CDC National Influenza Vaccination Communications Campaign

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Overview of a Flu Communication Campaign

- 2013-2014 Communication Campaign Recap
- Materials/Resources
- 2014-2015 Campaign Planning
- Leveraging partnerships
2013 -2014
Influenza Communication Campaign Recap

**Overall Communication Goals:**
To raise public awareness and knowledge of flu and flu vaccine to help create and sustain positive social norms that support vaccination efforts before and during seasonal flu:

- Maintaining and increasing awareness of universal flu vaccination recommendation; focusing on high risk groups
- Driving steady increases in flu vaccination coverage over time
- Fostering knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintaining and extending confidence in flu vaccine safety
- Addressing disparities in vaccination coverage
- Building on communication platforms, including messaging and outreach channels, for the most efficient and effective approach to pandemic preparedness.
2013-2014 Communication Challenges

- Vaccine options and availability
- Vaccine effectiveness
- Misconceptions regarding vaccine
- Audiences: similarities/differences
- Vaccination coverage disparities

2013-14 Seasonal Influenza Vaccination Campaign

**PRE-SEASON**
(May – August)

Campaign assessment and planning for 2013-14 (May - July)
Research: June 4-27, 2013
Pre-Season Activities:
  - VIC Network: Virtual Immunization Communications Network
  - National Immunization Awareness Month (August 5-31, 2013)
2013-2014 Seasonal Influenza Vaccination Campaign
General Audience Highlights: Fall Outreach
(September – December)

- National Foundation for Infectious Diseases/CDC Press Conference/Kick-Off Event (September 26, 2013)
- Radio Media Tour (September 26-27, 2013)
- Earned Online Publisher Outreach (throughout the season)
- Online Publisher Briefing (November 20, 2013)
- National Influenza Vaccination Week (NIVW) December 8-14, 2013

2013-14 Seasonal Influenza Vaccination Campaign
General Audience Highlights: Fall Outreach
National Influenza Vaccination Week December 8-14, 2013

Media Teleconference
- 28 national/regional media affiliations; 400+ articles

Radio Media Tour
- Interviews reached estimated 21M people

CDC Twitter Chat #NIVW2013
- Reached estimated 3.7M accounts: Over 32M total impressions
- 785 contributors with over 1,400 tweets

Advertising campaign:
- WebMD, Medscape, Google Search Campaign, Google Display Campaign
2013-14 Seasonal Influenza Partnership Examples

Healthy Mothers, Healthy Babies
Publisher Briefing and Twitter Chats

Public Health Foundation
CDC materials print and promotion on PHF site

American Cancer Society, American Diabetes Association, American Heart Association, Asthma and Allergy Foundation of America, National Association of Women with Heart Disease (Women Heart)
  Provided SME participation in CDC hosted publisher briefing

National Hispanic Medical Association
  In partnership with ASTHO, state public health, other medical associations:
  Co-sign joint letter for flu and pertussis vaccination for pregnant women

National Influenza Vaccination Disparities Partnership (NIVDP)
  Grassroots outreach: African American, American Indian/Alaska Native, Hispanic, other ethnic population groups

2013-14 Seasonal Influenza Vaccination Campaign
General Audience Highlights: Fall Outreach
(FALL & NIVW Results)

Overall, the Fall/NIVW efforts garnered more than:
  • 62 million earned digital media impressions
  • 104 million cumulative people through traditional media and digital outreach.

Increased CDC’s National Influenza Vaccination Disparities Partnership (NIVDP) from:
  • 463 to 600+ multi-sector grassroots partners within African American, American Indian/Alaska Native (AI/AN) and Hispanic/Latino communities.
2013-14 Seasonal Influenza Vaccination Campaign
General Audience Highlights:
(January - End of Flu Season)

Support Activities:
- Promote twitter chats
- Develop promotional tweets
- Identify partners to participate
- Retweet partners
- Online publisher outreach

January 14: ABC News National Health FLU Tweet Chat with Dr. Richard Besser and CDC’s Dr. Jhung; #abcDRBchat

National Council on Aging Flu + You Campaign/CDC Radio/Satellite Media Tour: Estimated reach: =24 M

January 22: CDC’s Dr. Frieden Twitter Chat; #CDCchat
Campaign Resources: Partner Page

