

National Influenza Vaccination Week and Other Special Events to Increase Coverage

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DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



SAFER · HEALTHIER · PEOPLE

NIVW: Summary

- November 27-Dec 3
- Inaugural season
- Annual event
- To help raise awareness of the importance of influenza vaccination and the importance of continuing vaccination throughout November and beyond.
- Partnerships key to NIVW planning and implementation

NI VW Key Messages

- Influenza is a serious disease
- Vaccination is the best way to prevent influenza
- Vaccine supply is expected to be the highest ever and will continue to arrive on a rolling basis through December 2006
- Everyone wishing to avoid influenza should get vaccinated
- Providers should vaccinate every individual seeking it
- The time to get an influenza vaccine extends well into winter, through early 2007, when the influenza season typically peaks
- Flu vaccination of an individual helps protect that person and others

Making it happen in less than 4 weeks.....

- Immediately following the HHS/CDC decision to hold NIVW, several calls were held with partners.
 - NACCHO, AIM, ASTHO, the Influenza Vaccine Summit and other partners played a key role in defining the rationale for and purpose of NIVW.
 - Partners developed letters of support
- A press briefing to announce NIVW was held November 13
 - NIVW announcements also went out via MMWR, HAN, Summit newsletter, web, and other channels.

Making it happen in less than 4 weeks..... (cont.)

- Campaign materials were created and pitched
 - Television and radio PSAs, print ad, posters, op ed
 - Meetings were held with 3 major networks in NYC. Agreement secured from CBS to run PSAs during NIVW and beyond
 - Media buy plan developed



Making it happen in less than 4 weeks..... (cont.)

- **A satellite media tour with Dr. Agwunobi was held Nov. 16**
- **CDC created an on-line calendar of events**
 - **Federal, regional, and state and territorial NIVW events could be submitted and viewed.**
 - **<http://www.cdc.gov/flu/nivw06activities>**
- **Communications to providers were distributed**
 - **“Dear colleague” letter from Dr. Gerberding**
 - **Guidance for providers who would not have enough vaccine for NIVW**
- **Outreach to business groups**

Making it happen in less than 4 weeks..... (cont.)

- Utilization of “new media”
 - CDC home page, snowman “graphical bug”, podcasts, webinar for blog writers

The screenshot shows the CDC website interface. At the top left is the CDC logo and the text "Department of Health and Human Services" and "Centers for Disease Control and Prevention". On the top right, there is a link for "CDC en Español" and a search bar with a "GO" button. A left-hand navigation menu lists various health topics. The main content area features a large banner for "National Influenza Vaccination Week" with a snowman graphic. Below the banner are three columns of content: "Get Vaccinated!", "Global HIV/AIDS", and "Pandemic Flu", each with a brief description and a "more" link.

CDC Department of Health and Human Services
Centers for Disease Control and Prevention

CDC en Español

Search: **GO**

Health & Safety Topics

- > [Birth Defects](#)
- > [Disabilities](#)
- > [Diseases & Conditions](#)
- > [Emergency Preparedness & Response](#)
- > [Environmental Health](#)
- > [Genetics and Genomics](#)
- > [Health Promotion](#)
- > [Injury and Violence](#)
- > [Travelers' Health](#)
- > [Vaccines & Immunizations](#)
- > [Workplace Safety & Health](#)

Don't Let the Flu Ruin Your Holidays!
National Influenza Vaccination Week:
November 27 - December 3 [Learn more >](#)

Get Vaccinated!
The best way to protect against the flu is to get vaccinated each year...
[more](#)

