

## **CDC National Influenza Vaccination Communications Campaign: 2016-2017 Planning**

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### **Presentation Objectives**

- **Provide an overview of CDC messaging for 2016-2017 influenza season**
- **Review 2015-2016 influenza season communication campaign activities and results**

## Influenza Vaccination Communication Goal and Objectives

- **Goal: Create and sustain positive social norms that support vaccination efforts and drive steady increases in flu vaccination coverage over time**
  - Healthy People 2020 Goals
    - 70% of children aged 6 months through 17 years are vaccinated annually
    - 70% of adults aged 18 and older are vaccinated annually
    - 90% of health care personnel are vaccinated annually
- **Objectives:**
  - Maintain and increase awareness of flu vaccination recommendations
  - Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
  - Maintain and extend confidence in flu vaccine safety
  - Address influenza vaccination disparities

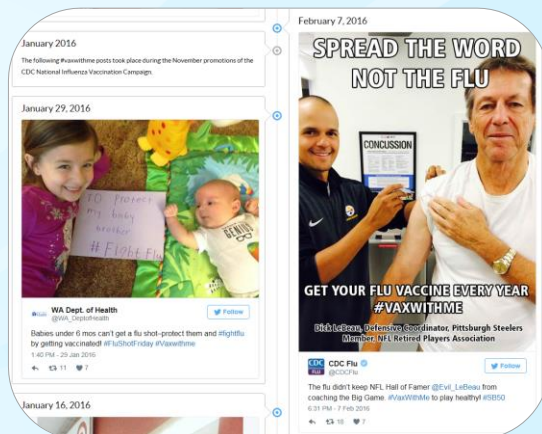
## Review of the 2015-2016 Influenza Season

- Delay in projected vaccine supply
- Late start to influenza season (Feb)<sup>1</sup>
- Relatively low influenza activity and associated hospitalizations<sup>1</sup>
- Late peak in influenza activity (late March)<sup>1</sup>
- Preliminary estimates of flu vaccine effectiveness were higher compared to last season (59% vs 23%)<sup>2</sup>
- Early 2015–16 flu season vaccination coverage similar to last flu season
  - Children (39.2%), adults (39%), and all persons 6 months and older (39%)<sup>3</sup>
  - Health care personnel (66.7%)<sup>4</sup>
  - Pregnant women (40.2%)<sup>5</sup>



1. CDC Flu View: A Weekly U.S. Influenza Surveillance Report (<http://www.cdc.gov/flu/weekly/#S1>)
2. Brammer, L., Influenza Surveillance Update and Interim Estimates of 2015–16 Seasonal Influenza Vaccine Effectiveness against Medically-Attended Influenza from the U.S. Flu VE Network, ACIP Presentation 2016 <http://www.cdc.gov/vaccines/acip/meetings/downloads/slides-2016-02/flu-02-brammer.pdf>
3. CDC, National Early Season Flu Vaccination Coverage, United States, November 2015 <http://www.cdc.gov/flu/fluview/nifs-estimates-nov2015.htm>
4. CDC, Health Care Personnel and Flu Vaccination, Internet Panel Survey, United States, November 2015, <http://www.cdc.gov/flu/fluview/hcp-ips-nov2015.htm>
5. CDC, Pregnant Women and Flu Vaccination, Internet Panel Survey, United States, November 2015 <http://www.cdc.gov/flu/fluview/pregnant-women-nov2015.htm>

