

CDC National Influenza Vaccination Communications Campaign: Plans for 2013-14 Flu Season

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Overall Communication Goals:

Provide consistent messages throughout flu season about the importance of flu vaccination and its benefits to:

- Maintain and increase awareness of universal flu vaccination recommendation and related key messages
- Drive steady increases in flu vaccination coverage over time
- Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintain and extend confidence in flu vaccine safety
- Address disparities in vaccination coverage



Communication Challenges for 2013-2014

- New vaccines
- Misperceptions regarding vaccine
- Audiences: similarities/differences
- Vaccination coverage disparities:

Adult vaccination disparity

Underserved populations



Flu Vaccine Communication Landscape

- National promotion and advertising
- Segmentation is important
 - Focus on select target audiences
 - Provide culturally relevant and linguistically appropriate materials
- Build sustainable partnerships:
 - Multi-sector partnerships at national level to reach general audience
 - Multi-sector partnerships at grassroots level to reach diverse audiences: National Influenza Vaccination Disparities Partnership (NIVDP)



2012-2013 Target Audience Tracks:

- Everyone 6 months and older
- Parents of young children
- Pregnant Women
- Adults with chronic health conditions
- Adults 65 years+
- People who live with or care for those at high risk for flu-related complications, including:
 - Health care workers
 - Household contacts
 - Household contacts/caregivers of children <5 years of age; emphasis on contacts of children <6 months of age



Key Messages

Influenza (the flu) is a contagious respiratory illness caused by influenza viruses.

Influenza (the flu) can be a serious disease that can lead to hospitalization and sometimes even death. Anyone can get sick from the flu.

Some people, such as older people, young children, and people with certain health conditions, are at high risk for serious flu complications.

Everyone aged 6 months and older should get a flu vaccination each year to protect themselves and their loved ones against the flu.

It takes about two weeks after vaccination for the body's immune response to fully respond and for you to be protected.

Vaccination is the first and most important step to protect against flu.



Key Messages

As long as flu viruses are circulating it's not too late to get vaccinated.
[National Influenza Vaccination Week (NIVW)].

Children 6 months to 8 years of age who are getting vaccinated for the first time will need two doses of vaccine, spaced at least 28 days apart

People have several options in terms of where they can get vaccinated and the type of influenza vaccine to choose. <http://flushot.healthmap.org/>.

The best way to protect against the flu is by getting vaccinated each year.

CDC recommends a three-step approach to fighting the flu: vaccination, everyday preventive actions, and use of antiviral drugs if your doctor prescribes them.



Research: Consumer focus groups

Message Testing:

- In-person and online focus groups
- Quadrivalent vaccine messages and materials
- H7N9 Awareness Level

Target Audience:

- parents of children 6 months-17 yrs of age
- People with chronic conditions
- Older adults 65 years+



National and Grassroots Campaign Strategies

General Audience: Multi-sector partners represent business, health, retail, national organizations, sports organizations, universities, multi-media, etc.

Minority Populations: Grassroots stakeholder engagement and workshops with health departments/organizations, CBOs, faith-based, pharmacies and other vaccinators, consulates/embassies, ethnic media outlets, insurance, etc.

CDC Support Mechanisms:

- Digital & Print Materials and Tools
- Workshops
- Flu Partner Web page
- Capacity Building Plans (Webinars, Flu 101, Social Media)
- Weekly key points shared via Email to partners
- Periodic partner calls and presentations



National Influenza Vaccination Week December 8-14, 2013

- Media Teleconference
- National and Ethnic Media Tours
- National/Grassroots partner outreach
- Local flu clinic activities
- Traditional, digital and social media outreach tools
- NIVW-specific calendar of events

HAVE YOU GOTTEN
YOUR FLU VACCINE?
GET VACCINATED NOW!
IT'S NOT TOO LATE!
National Influenza
Vaccination Week



www.cdc.gov/flu/nivw

National Influenza
Vaccination Week

Digital and Social Media Tools

New and Digital Media

- Publisher Outreach
- Content syndication
- CDC email alerts
- Mobile messaging
- Smart phone/iPad apps

Social Media

- Social Networking sites
- Social Media Tools
- Blogs

- **Content Syndication:** <http://tools.cdc.gov/syndication/>
- **RSS Feeds:** <http://www2c.cdc.gov/podcasts/rss.asp>
- **CDC Flu Twitter:** <http://twitter.com/CDCFlu>
- **CDC Facebook:** <http://www.facebook.com/CDC>
- **Receive notices as CDC posts updates to specific flu web pages:**
<http://www.cdc.gov/Other/emailupdates/>
- **Routine email updates from CDC: register by sending request to:**
fluinbox@cdc.gov



THANK YOU

**Any flu related questions or requests:
FluInbox @ cdc.gov**

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