



## 2012 Campaign

# Flu + You

**Protect. Learn. Understand. Safeguard.**

Educating older adults about influenza and prevention  
From the National Council on Aging and Sanofi Pasteur

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Educating older adults about influenza and prevention  
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Flu + You is designed to educate adults 65+ about their increased risk for influenza and its related complications with a goal of encouraging this population to learn about their vaccine options and ultimately get vaccinated against influenza

The program launched in August 2012 and is produced by NCOA with support from Sanofi Pasteur

## Key Messages for Adults 65 and Older



- Getting a flu vaccine is the best way to avoid contracting or spreading the flu and it is recommended for everyone 6 months and older
- Vaccination is especially important for adults 65 years of age and older. As we age, our immune systems weaken and our ability to fight illness decreases. As a result, older adults are more vulnerable to catch influenza and its related complications, making influenza vaccination extremely important.
- Adults over the age of 65 have two options available to help protect against influenza
  - The traditional flu vaccine, and
  - A higher dose flu vaccine designed to help address the age-related decline of the immune system
- Both options are covered by Medicare Part B

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## Campaign Overview

- **Program elements include:**
  - Dedicated landing page: [NCOA.org/Flu](http://NCOA.org/Flu)
    - Highlighted on NCOA home page and throughout NCOA.org site as part of navigation bar and in news
  - Educational materials
    - For professionals
    - For Patients
    - Template communication materials for centers and opinion leaders
  - National media activities
  - Regional media activities in select communities in AZ, FL and PA
  - Regional community engagement



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## Resources Available for the Public in English and Spanish



- Brochure
- Fact Sheet
- Frequently Asked Questions
- Posters



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## Resources Available for Professionals



- **Toolkit**
  - How-to Guide: Tips on how to use campaign materials to educate older adults about influenza risks and importance of vaccination
  - Presentation
  - Infographic
  - Newsletter article/website blurb
  - Blog post/Op-ed
  - Calendar listing
  - Website widget
  - Links to other flu resources (AAFP, AMA, ACP, CDC and others)



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## National Media Launch

- National press conference and media outreach in conjunction with the start of immunization season – August 23
- Multimedia News Release (MNR) and Satellite/Radio/Internet Media Tour with campaign spokespeople:
  - Howard Koh, MD Asst. Sec for Health, HHS
  - Carolyn Bridges, MD, Associate Director for Adult Immunizations, CDC
  - Richard Birkel, PhD, Sr. VP Healthy Aging, NCOA
- Controlled media vehicles: Mat release, audio news release, national radio PSA



Carolyn Bridges, MD



Howard Koh, MD



Richard Birkel, PhD

[National SMT - Harrisburg, PA \(FOX 43, WPMT-TV\).wmv](#)

"Despite how healthy you may feel or appear, as we age our ability to fight illness declines. As a result, adults 65 and older are more vulnerable to influenza so vaccination becomes very important..."



"The National Council on Aging launched the *Flu + You* campaign this year to help educate older adults about the importance of getting a flu shot and to let them know that it's not too late to get vaccinated."

[HealthNewsDigest.com](#)

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## National Media Launch: Video



Fox 43, WPMT-TV  
Harrisburg, PA

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## Peak Flu Season Media Activities

- Satellite/radio/internet media tour January 18<sup>th</sup>, during flu season, with Dr. Birkel and Dr. Michael Jhung, medical officer for the CDC
  - **20 interviews**, including segments in three of the campaign's target regional markets (Jacksonville, FL; Tampa, FL; and Tucson, AZ), as well as on "A Touch of Grey," a nationally syndicated radio program aimed at older adults
  - 425,000 total media impressions
- Second distribution of controlled media in Dec/Jan



Michael Jhung, MD

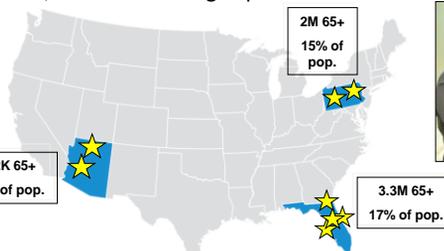


Richard Birkel, PhD



## Local Education Events and Media Campaign

- Worked with NCOA's local network to host education events and vaccine clinics for seniors in 8 markets in senior dense states of PA, FL and AZ during Sept. and Oct.



- Local experts, including elected officials, participated in events and got vaccinated
- Local media covered events, increasing awareness and broadening program reach
- Coordinated with additional local orgs to distribute campaign materials



## Flu + You: Making an Impact



### Coalition Building

- Engaged Health Depts, local leaders and immunization partners
- 70+ organizations have distributed campaign materials
- 94% of organizations surveyed rated materials as excellent or good



### National & Local Media Coverage

- 3 Billion impressions
- 91 original stories
- ANR on 700 Stations
- Mat release in 1,800 pubs



### Grassroots Education

- 610K Brochures, Fact Sheets, Posters, FAQs distributed in the community



### Online Reach

- 17K page views
- 8K downloads of educational materials

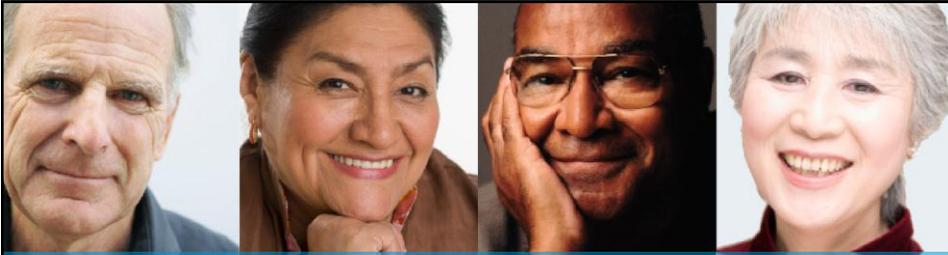
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## Gearing up for Year 2: Get Involved



- You can get involved by helping to distribute our materials – we'll be adding even more this year!
- We're looking for experts to participate in video vignettes to share different perspectives on why flu vaccine is important to people 65+
- We're also looking to tell some compelling stories about real people dealing with the flu
- So if you're interested in being featured, or know someone who might be, let me know
- Linking to the campaign is always welcome

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## Thank You

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**ncoa**  
National Council on Aging

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