Flu Shot Fridays

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Objectives

Examine how a flu vaccination campaign partnership can achieve success.

Explore the new, unbranded flu vaccination campaign with the American Nurses Association and Sanofi Pasteur.
Why Nurses?

✓ The LARGEST health profession
✓ Spend the most TIME WITH PATIENTS
✓ The MOST TRUSTED
✓ Educate on, advocate for, AND administer vaccines
❖ Represents the interests of the nation’s 4.3 million registered nurses
❖ Is at the forefront of improving the quality of care for all
We communicate directly to 1.5 million people!
Communications

Print periodicals, e-newsletters and annual reports

- **American Nurse Today** (10 print, 2 digital only) – 83% satisfaction rate
- **ANA annual report, Foundation annual report & HNHN Update**
- **ANA SmartBrief** (M-F – add ANA links and content) solid readership
- **Nursing Insider** (each Thursday; non member subscribers)
- **Member News** (monthly)
- **Online Journal of Issues in Nursing** (3x year)
- **Capitol Beat Blog** (PRN; subscribers and links in e-newsletters)
In 2020, ANA and Sanofi partnered to encourage all Americans to get their flu shot in a year when preparedness was more important than ever.

This joint effort contributed to an unprecedented number of vaccinations and record low cases of flu nationwide.
The 2020-2021 Race to 200M was a KNOCK OUT success

930M
media impressions from original coverage

26 ORIGINALLY MEDIA STORIES
23 national with 5 syndicated to multiple markets; 3 local including Philadelphia Magazine, George Public Radio, Daily Herald

96%
of stories included at least three key messages

76%
of stories drove to campaign website

111K
UNIQUE SITE VISITORS
and 9,208 “Find a Flu Shot” finder clicks

~400 SYNDICATED BROADCAST STORIES
~28 additional impressions via syndication of ET, People TV, AP TV, NPR, and HealthDay stories

25 MEDIA INTERVIEWS
(including 2 local) generating coverage by 26 outlets

25 FACEBOOK & TWITTER POSTS
from news outlets & reporters reaching 51.5M followers

The people who should get the flu shot are those who are at highest risk including people with chronic illnesses such as diabetes, heart disease and respiratory ailments...In many cases, these are the same groups of people who would be at risk for complications of COVID-19.

- Ernest Grant
President, ANA
## New York/New Jersey
**Total Impressions:** 2.3M+

- **Earned Media:** Entertainment Tonight (WCBS-TV, 232,482 viewers; WNEW-DT, 15,760 viewers) and AP TV (4 Online Outlets Reaching 1M+)
- **Social:** ANA NY (1.4K+ followers); 9 social posts; ANA NJ (7.3K+ followers); 7 social posts
- **Geo-Targeted Ad Performance:** 915,337 impressions
- **Spokespeople:** TBD

## Los Angeles, CA
**Total Impressions:** 127K+

- **Earned Media:** Entertainment Tonight (KCBS-TV, 97,650 viewers; KCAL-TV, 8,429 viewers)
- **Social:** ANA CA (9.5K+ followers); 12 social posts; 1 newsletter (12K subscribers)
- **Spokespeople:** Dr. Anita Girard, ANA/C President; Dr. Chris Farver, ANA/C Nursing Practice Director

## San Francisco, CA
**Total Impressions:** 56K+

- **Earned Media:** Entertainment Tonight (KRON-TV, 33,752 viewers)
- **Social:** ANA CA (8.6K+ followers); 1 social post
- **Spokespeople:** Ernest Grant, ANA President; Debbie Halmaker, ANA Chief Nursing Officer

## Washington, D.C.
**Total Impressions:** 40K+

- **Earned Media:** Entertainment Tonight (WUSA-DT, 32,164 viewers)
- **Social:** ANA VA (8.6K+ followers); 1 social post
- **Spokespeople:** Lindsay Duggan, ANA/C Legislative Director; Tamara Al-Yasin, Trauma Nurse/Charge Nurse at Stanford Health Care

## Philadelphia, PA
**Total Impressions:** 1.3M+

- **Earned Media:** Philadelphia Magazine article (1M impressions); Entertainment Tonight (KYW-TV, 84,853 viewers)
- **Social:** ANA PA (10.1K+ followers); 10 social posts
- **Geo-Targeted “Cities Unite Against the Flu” Ad Performance:** 348,747 impressions
- **Spokesperson:** Kristina Rosario, ANA, Nurse, PA RN