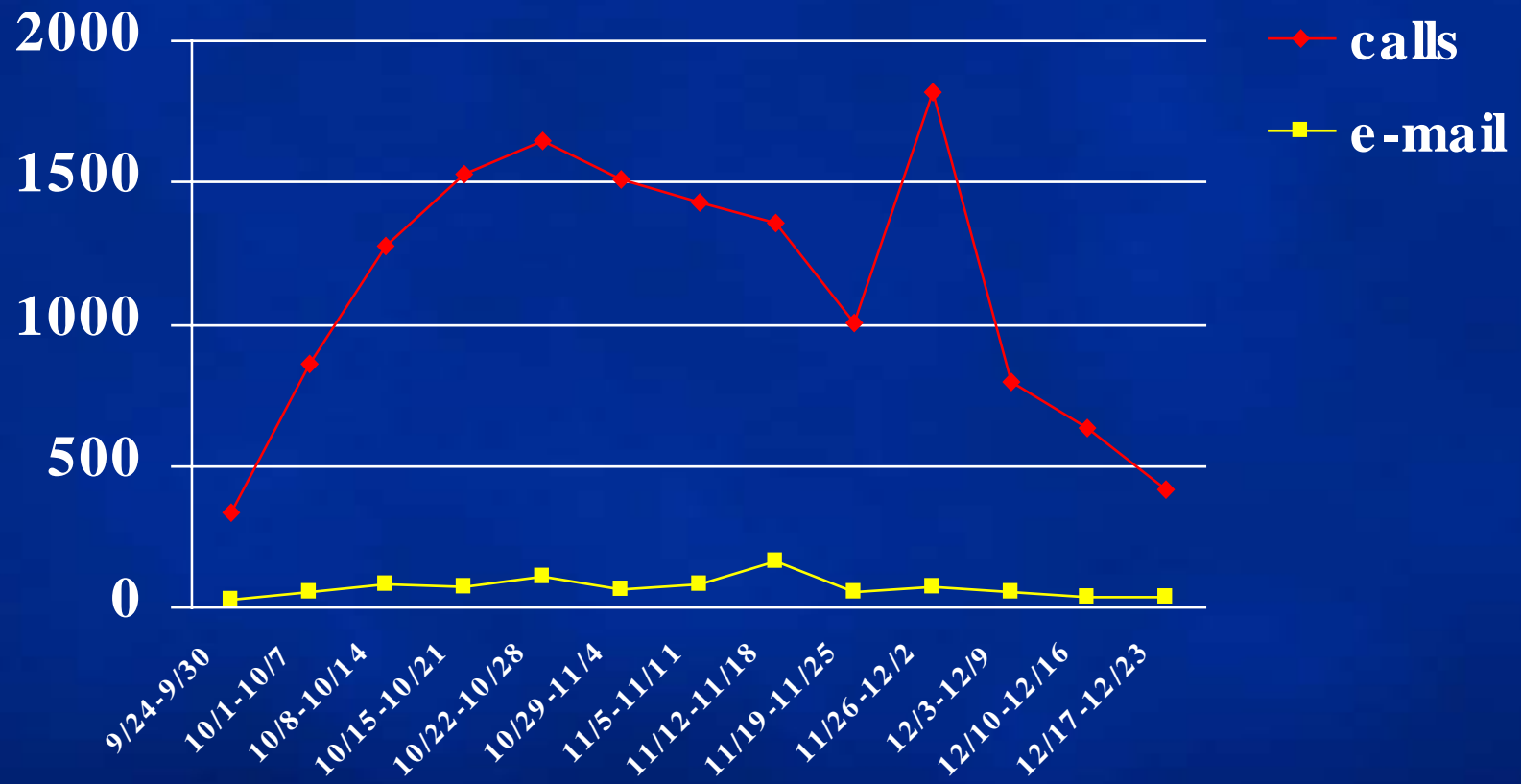
Global HIV/AIDS
Working shoulder-to-shoulder with partners to fight HIV/AIDS worldwide...
[more](#)

Pandemic Flu
Pandemic Flu resources...
[more](#)

During NIVW....

