

CDC National Influenza Vaccination Communications Campaign: 2015-16 Planning

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U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Overview

- Goal
- Target Audience
- 14 Years of Research
- 2015-16 Influenza Vaccination Campaign and Communication Efforts
 - Campaign Strategies
 - Campaign Elements



Communication Goal

Create and sustain positive social norms that support vaccination efforts and drive steady increases in flu vaccination coverage over time

Communication Objectives

- Maintain and increase awareness of universal flu vaccination recommendation
- Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintain and extend confidence in flu vaccine safety
- Address disparities in vaccination coverage



Target Audience

Everyone 6 months and older

Tailoring efforts to:

- People at high risk for developing flu-related complications
 - Adults 65 years and older
 - Pregnant women
 - (Parents of) young children
 - People with chronic medical conditions
- People who live with or care for those at high risk
 - Health care professionals
- Healthy young/middle-age adults
- Disparate populations
 - Hispanic, African American, AI/AN

1. Who needs a flu vaccine?

- a) You
- b) You
- c) You
- d) All of the above

Even healthy people can get the flu, and it can be serious.

Everyone 6 months and older should get a flu vaccine. **This means you.**

This season, protect yourself—and those around you—by getting a flu vaccine.

For more information, visit www.cdc.gov/flu.



Contents lists available at ScienceDirect

Vaccine

ELSEVIER journal homepage: www.elsevier.com/locate/vaccine

Review

Promoting influenza vaccination: Insights from a qualitative meta-analysis of 14 years of influenza-related communications research by U.S. Centers for Disease Control and Prevention (CDC)

- Synthesizes findings from influenza vaccination-related communication research conducted between 2000 and 2013, including with health care providers
- Primarily qualitative NCIRD-sponsored studies, including focus groups, in-depth interviews, message testing and surveys
- Surfaced recurring themes and provides global “lessons learned” over the course of 29 research studies (e.g., facilitators and barriers)

the general population. © 2015 Elsevier Ltd. All rights reserved.

Facilitators of Influenza Vaccination

- People need to perceive: 1) they are susceptible to influenza and 2) believe it is a significant health threat
- People need to believe the vaccination will provide significant benefit – e.g., prevent flu or reduce severity of the illness
- Being older and having chronic health conditions
- Health care provider recommendation
- (Bad) experience with influenza illness
- Convenience / Easy access to influenza vaccine
- Active promotion – including seeing messages and materials about why people like themselves should receive a seasonal flu vaccination

Barriers to Influenza Vaccination

- Not perceiving one's self as likely to experience serious illness and/or perceiving seasonal influenza as a "manageable illness"
- Not perceiving influenza vaccinations as "applying to me" (e.g., "I don't think I need it" "Young and healthy")
- Not believing flu vaccines are (highly) effective
- Concern flu vaccination could cause flu or make one susceptible to flu-like illnesses
- Other measures are as or more effective than vaccination ("doing fine without it")
- Personal experience with influenza or influenza vaccine (e.g., "had it and got through it")

2015-2016 Influenza Vaccination Campaign and Communication Efforts

A Key Challenge: Vaccine Effectiveness

Last season's visible messages included...

November: No measurable effectiveness for LAIV against influenza A (H1N1) among children during 2013-2014 influenza season

December: Influenza A (H3N2) viruses have been most common and most circulating H3N2 viruses are different from the H3N2 vaccine virus

January: Early estimates of VE indicate protection from flu vaccination reduced this season

March: Updated VE estimates indicate flu vaccine offered little protection against drifted H3N2 viruses



Campaign Strategy: Vaccine Effectiveness

- Address effectiveness directly, early, and throughout season
- Communicate the variability and unpredictability of flu
- Acknowledge that flu vaccination is not a perfect tool, but it is the best way to protect against flu infection
- Communicate the benefits of flu vaccination
 - Prevented more than 40,000 flu-associated deaths in the U.S. during a 9 year period (2005-06 through 2013-14)
 - Prevented an est. 7.2 million flu-associated illnesses and 90,000 flu hospitalizations during the 2013-14 flu season



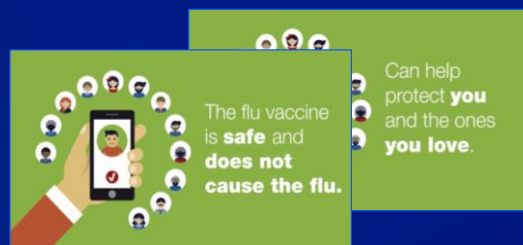
Campaign Strategy: Address Susceptibility/Threat

- Continue to increase awareness of CDC's universal recommendation
 - Communicate the rationale behind that recommendation
 - Make vaccination personally relevant
- Communicate that anyone can get the flu and it can be serious, even for those who are "healthy and young"
- Highlight other potential "costs" of influenza
- Emphasize that flu vaccine can help protect you and those around you from getting flu
- Utilize diverse partnerships that reach target audiences



