CDC National Influenza Vaccination Communications Campaign: 2015-16 Planning

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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

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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.
• 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)

**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

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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

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**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)

**Campaign Element: Multi-Sector Partnerships**

- 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

Campaign Element: Education and Outreach to Health Care Professionals

- Medscape commentaries
  - www.cdc.gov/flu/freee sources/media-medscape.htm
- Healthcare professionals web page
  - Toolkit for LTC Employers
    www.cdc.gov/flu/professionals
Campaign Element: Resources

www.cdc.gov/flu/freeresources

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