- HHS press conference held Nov. 27
- Radio and television ads played in 96 markets, covering 67.44% of the U.S. population.
- Radio and TV ads resulted in a potential 155,773,400 audience impressions.
- A full-page black and white print ad ran in the November 28th issue of USA TODAY reaching a potential audience of 2.2 million readers.
- CDC spokespeople conducted English- and Spanish-language radio interviews in mainstream and ethnic media nationwide.
- Summit newsletter went out daily

Seasonal Influenza Calls and E-Mail to CDCINFO by Week



**Evaluating National
Influenza Vaccination Week
(NIVW)**

Assumptions

- The goal of NIVW is to change the way people think about the timing of influenza vaccination
- This goal will likely require multiple years to accomplish.
- Changes in awareness/understanding typically occur before actual behavior change.
- Evaluation measures collected this year are thus most appropriately focused on awareness
- Any assessments of the timing of vaccine coverage this year can serve as a baseline for future NIVWs.

Evaluation Approach

Evaluation plans include:

- Surveys to evaluate awareness of NIVW and collect self-reported activities from public health officials, private providers and others
- Surveys to assess awareness among the public
- Surveys to obtain baseline estimates of annual vaccination (including timing of vaccination)

Public Awareness: National Survey of Adults

- Mixed methods
 - RDD Telephone sample (n = 1247)
 - Web-based panel (n = 1290)
- Participants ~70% White, 50% male, aged 18 and older
- 24% of RDD respondents and 9% of Web respondents had heard of NIVW

Public Health: Awareness and Actions, I

Email Survey of State Immunization Programs

- 47 of 56 state/urban area programs responded (84%)
- 100% aware of NIVW
- Top sources: CDC (96%), AIM/other professional org (77%), tv/radio (15%), colleague (9%)

Actions Taken	#(%)
None	16(34)
Extra clinics	10(21)
Additional outreach	11(23)
Promotional/media event	19(40)
Buy more vaccine	5(11)
Partnered with Community Vax	6(13)
Promote to/collab with private provider	21(45)
Other	10(21)

Public Health: Awareness and Actions, II

Email Survey of Local Public Health Officials (NACCHO)

- 190 of 350 responded (54 %)
- 96% aware of NIVW
- Top 5 Sources: SHD (78%), CDC (72%), professional org (28%), tv/radio (16%), print media (16%)

Actions Taken	#(%)
None	103 (57)
Extra clinics	41 (23)
Special populations	27(15)
Promotional/media event	42(23)
Buy more vaccine	3(2)
Partnered with Community Vax	9(5)
Other	30(17)

Colleges/Universities: Awareness and Actions

Email Survey of American
College Health Association
List-serve participants

- 92 of 1,122 responded (8 %)
- 56% aware of NIVW
- Top Sources (n= 52): professional org (73%), local health department (31%), print media (13%)

Actions Taken (n=52)	#(%)
None	35 (67)
Extra clinics	8(15)
Additional outreach	7 (13)
Populations not routinely vaccinated	5(10)
Promotional/media event	1(2)
Buy more vaccine	4(8)
Partnered with Community Vax	2(4)
Other	3(6)

Suggestions for Improvement

- Provide more notice of NIVW; announce the specific week prior to start of season
- Consider an even later time for the week—December or January
- A communication packet with CDC messages for PH to distribute would be helpful
- Provide a way for state/local PH to share creative ideas about how to reach the public with the NIVW message

Suggestions for Improvement

- National PSAs on prime time television
- Ensure that messages from CDC aren't contradictory to NIVW messages about vaccine timing; messages should emphasize information about timing of disease peaks
- Keep the week during the same time each year to facilitate planning
- Make very clear that this week is about awareness rather than getting vaccinated during this particular week

Looking Ahead: NI VW 2007

- We need to plan now
- Needs to be a collective effort among partners
- Imagine what we can do with more than 4 weeks to prepare!

Other Activities

- **NIVS team on extending the vaccination season**
- **NIVS Immunization Excellence Awards**
- **January media campaign activities**
 - **Radio media tours, release of matte articles and audio and video bite packages**

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