WorldImmunizationWeek	[INSERT SLIDESHARE REPORT LINK]
Wed 27 April	104	What do people know about #pneumonia? Find out in our latest PneuVUE® #report backed by leading experts:	[INSERT REPORT LINK]
Thu 28 April	95	What can we learn from people's perceptions of #pneumonia? Read the latest @IpsosMORI #report:	[INSERT REPORT LINK]
Fri 29 April	76	@IntFedAgeing back new #report into #pneumonia awareness and understanding:	[INSERT REPORT LINK] & [EMBED VIDEO INTERVIEW WITH DR JANE BARRATT]
Sat 30 April	116	Get the 'big picture' on what people think about #pneumonia in this latest PneuVUE® #survey #report from @IpsosMORI:	[INSERT SLIDESHARE REPORT LINK]

Maximum character count of 116 to allow for linked/embedded content

PneuVUE® (Pneumonia Vaccine Understanding in Europe) survey – LinkedIn social media content

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Post 1 - Publication Date: 25th April

Health: A New View on Pneumonia from One of the Largest Surveys of its Kind

Published during World Immunization Week, a survey of over 9,000 adults aged 50 and over reveals a generally poor understanding of the risks associated with pneumonia and how to prevent it.

“Despite the protection that vaccination offers, unacceptable numbers continue to die or suffer from this preventable disease,” said Dr Jane Barratt, Secretary General of the International Federation on Ageing. “Pneumonia can affect anyone, even those who lead a healthy lifestyle. We need better communication between doctors and patients to ensure those aged 65 and over or suffering from a chronic condition (such as chronic obstructive pulmonary disease, asthma, HIV or diabetes) do get the protection they need.”

Download the report: www.ipsos-mori.com/pneu-vue_pneumonia_report

View & share key findings: [EMBED SLIDESHARE OF REPORT]

Post 2 - Publication Date: 28th April

A New View on Pneumonia in Adults 50 and Over: The PneuVUE® Report

Despite the protection that vaccination can offer, unacceptable numbers continue to die or suffer from certain forms of pneumonia.

Key findings from the Adult **Pneumonia Vaccine Understanding in Europe** report are supported by leading experts calling for a new view to address pneumonia prevention as part of a healthy approach to ageing. This recognises the important role healthcare professionals play in supporting adults to protect themselves against this disease.

Download the report: www.ipsos-mori.com/pneu-vue_pneumonia_report

View & share key findings: [EMBED INFOGRAPHIC OF REPORT]