## Chicago, IL
**Total Impressions:** 1M+

- **Earned Media:** Entertainment Tonight (WBBM-TV, 74,011 viewers); Daily Herald (16,500,000 viewers across digital and print media)
- **Social:** National Forum (863 followers); Flu clinic event: ANA IL (4.2K+ followers); 2 social posts
- **Spokespeople:** Elizabeth Aquino PhD, RN, president of ANA-Illinois; Blanca Barrena, president of Illinois School Nurses Assn. (Bilingual: Spanish)

## Boston, MA
**Total Impressions:** 733K+

- **Earned Media:** Entertainment Tonight (WFXT, 25,197 viewers) and AP TV (Atlantic Broadband News in Quincy, MA 701K unique monthly visitor)
- **Social:** ANA MA (4.6K+ followers); 9 social posts
- **Spokesperson:** Julie Cronin, President ANA MA, Nurse Director at Mass. General Hospital

## Atlanta, GA
**Total Impressions:** 882K+

- **Earned Media:** Georgia Public Radio broadcast segment, online story (500K listeners, 100K impressions); People TV (WGCL, 33,613 viewers; WPCH, 14,125 viewers) and Entertainment Tonight (WSB-TV, 226,312 viewers)
- **Social:** ANA GA (8.1K+ followers); 16 social posts
- **Spokesperson:** Richard Lamphier, President, ANA GA

## Dallas-Ft. Worth, TX
**Total Impressions:** 116K+

- **Earned Media:** Entertainment Tonight (WFAA, 95,507 viewers)
- **Social:** ANA TX (21.1K+ followers); 11 social posts + “Practice Tip of the Week”
- **Spokesperson:** Barbara Chapman, DNP, Nurse at UT Tyler

## Houston, TX
**Total Impressions:** 388K+

- **Earned Media:** Entertainment Tonight (KPRC-TV, 86,771 viewers)
- **Social:** ANA TX (21.1K+ followers); 13 social posts + “Practice Tip of the Week”
- **Geo-Targeted “Cities Unite Against the Flu” Ad Performance:** 278,862 impressions
- **Spokesperson:** TBD

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**Note:** Post engagement is defined as any action including a like/reaction, comment, share, link click, photo or video view on a post.
Blogs & Newsletters

The Race To 200M

ANA is excited to share that we are a lead partner on a new educational campaign supported by Sanofi Pasteur focused on driving flu vaccinations this flu season called The Race to 200M. See the press release here. As nurses, we know the importance of flu vaccination. This year—given the intersection with COVID-19—it is more important than ever before to help protect against the flu. We are calling on no less than 200 million Americans to get their flu shots this season.

Why 200M? For those who are most at risk for flu and its complications— including Americans 50 years of age or older, as well as people living with chronic diseases, such as heart disease, respiratory disease, and diabetes—not less than 200 million Americans should be getting the flu vaccine each year.

This year with COVID-19, the flu season could have a bigger impact on the healthcare system. The CDC is asking everyone to do their part to help reduce the risk from flu and reduce the burden of flu illness, medical visits, hospitalizations, and related burdens on the healthcare system to conserve medical resources for the care of people affected with COVID-19.

The campaign launched on September 17, 2020. Questions? Reach out to Holly Carpenter, holly.carpenter@ana.org to get involved.

CAMPAIGN OVERVIEW:

Each year, less than half of Americans get an influenza (flu) vaccination, leaving too many people vulnerable to flu and its complications. Furthermore, its potential deadly consequences. For those who are most at risk for flu and its complications—Americans 50 years of age or older, as well as people living with chronic diseases, such as heart disease, respiratory disease, and diabetes—no less than 200 million Americans should be getting the flu vaccine each year. (1A)

This flu season, the American Nurses Association (ANA) and Sanofi Pasteur have launched The Race to 200M, a consumer education campaign to drive increased flu vaccination across the country and specifically among people most vulnerable to flu.

healthy nurse, healthy nation Grand Challenge

Nurses Leading the Nation’s Journey to Better Health

The HNHN 2021 Challenge Calendar is here!

Healthy Nurse, Healthy Nation's 2021 Challenge Calendar is now available at this link. Feel free to download and share widely.

Challenge graphics, titles, and descriptions will be updated as we progress through the year. Please note that all challenges and dates are subject to change.

We are super excited to announce that December is “Name That Challenge!” If you could participate in any type of wellness challenge, what would it be? What would it look like?

Send your ideas and thoughts to healthy.nurse@ana.org.

Final Reminder!

Flu season is still here, so the flu shot is still important. Help us and @TheRaceTo200M by encouraging 200 million Americans to get their flu shot to help protect themselves from the flu.