Campaign Strategy: Address Safety/Concerns

- Emphasize that flu vaccine cannot cause influenza
- Recognize that people may experience certain side effects after influenza vaccination and explain why
- Put side effects of vaccination into context with the potential risks and outcomes of influenza
- Utilize partnerships with HCP and trusted messengers to re-affirm and reiterate messages above



Campaign Elements

Research and evaluation

News media

Multi-sector partnerships

National

Grassroots

Digital media

Education and outreach to health care professionals

Resources



Campaign Elements: Research and Evaluation

- In-depth interviews with physicians to explore KABs regarding VE, preferential recommendations, and treatment for influenza illness
- Hispanic or Latino physicians KAB survey and follow-up interviews with those who do not actively recommend influenza vaccination to their adult Hispanic patients
- Continuous, ongoing evaluation of campaign elements



Campaign Element: News Media Events

Mid-September: National Foundation for Infectious Diseases (NFID) Flu Vaccination Kick-Off Event

December 6-12, 2015: National Influenza Vaccination Week (NIVW)



CDC Director Dr. Thomas Frieden at the 2014 NFID flu vaccination press event



Campaign Element: Multi-Sector Partnerships National and Grassroots

- Sustain and engage partner organizations, non-profit groups, and media partners who reach key audiences
- Share CDC key points, weekly updates
- Promote a suite of both print and online offerings that partners can use
- Increase visibility of partners' influenza vaccine promotion activities
- Engage partner participation during NIVW



Campaign Element: Digital Media

- Publisher outreach, e.g., The Motherhood
- Interactive timeline
- Social gaming
- Smart phone/iPad applications
- Twitter chats
- CDC Flu Twitter (@CDCFlu)
- Facebook Forums
- Animated GIF images
- CDC Digital Ambassadors



SHAUNA, ADVENTURES OF B
"Sleep three... Go to the doctor if flu-like symptoms present themselves. This is super important! Last week Baby Miss woke with an elevated temperature and headache. We were the first in the door at the doctor's office and to be behold, she tested positive for the flu. Since it was diagnosed within the first 48 hours, she was prescribed antiviral drugs... Now, Baby Miss received the liquid and hated the taste, but I will say that about 24 hours after her first fever, she was up and wanting to play, fever-free."

Don't let the flu sack you this #SuperBowl season. @Julius_Thomas & @BroncosOffField say to #GetAFluVax

SPREAD THE WORD NOT THE FLU
GET YOUR FLU VACCINE EVERY YEAR @XWTHME

Campaign Element: Education and Outreach to Health Care Professionals

- Medscape commentaries
 - www.cdc.gov/flu/freere_sources/media-medscape.htm
- Healthcare professionals web page
 - Toolkit for LTC Employers www.cdc.gov/flu/professionals

Influenza (Flu)
A Toolkit for Long-Term Care Employers
Increasing Influenza Vaccination among Healthcare Personnel in Long-Term Care Settings

Get a flu vaccine. Your patients are counting on you.

CDC Director on Antibiotics, Influenza, and E-Cigarettes

CDC Expert Commentary
Dor Brosser, MD, FAAP

Campaign Element: Resources

Seasonal Influenza Vaccination Campaign Resources for the General Public

These materials can help audiences understand the facts about seasonal influenza, the importance of vaccination, and how they can protect themselves. Whether your organization needs print materials, web widgets, the latest news, or video PSAs, we have you covered. Visit our page regularly to stay up-to-date on the latest resources.

MATTE ARTICLES

Need an article to use on your website for you can request your publication or website for general website. We can share the public that addresses the audience, general audience, Web Buttons, Banners, Handouts, Flyers, PSAs, and Brochures.

WEB BUTTONS, BANNERS, AND WIDGETS

Check out our new website about the flu and vaccination. Having web buttons and banners on your website is a great way to let your audience know about the flu and vaccination. We have an online in English and Spanish.

POSTERS

We are glad to help you create your own flu and vaccination posters. We have posters for general audience, general audience, Web Buttons, Banners, Handouts, Flyers, PSAs, and Brochures. Available in Spanish and English. You can be printed or digital for use on general public.

SUBSCRIPTION SERVICES AND DIGITAL MEDIA TOOLS

We have a variety of digital media tools and subscription services for you. We have a variety of digital media tools and subscription services for you. We have a variety of digital media tools and subscription services for you.

MULTICULTURAL MATERIALS

These materials are in Spanish, Vietnamese, and are available to use on your website and other digital print and available for professional printing and use.

FLYERS, HANDOUTS, AND BROCHURES

We have a variety of flyers, handouts, and brochures. We have a variety of flyers, handouts, and brochures. We have a variety of flyers, handouts, and brochures.

VIDEOS, PSAs, AND PODCASTS

We have a variety of videos, PSAs, and podcasts. We have a variety of videos, PSAs, and podcasts. We have a variety of videos, PSAs, and podcasts.

E-CARDS

We have a variety of e-cards. We have a variety of e-cards. We have a variety of e-cards.

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www.cdc.gov/flu/freeresources



Thanks to:

- Cindy Alvarez
- Michelle Basket
- Ashley Brooks
- Erin Burns
- Austyn Dukes
- Glen Nowak
- Belinda Smith

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



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