



**2007 National Influenza Vaccine Summit
Messaging To Increase Coverage
Private Perspective**

**Susan Vassallo
April 20, 2007**

Messaging To Increase Coverage

- **Flu season varies from year-to-year**
 - Vaccine varies based on changing virus
 - Vaccination conditions vary based on season severity and manufacturing capacity
 - Similarly, communications vary based on seasonal conditions
- **Regardless of the seasonal conditions, some messages remain constant**
 - The importance of receiving the vaccine each year
 - The health risk posed by influenza, particularly to high-risk groups
 - The efficacy of late season vaccination

Messaging To Increase Coverage

A Public-Private Partnership

It is important for the Private Sector to support Public Sector efforts by proactively reinforcing messages to customers and society

- **Reliable provider of influenza vaccine committed to delivering the product to healthcare practitioners as quickly and efficiently as possible**
- **Strong advocates for CDC guidelines and recommendations for influenza vaccination**
- **Dedicated to working together with all influenza vaccine key stakeholders to communicate the importance of vaccination and help increase vaccination rates**

Messaging To Increase Coverage

Critical to keep lines of communication open and reinforce public health messages regardless of current business conditions

- **Frequent communication with customers via Web site, direct marketing messages, and one-on-one communication through field sales force**
- **Participation in key stakeholder initiatives (e.g., NFID, Influenza Summit)**
- **Proactive media outreach**
 - Company press releases with flu statistics and news (e.g., start of season release, seven reasons to be vaccinated now, op-eds, letters to the editor)
 - Offering experts for interviews
 - Matte feature stories and radio news releases
 - Building relationships with reporters/columnists
- **Social outreach programs**

Messaging To Increase Coverage

- Henry Schein Cares donation of flu vaccine at annual American Dental Association convention
- Reinforce message: Importance of vaccination for healthcare providers



New screens added for ADAF Health Screening Program

Posted July 19, 2006

By Stacie Crozier

ADA | FOUNDATION

American Dental Association Foundation

Las Vegas—Participants in the the ADA Foundation's 43rd Health Screening Program will find four new screens and a free flu shot.

Las Vegas—Participants in the ADA Foundation's 43rd Health Screening Program will find four new screens and a free flu shot.....

The first 2,000 participants will receive a free flu shot courtesy of Henry Schein

mental health survey,
Periodontal screening and recording.
Cardiovascular health and risks screenings:....

Messaging To Increase Coverage

- **Special events**

- **Free flu vaccination clinic at the Charles B. Rangel Health Center in Harlem**
- **Press conference at local senior center with County Executive**
- **Reinforce message: Importance of vaccination for at risk and senior population**

