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| **1. Objectives -** |
| To gauge awareness and attitude towards adult vaccination for Pneumococal disease among consumers  To measure the impact of Adult Pneumococcal vaccine campaign on consumer awareness and behaviour and call to action  To measure the effectiveness of communication channels and key messages from the campaign. |

Project Infecto-EWN

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| **2. FW Centers and Sample Size -** |
| Mumbai:  Sample Size: 90 |
| **3. Quotas -** |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Specialty | Sample | Database | Non-Database |  |  | | Consulting Physician | 30 | 15 | 15 |  |  | | Chest Physician/ Pulmonologist | 30 | 15 | 15 |  |  | | Nephrologist | 30 | 15 | 15 |  |  | | Total | 90 | 45 | 45 |  |  | |  |  |  |  |  |  | | Total SS | HCP | Total SS (Online)- 80% | HCP | Total SS (Offline)- 20% | HCP | |  | | Consulting physicians | 30 | Consulting physicians | 24 | Consulting physicians | 6 |  | | Nephrologists | 30 | Nephrologists | 24 | Nephrologists | 6 |  | | Pulmonologists | 30 | Pulmonologists | 24 | Pulmonologists | 6 |  | | Total | 90 | Total | 72 | Total | 18 |  | |