American Lung Association Initiatives:
Faces of Influenza Campaign and
Flu Clinic Locator

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Faces of Influenza

Highlights – 2006

- *Faces of Influenza* is an educational initiative of the American Lung Association

- Goal of program: put a “face” on influenza illness and help Americans understand need for annual vaccination
  - Help people personally identify with influenza
  - See themselves and loved ones among CDC recommended groups for immunization
  - Stress seriousness of influenza throughout full immunization season
Faces of Influenza

Highlights – 2006

Program Results:

– More than 550 million total media impressions
– Six regional events in Phoenix, Detroit, Minneapolis/St. Paul, Philadelphia, Seattle, and Houston
– Secured significant media coverage for local Lung Associations:
  – 36 million media impressions
– Activities in December and January fueled coverage of extended season immunization
Situation for 2007-2008 Influenza Season

- Critical need for education on influenza immunization
  - U.S. supply to surpass demand
- Season is critical time to get public to seek vaccine
- Consumers don’t recognize seriousness of influenza
- They need “reason to believe” to seek immunization
- Immunization season is not fully utilized
  - Remind the public that immunization in December, January and beyond provides protection
Year Two:
Faces of Influenza
2007-2008 Season
Faces of Influenza 2007 –
National Program

- National consumer awareness campaign targeted to at-risk consumers (and household contacts, caregivers)
- Everyday people add their special compelling stories (“faces” represent all recommendations and variety of ages)
- National media outreach
- Television and radio public service campaign
Consumer Materials

- Portrait book and gallery with personal influenza stories for each image; disease/immunization information
- Consumer brochure, fact sheets
- Poster
- Web site
Faces of Influenza – Regional Program

- Develop coalition of interested organizations/public health, business, etc. in each market
  - Detroit, Houston, Minneapolis/St. Paul, Seattle, Philadelphia, Phoenix
- Conduct extensive media outreach and promotional activities
- Host media event/vaccination clinic in highly trafficked location
- Continue activities following the event to support immunization through January and beyond
Flu Clinic Locator

- In the 2006-2007 influenza season more than 90,000 clinics were posted on the site.
- Information on new opportunities to become involved in the Flu Clinic Locator will be shared with the Summit in the coming months.