2022 NFID Influenza/Pneumococcal Disease News Conference Highlights

Expert Panel Delivered Impactful Messages
Tuesday, October 4, 2022

Looking Ahead: What We Know Now About Preventing Influenza and Pneumococcal Disease

- Tamika C. Auguste, MD, ACOG Fellow and Chair, Women’s and Infants’ Services, MedStar Washington Hospital Center
- William Schaffner, MD, NFID Medical Director
- Patricia A. (Patsy) Stinchfield, RN, MS, CPNP (Moderator), NFID President
- Jeb S. Teichman, MD, Retired Pediatrician and Healthcare Executive
- Rochelle P. Walensky, MD, MPH, CDC Director

www.nfid.org/2022flunews
NFID National Survey Results

www.nfid.org/2022flusurvey

Top-Tier Media Coverage

Media placements in top-tier print/online/TV/radio outlets resulted in 4.8B+ impressions*

- 40 media representatives joined webcast or in-person
- 390+ stories, including 52+ original stories (as of 10/12/22)
- Multiple stories across CBS platforms: CBS This Morning, CBS Evening News, CBS Newspath, CBS News radio, and CBS streaming service

*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire
Key Message: Flu Can Be Serious and Annual Vaccination Helps Protect Against Serious Flu-Related Complications

"We need to remind parents and caregivers that flu can be dangerous for children, especially children younger than 5 years old and children of any age with certain chronic conditions who are at higher risk of developing serious flu-related complications," CDC Director Rochelle P. Walensky, MD, MPH, said in a news conference.

"Even if the flu vaccine is not a perfect match, it provides some protection against severe disease and complications of influenza," said NFID Medical Director William Schaffner, MD.

Last flu season, nearly half of adults received their flu vaccine—with adults age 65 years and older leading in flu vaccine coverage," said CDC Director Rochelle P. Walensky, MD, MPH. Older adults are at highest risk for severe influenza and are strongly encouraged to be vaccinated.

Social Media Buzz: #FightFlu and #PreventPneumo

- 819 social media posts by 514 unique authors generated estimated 24.5 million* impressions
- Partners, immunization community, and healthcare professionals helped spread the word

*Hashtag use from September 29—October 9, 2022 (Twitter only)
Media Outlets Extended Reach of Messaging on Social

NFID #FightFlu Campaign: Leading By Example

- Join NFID Leading By Example initiative to show your commitment to flu prevention
- Share flu vaccination photos on social media using #FightFlu, tagging @NFIDvaccines
- Download NFID paddles to emphasize why you #GetVaccinated

www.nfid.org/lbe
Building Awareness and Sustaining Strong Momentum Throughout 2022-2023 US Respiratory Season

- Mobilize Partners
- News Conference & Vaccine Clinic
- August
- September
- October
- November
- December
- January
- February
- March
- #LowerYourFluRisk Influencer Content & Chronic Conditions Real Stories
- Flu 65+ Paid Media Integrations
- NIVW
- Ongoing Partner Outreach & Engagement
- Partner Engagement (Focus on Chronic Conditions)
- KAP Consumer Survey
- Updated ACIP Recommendation for Older Adults
- Media & Partner Outreach re: Survey Results
- Ongoing HCP Outreach (Webinars, Resources)
- Expanded Partner Outreach & Engagement
- Disparities-Focused Partner Toolkit (Based on 2021 US Black Adult Survey Results)

Opportunistic + paid media throughout season

Additional information, including news conference recording, at:

www.nfid.org/2022flunews