- Features success stories
- Photos from promotional activities
- Campaign Highlights
- New & Popular Tools
- Staying Connected
- Media
- NIVW
- What’s New/Updated
- How to Become a Partner

http://www.cdc.gov/flu/partners/index.htm

CAMPAIGN COMMUNICATION PLANNING

2014-2015 INFLUENZA SEASON
### 2012-13 and 2013-14 Early Season Coverage

<table>
<thead>
<tr>
<th></th>
<th>November 2012</th>
<th>November 2013</th>
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<tbody>
<tr>
<td>All adults (≥ 18 years)</td>
<td>35.2</td>
<td>39.0</td>
</tr>
<tr>
<td>18-49 years</td>
<td>26.3</td>
<td>31.4</td>
</tr>
<tr>
<td>50-64 years</td>
<td>37.9</td>
<td>39.1</td>
</tr>
<tr>
<td>18-64 years</td>
<td>30.0</td>
<td>33.9</td>
</tr>
<tr>
<td>18-64 years, high-risk</td>
<td>42.1</td>
<td>44.2</td>
</tr>
<tr>
<td>18-64 years, no high-risk</td>
<td>25.7</td>
<td>30.0</td>
</tr>
<tr>
<td>65+ years</td>
<td>59.2</td>
<td>61.8</td>
</tr>
</tbody>
</table>

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**FLUVIEW**

A Weekly Influenza Surveillance Report Prepared by the Influenza Division

Laboratory-Confirmed Influenza Hospitalizations by Age Group

Preliminary data as of Mar 15, 2014

![Bar chart showing influenza hospitalizations by age group over the seasons 2009-10 to 2013-14.](chart.png)
Early Season Coverage

Figure 2. Flu vaccination coverage among health care personnel by occupation, Internet panel survey, United States, early November 2013

- Pharmacist (n = 77) 89.9%
- Physician (n = 297) 84.8%
- Nurse (n = 204) 79.3%
- Nurse Practitioner/Physician Assistant (n = 136) 77.8%
- Other clinical personnel† (n = 610) 71.1%
- Administrative support staff or manager/non-clinical support staff (n = 504) 54.0%
- Assistant/Aide (n = 133) 49.2%

Figure 3. Flu vaccination coverage among health care personnel by work setting, Internet panel survey, United States, early November 2013

- Hospital (n = 872) 79.0%
- Ambulatory care (n = 844) 60.5%
- Long term care facility (n = 289) 52.6%
- Other settings‡ (n = 441) 55.5%
2014-2015 Influenza Campaign Planning

Grounded in Research:
• Acknowledge the research with various audiences
• Apply the helpful theories and models relevant to our audience

IDI research for LTC to help guide message development:
• Persons with direct patient care
• Home health care/residential
• Persons without direct patient care
• Employers/Professional organizations

Target audience objective:
• Everyone 6 months and older including:
  o Healthy Adults (Healthy Young/Middle-Age Adults)
  o Pregnant women
  o High risk conditions
  o Parents
  o Older Adults 65+
  o Health Care Workers
    ➢ Long term care health professionals, assistants, aides, etc.

2014-2015 Influenza Communication Challenges

Barriers and Challenges:
  o Consumers: vaccine misconceptions
  o HCPs

• Unique Challenges:
  o Vaccine options and availability
  o Vaccine formulation same as 2013-2014
  o Possible change to ACIP recommendations

• Vaccine effectiveness
• Vaccination coverage disparities
Seasonal Flu Partnership Structure

Health Care Professionals

Outreach

Digital Collaborations

Grassroots Community and Faith Based Organizations

Health Departments Associations Organizations

2014-2015 Communication Strategies
Consumers and Health Care Professionals/Workers

• Multi-Media Materials: General Population and Heath Disparate Populations
• Educational Tools
• Media Events/Telebriefings:
  National Immunization Awareness Month
  NFID/CDC influenza season launch
  National Influenza Vaccination Week
  National Council on Aging/CDC
• Media Buys: strategic digital and traditional placement with partner cross collaboration activities
• Key messages: targeted; address old and new challenges
• Engagement: personal stories; pledges; digital media
• Partnership Outreach
THANK YOU

Any flu related questions or requests: Flulnbox @ cdc.gov

Acknowledgements:
Jessica Alexander
Austyn Dukes
Cindy Fowler
Matthew Reynolds
Belinda Smith
Teresa Smith