



# AMERICAN LUNG ASSOCIATION®

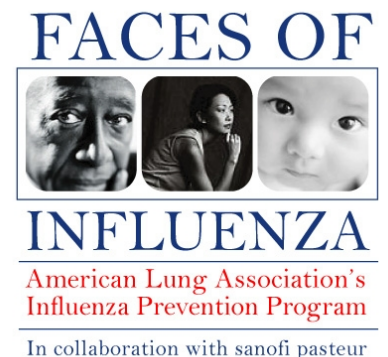
CURES | CLEAN AIR | SMOKEFREE KIDS

*Improving Life, One Breath at a Time*

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

*Bernadette Toomey*

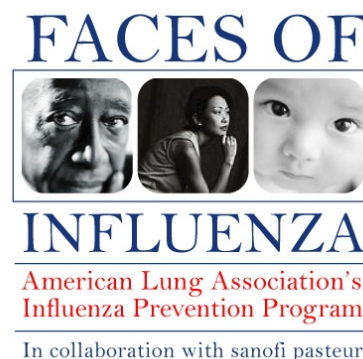
*CEO and President, American Lung Association*



# What is *Faces of Influenza*?



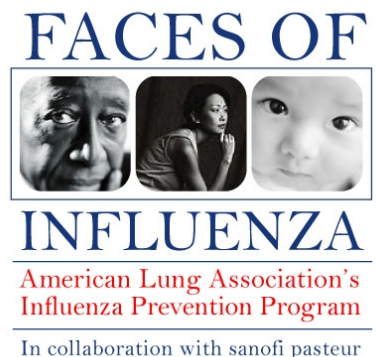
- Multiyear consumer education initiative
  - In collaboration with sanofi pasteur
- Put a “face” on influenza and help Americans understand need for annual vaccination
  - Help people personally identify with influenza
- See themselves and loved ones among CDC recommended groups for immunization
  - Stress seriousness of influenza
  - Increase influenza immunization rates
  - Urge vaccination throughout the season



# What is *Faces*? (cont.)



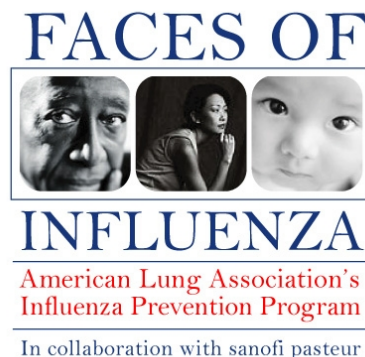
- Achieved widespread media coverage during 2006 and 2007
  - 2006 season: more than 550 million media impressions
  - 2007 season: more than 851 million media impressions
- Gearing up to expand efforts in 2008



# Our Target Audience



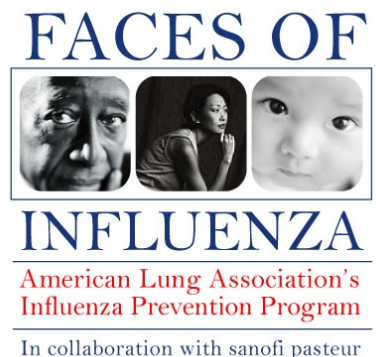
- Mothers 35 years of age and older
  - The family's health-care decision maker
  - Often in charge of well-being for spouse, children, parents, grandparents, in-laws
  - Gateway to other key recommended groups
- Highlight the many “faces” of influenza in her life
  - According to CDC recommendations
  - Enlist spokespersons within these groups to help deliver messages and tell their stories



# What Works: Lessons Learned



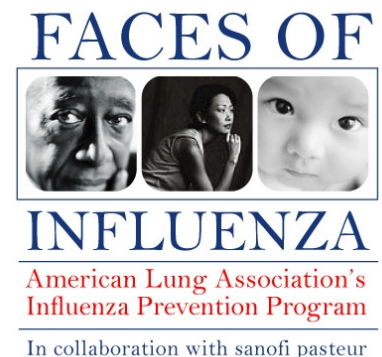
- Tailored messages
- Localized stories often most effective
- Personal experiences make the disease real
- Optimize available partners, outlets throughout the year



# Tailor the Message



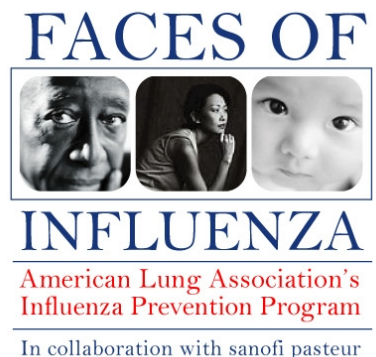
- For national, local media
  - Customized data, disease background, vaccination information
  - Culturally adapt for specific populations
    - Hispanic Americans, etc.
  - Refer to [facesofinfluenza.org](http://facesofinfluenza.org) to learn more
- Each “face” tells his/her own story
  - Personal experience 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

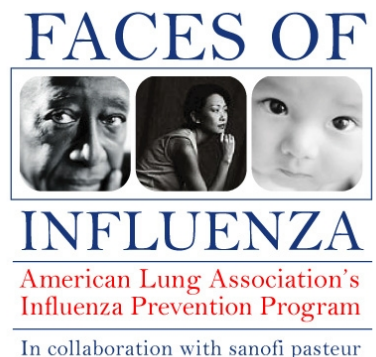




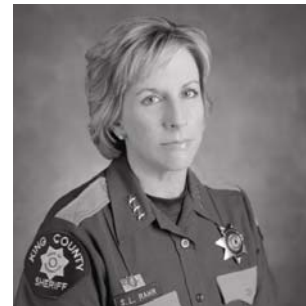
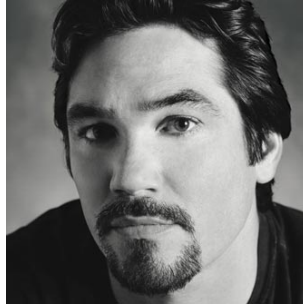
# Put a “Face” on Influenza



- 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

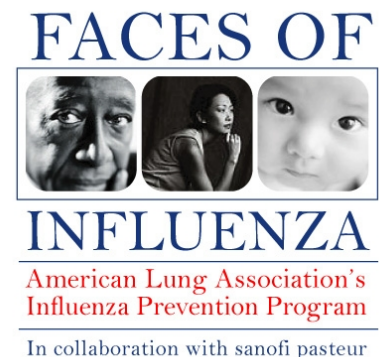
American Lung Association's  
Influenza Prevention Program

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

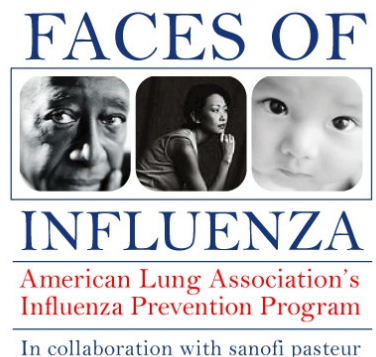


# How *Faces* has Saturated Local Markets



- 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”

