2021-2022 Influenza Vaccination Campaign

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CDC Recommends You Take 3 to Fight Flu

➢ First, take time to get a flu vaccine.
  • Flu vaccines have many benefits
➢ Take recommended everyday preventive actions
  • These may vary based on local circumstances and COVID-19 activity
➢ Take antiviral drugs to treat flu if prescribed.
  • These drug work best if started early.
The 2021-2022 Flu Vaccine Campaign

- “I Get It” Digital media campaign (collaboration with Weber-Shandwick) targeting people 40-64 with a chronic medical condition.

- CDC, AMA, Ad Council Collaboration focused on Black/Hispanic audiences 25-54 years.
  - Year 2 of “No Time For Flu” a comprehensive TV, digital, OOH campaign aimed at the general population with a New
  - New Creative “Flu FOMO” theme

“I Get It” Digital Campaign

Animated Banners
I Get It Campaign Tactics

- Paid Search: Text ads on Google
- Programmatic: Captify and Viant
- Endemic Display: WebMD display ads
- Paid Social: In-feed ads on social platforms including Facebook and Instagram
- Video: YouTube in-platform overlay and standard banners
- NFID National Press Conference
- Social media: FB, Instagram, twitter, pinterest
- Shareable partner assets
- Matt releases
- Digital toolkit

2021-2022 Flu Vaccine Campaign Update

I Get It!

Why do you get it? – CDC’s ‘I Get It’ campaign wants to hear from you on why you get your annual flu vaccine.

Get Involved

- Share your reason for getting vaccinated using CDC’s customizable resources available at https://www.cdc.gov/flu/resource-center/i-get-it.htm
- Follow CDC on Instagram and share our kick-off story with your own reason to get vaccinated.
- Oct. 7: Tune into NFID press conference launch where CDC Director Dr. Walensky will be giving the key note address.
“I Get It” Sharable Assets

Sharable Instagram Story Template

“I get it”
my community
from flu

Photo Frames

“No Time for Flu”: Ad Council

As many as 45 million Americans get sick from the flu each season. Getting a flu shot protects you and those around you from the flu—which is more important than ever this year, amid the COVID-19 pandemic.
New Ad Council “sub-campaign” Flu FOMO

social media

Copy: Don’t get #FluFOMO. The time is now to get a flu shot and you can even get it at the same time as your COVID-19 vaccine if you want. Get your flu shot today so the flu doesn’t keep you away from your loved ones this season.

No Time for Flu Tactics

- Social media: FB, Instagram, twitter, pininterest
- Hispanic/African American/Black News Media outreach
- Donated media across video, digital and audio channels
- Programmatic (Paid) Digital
- Point of Care
- Alternative Out of Home
- Business 2 Business

Resources will be available for download in Ad Councils campaign toolkit.
### Seasonal Flu Vaccination Campaign Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
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</thead>
<tbody>
<tr>
<td>Media/social media outreach and key points distribution</td>
<td>ONGOING</td>
<td></td>
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<tr>
<td>Annual R&amp;R Publication</td>
<td>Aug. 27</td>
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<td>CDC Digital Media Campaign Soft Launch</td>
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<td>Mid-September</td>
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<td>NFID Press Conference</td>
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<td>Oct. 7</td>
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<tr>
<td>Ad Council Campaign Launch</td>
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<td>Oct. 12</td>
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<td>Weekly FluView Reports w/social and media outreach</td>
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<td>Oct. 15</td>
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<td>Web spotlight/media outreach on start of &quot;flu season&quot;</td>
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<td>Communications roll-outs: Key studies &amp; Data releases</td>
<td>ONGOING</td>
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<td>Dec. 5 - Dec. 11</td>
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<td>National Influenza Vaccination Week</td>
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### Key Dates

- September 24: Distribution of CDC digital assets to partners
- September 27: Soft launch of CDC digital media campaign
- October 7: NFID press conference launch
- October 7: CDC-AAP COCA call
- October 12: Ad Council campaign launch
- Beginning Friday October 15, Weekly FluView Reports with associated social media/traditional media outreach
- December 5: National Influenza Vaccination Week
Flu Vaccine Finder now on Vaccines.gov

Where is Vaccine Finder?

- VaccineFinder.org is now Vaccines.gov
- In the next couple of weeks flu finder capability will added to vaccines.gov.
- www.vaccines.gov was deployed as a COVID-19 vaccine finder tool but will be updated to add the VaccineFinder flu location capability.
- Release of the Flu Vaccine Finder Feature has not yet been set.

Where to find CDC Resources

- Campaign and Social Media Toolkits:
  - Campaign Toolkit
  - ‘I Get It’ Campaign Resources
  - Social Media Toolkit
- Key Consumer Web Resources
  - Know Your Flu Risk: Adults with Chronic Health Conditions
  - What You Need to Know for 2021-22 Flu Season
  - The Difference between Flu and COVID-19
- Videos
  - No Time for Flu
  - Roll Up Your Sleeve for Your Annual Flu Vaccine
  - Flu Can Be Very Serious – Flu Vaccine Protects
- Multi-Language Resources:
  - Multi-Language Factsheets
  - Spanish Communication Resources
Thank you!

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