Speaking in Harmony: 
Consistent Messages for Parents and Professionals

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Mission

To protect infants, children and adolescents from influenza by communicating with “one strong voice” the need to make influenza immunization a national health priority.
32 Organizations = One Strong Voice

Creating and Capitalizing One Strong Voice

CIIC Mission

Build on a strong foundation
Bridge key stakeholders
Provide channels for communications
Reinforce national milestones and announcements
Action with Strong Infrastructure

1. Receive member input and reach consensus
   - Members

2. Develop messages
   - Members

3. Develop educational materials
   - NFID

4. Adapt messages and materials to various audiences
   - NFID and members

5. Distribute via several channels (member organizations) reaching HCPs and consumers
   - NFID and members

Increasing Message Retention by Repeat Exposure to Consistent Messages

- Message Frequency
- Interpersonal Communications (live events)
- Message Retention
- Multi-Channel Approach
- Consistent Messages

Key Messages with Market Research
Gaining a Better Understanding of Attitudes and Behaviors

- Provide deeper insight into the factors and triggers that motivate or inhibit behavior
- Research will help identify optimal communication messages to integrate into upcoming CIIC activities, which aim to:
  - Heighten awareness of influenza as a serious disease
  - Convey benefits/elevate importance of immunization as prevention
  - Eliminate misconceptions and shift attitudes to further expand the base of “vaccine-compliant” parents
  - Drive action

Tailoring Messages to Meet Seasonal Challenges

- Differentiating novel H1N1 and seasonal influenza
- Combating common misconceptions
- Implementing universal pediatric influenza vaccination recommendation
- Getting all immunizers to vaccinate children and reduce missed opportunities
- Affirm vaccine safety and efficacy
- Vaccine availability (timing)
Looking Forward

www.PreventChildhoodInfluenza.org