Messages for Target Audiences: Lessons Learned from the *Faces of Influenza* Campaign

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What is *Faces of Influenza*?

- Multiyear consumer education initiative
  - In collaboration with sanofi pasteur
- Put a “face” on influenza 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
  - Increase influenza immunization rates
  - Urge vaccination throughout the season
What is Faces? (cont.)

• Achieved widespread media coverage during 2006 and 2007
  – 2006 season: more than 550 million media impressions
  – 2007 season: more than 851 million media impressions

• Gearing up to expand efforts in 2008
Our Target Audience

• Mothers 35 years of age and older
  – The family’s health-care decision maker
  – Often in charge of well-being for spouse, children, parents, grandparents, in-laws
  – Gateway to other key recommended groups

• Highlight the many “faces” of influenza in her life
  – According to CDC recommendations
  – Enlist spokespersons within these groups to help deliver messages and tell their stories
What Works: Lessons Learned

• Tailored messages
• Localized stories often most effective
• Personal experiences make the disease real
• Optimize available partners, outlets throughout the year
Tailor the Message

• For national, local media
  – Customized data, disease background, vaccination information
  – Culturally adapt for specific populations
    • Hispanic Americans, etc.
  – Refer to facesofinfluenza.org to learn more

• Each “face” tells his/her own story
  – Personal experience with influenza
  – Why they are committed to vaccination
  – What can the public learn from them
Localize Your Story

- Local media stories/coverage are most effective
  - Appeals to the community
    - Gives the issue context that they can relate to/understand
  - Works well with national, regional, local American Lung Association network
Put a “Face” on Influenza

• Personal experiences resonate best
  – With press, consumers
  – Firsthand experiences with influenza make it real
  – Reinforces influenza can happen in your “backyard” or to someone like you
Enlist “Notables” to Deliver Messages

FACES OF INFLUENZA
American Lung Association’s Influenza Prevention Program
In collaboration with sanofi pasteur
Say it Loud & Often

• Tell the story in numerous areas, multiple times
  – Throughout the fall and winter
  – Use various media outlets – newspaper, TV, radio, magazines
    • Don’t forget online
  – Local partners can help carry messages
    • Through *Faces of Influenza* campaign tool kit
      – Ready-to-use, template materials to support educational efforts
How *Faces* has Saturated Local Markets

- Detroit *Faces* campaign
  - Partnered with two local mothers, whose children have asthma; well known, active in community
  - Secured support from City Council, local churches, state and local public health, among other partners
    - Worked directly with local Lung Association
    - Conducted their own *Faces* efforts
  - Multiple media pitches throughout the fall and winter
  - Advertising to encourage attendance during ALA vaccine clinic, educate about influenza immunization
Thank You

• *Faces of Influenza* gearing up for 2008 season
• Everyone here today is a “face” of influenza and knows many other “faces”