



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

Terri E Weaver, PhD, RN, FAAN

Chair, Board of Directors, American Lung Association

Associate Professor of Nursing; Chair, Biobehavioral and Health Sciences Division

# *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



American Lung Association's  
Influenza Prevention Program

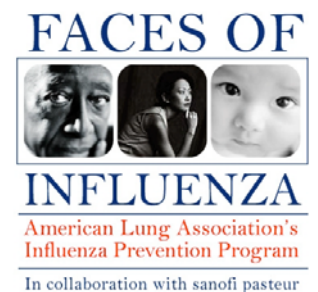
In collaboration with sanofi pasteur

# 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

FACES OF



INFLUENZA

American Lung Association's  
Influenza Prevention Program

In collaboration with sanofi pasteur

# 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

FACES OF



INFLUENZA

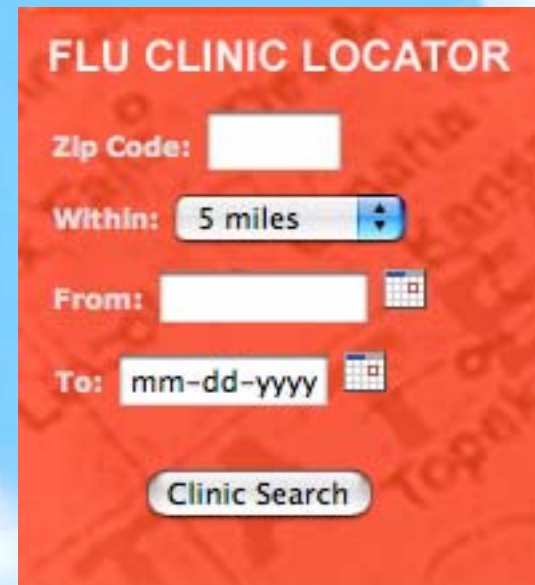
American Lung Association's  
Influenza Prevention Program

In collaboration with sanofi pasteur



# 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



**FLU CLINIC LOCATOR**

Zip Code:

Within:

From:  

To:  