



Baby Boomers - It's all about leading active lifestyles, seeking new adventures and spending time doing the things you have always wanted to do. But pneumococcal pneumonia can detour your plans. Help protect your health and enjoy this time in life. It's all about you and it's *All About Your Boom*.™

More than 47.8 million adults age 65 or older live in the US today, the largest number in US history.¹ Many of these Baby Boomers spend time fulfilling lifelong dreams to explore new passions and activities. **In other words, they're booming.**



In order to continue exploring new passions, it's important to take steps to stay healthy like **eating right, getting enough sleep and exercising**. But many lose sight of another important step they can take, such as **staying up-to-date on CDC-recommended adult vaccinations** for diseases like pneumococcal pneumonia, a potentially serious bacterial lung disease.

Pneumococcal pneumonia can disrupt your life for weeks, and in severe cases lead to hospitalization. The immune system naturally weakens with age, so if you're 65 or older, you're at increased risk, even if you're healthy. That's why Pfizer created **All About Your Boom™**, helping **adults 65 or older understand their risk for pneumococcal pneumonia**.

According to a Medicare claims study **less than 19%** of adults 65 years or older **were fully vaccinated*** against pneumococcal pneumonia²



Football legend and analyst, **Terry Bradshaw, is working with Pfizer to support the All About Your Boom™ campaign**. He wants to empower those 65 years or older to understand the risk and potential impact of pneumococcal pneumonia and the importance of staying up-to-date on the CDC-recommended vaccinations.

65+: The Risk and Potential Impact of Pneumococcal Pneumonia

Healthy and active adults as young as 65 are at increased risk for pneumococcal pneumonia because as adults age, their immune system naturally weakens.³

Pneumococcal pneumonia may cause symptoms including **coughing, difficulty breathing, high fever, excessive sweating, shaking chills and chest pain**. It can strike anywhere, anytime and may start quickly with little warning.



adults 65 or older are **over 10x more likely to be hospitalized** with pneumococcal pneumonia than adults 18-49

Get Informed, Feel Empowered

No one wants to sign up for pneumococcal pneumonia. If you're 65 or older, talk to your doctor about whether vaccination to help prevent this potentially serious disease is right for you.

To find out more about the campaign and pneumococcal pneumonia, **visit AllAboutYourBoom.com**



*Fully vaccinated means having received both CDC-recommended pneumococcal vaccines at or after the age of 65.

¹U.S. Census Bureau. Annual Estimates of the Resident Population for Selected Age Groups by Sex for the United States, States, Counties and Puerto Rico Commonwealth and Municipalities: April 1, 2010 to July 1, 2014.

²Black CL. *Morbidity and Mortality Weekly Report (MMWR)*. 2017. <https://www.cdc.gov/mmwr/volumes/66/wr/mm6627a4.htm>. Retrieved July 17, 2018

³Centers for Disease Control and Prevention. Pneumococcal Disease: Risk Factors & Transmission. <http://www.cdc.gov/pneumococcal/about/risk-transmission.html>. Accessed July 26, 2017.

⁴Ramirez J. Adults hospitalized with pneumonia in the United States: incidence, epidemiology, and mortality. *Open Forum Infectious Diseases*. 2017; 4: Figure 2.