Learn more here.
9 ANA Newsletters featured Race to 200M campaign (reaching ~ 382,000 subscribers)

829 engagements on ANA National Facebook Page post (566K followers)

1,117 engagements on ANA national Twitter (116K followers)

257 engagements on ANA national Instagram (35K followers)

Toolkit distributed to 110 organizational and 183 C/SNA leaders

4,108 engagements on ANA National LinkedIn Page (302K followers)

Nine C/SNA social channels also posted strengthening local engagement (NY, CA, MA, PA, TX, NJ, GA, IL, VA)

This drove increased SOCIAL ENGAGEMENT
As #Nurses, we stand together against the #flu. Now it's time to unite everyone else by encouraging our patients to do their part to help protect themselves, their community, & all frontline workers from the flu w/ a flu shot. Visit bit.ly/3bIQXKD to learn more.

#healthynurse
Our Favorite Day
• ANA is partnering with Sanofi Pasteur for an education campaign
• We’re tired of being stuck at home! Don’t get sick with the flu!
• Celebrate getting your flu shot, take the day off, enjoy that me time
• Target audience:
  • All eligible Americans
  • Aged 50 +
  • Those with chronic health conditions and their caregivers
  • Health care professionals
  • Racial and ethnic minorities at high risk for the flu
• Vaccination essential for protection
• Prevent flu-related complications, hospitalization, and death
• Reduce the burden on healthcare
• Nurses: advocates, educators, and role models
• Kick off was Sept. 17
• Collaboration between ANA & Sanofi Pasteur
• Unbranded educational campaign on importance of flu shots
• Celebrate getting your vaccine
• Potential for a more severe 2021-22 flu season
• Visit FluShotFridays.com
• Speak with your provider—what flu preventions are right for you?
• Certain groups at higher risk and more vulnerable to complications
• Flu can worsen symptoms of respiratory illness
• Vaccination is your best protection
• Elevates the evidence-based health expertise of nurses and other healthcare professionals
• CDC recommends annual flu shots for everyone over 6 months with rare exceptions
• Trusted professional association
• Nurse leader spokespeople
• Celebrity spokesperson
• Press release with quotes
• Interviews
• Key social media messages
• Eye catching, relatable campaign graphics
• Website
  • Find a flu shot
• Influencers
• Key target markets
• Videos
• Posters
• Toolkit
  • Talking points
  • Novel ideas on how to participate
  • Newsletter language
  • One page flyer/article
  • Posters
• Articles/blogs
• Presentations
INITIAL RESULTS

9 MEDIA INTERVIEWS SECURED
4 REMAINING “AD-HOC” MEDIA INTERVIEWS TO BE SCHEDULED
8 NATIONAL OUTLETS INTERVIEWED SPOKESPEOPLE
800M+ MEDIA IMPRESSIONS* (SYNDICATION FORTHCOMING)
7 ORIGINAL STORIES
6 LOCAL MARKET OUTREACH TO BE CONDUCTED

*Note: Impressions include press release pick-up

Jennifer Grey
Celebrity Spokesperson

Ernest Grant, PhD, RN, FAAN
ANA President
ANA shared the campaign directly with members through 5 ANA newsletters, reaching more than:

180,000 Subscribers
295 Organizations

ANA channels shared posts across Instagram, Facebook, Twitter, and LinkedIn, amplifying Friday launch content with:

35,953 Impressions
338 Engagements
1,973 Media Views

Note: Numbers shared 9/20

Allied organization Healthy Nurse, Health Nation also shared campaign content.
Flu Shot Fridays

The American Nurses Association (ANA) in collaboration with a local media is encouraging people to get vaccinated against the flu. The campaign aims to increase flu vaccine rates among adults and children, particularly among those who are at higher risk for flu complications.

"Getting vaccinated is one of the best ways to protect yourself and others from influenza," said Dr. Andrea Griswold, ANA senior vice president for Public Affairs.

The flu vaccine is recommended for everyone six months of age and older, especially those at higher risk for complications from flu, such as people with certain chronic health conditions, pregnant women, and people living in nursing homes.

"We encourage everyone to be proactive about their health and get their flu shot early to help protect themselves and their communities," said Dr. Griswold. "By getting vaccinated, we can reduce the overall impact of flu and help minimize disruption to our communities."
Jennifer Grey shared her video posts across Instagram (285K followers), Facebook (537K followers), & Twitter (105K followers)

Jennifer Grey also shared a picture of herself on Instagram after getting her flu shot using the #FluShotFridays hashtag
• Webpages https://www.nursingworld.org/practicepolicy/workenvironment/healthsafety/immunize/
• Position statement
• ANA Supports Mandated COVID-19 Vaccinations for Nurses and All Health Care Professionals
• American Nurse journal articles
• Healthy Nurse, Healthy Nation blogs
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