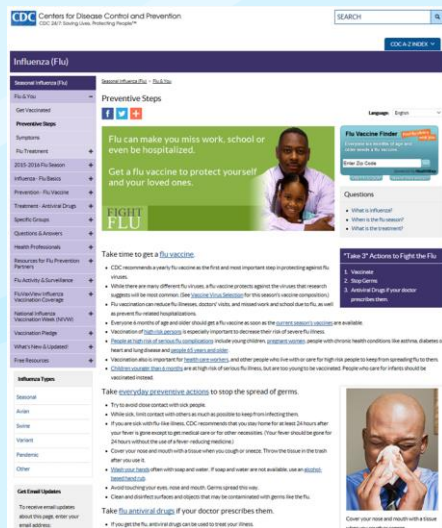
## 2015-2016 INFLUENZA SEASON COMMUNICATION MESSAGES AND ACTIVITIES



## Overarching Messaging Framework

### Take Three Steps to Fight Flu

1. **“Take time to get a flu vaccine”**
  - Before flu activity begins and as flu activity increases through the December and beyond
2. **“Take everyday preventive actions to stop the spread of germs”**
  - When flu activity begins and throughout the season as virus continues to circulate
3. **“Take flu antiviral drugs if your doctor prescribes them”**
  - When flu activity begins and throughout the season as virus continues to circulate
  - Patients with severe illness or who are at high risk for flu related complications



## Promoting Vaccination throughout the Flu Season



August/Back-to-School

National Immunization Awareness Month (NIAM)

Early opportunity to integrate flu vaccination messages during the start of the school season

September

Influenza Vaccination Kick-Off

Emphasize the importance of flu vaccination, ideally by October, before flu begins to spread

Emphasize vaccination among high-risk groups

December

National Influenza Vaccination Week (NIVW)

Highlight importance of continued vaccination

Reminder for 2 doses

Emphasize vaccination among high-risk groups

January-March

"It's Not Too Late" Push

Remind the public that as long as flu viruses are circulating, the vaccine can still offer protection

## Campaign Elements and Highlights

### Traditional media fuels the conversation

- NFID season kick-off news conference resulted in 2+ billion impressions\*
- NIVW 2015 radio media tours:
  - 32 interviews generated 52.8 million impressions including national broadcast news



### Influential partners help reinforce the key messages

- Health care and public health professionals
- Chronic disease/advocacy organizations
- Parent organizations
- Media
- Pharmacists
- Grassroots partnerships

\* NFID 2015 Influenza/Pneumococcal News Conference Final Results Report

## Campaign Elements and Highlights

- **Leverage digital and social media platforms**
  - #VaxWithMe “selfie” interactive timeline
  - Thunderclaps during NIAM, NFID Kick-Off, NIVW
    - Average of 300 supporters and 5.5M impressions
  - Twitter Chats with influential partners  
(e.g. ABC’s Dr. Besser, CVS Minute Clinic, Kids’ Doctor)
    - Between 29.3M-69.7M impressions per chat
  - Facebook Forum with Healtheo360
  - Weekly Tweets: @CDCFlu, @CDCGov, @DrFriedenCDC
  - Blog relay with a theme to “Focus on the Family”
  - Google Display Ad and Google AdWords Campaign
    - January – March 2016: 15.5M impressions
    - “Symptoms” most searched term
- **Research and evaluation inform communication strategies**



## National Influenza Vaccination Disparities Partnership (NIVDP) Reaching African American and Hispanic Communities

- **44 Vaccination Promotion Events in 14 selected sites**
  - 1320 vaccinations
  - 26 million media impressions
- **Findings from partner listening sessions (TX, NJ, GA)**
  - Partner organizations use social media less frequently
  - Messages should be compelling, culturally appropriate and delivered by a trusted source
    - Faith based leaders, health care providers, family members
  - Create engaging stories about the reasons for vaccination, appealing to the protection of loved ones
  - Influenza vaccination should be a part of holistic health promotion approach
  - Public-private partnerships are important to ensure vaccination is accessible in communities with limited resources and health services (e.g. Walgreen vouchers)



## COMMUNICATION PLANNING FOR 2016-2017 INFLUENZA SEASON



### 2016-2017 Influenza Vaccination Communication Strategies

- **Continue current campaign approach with a focus to educate and empower parents and health care providers**
  - Reach pregnant women and children of all ages, including young adults and parents
  - Encourage HCP vaccination, to lead by example and serve as catalyst group
- **Activities that will inform our planning for next season**
  - Review educational materials to identify gaps to reach parents and health care providers
  - Identify most popular materials and determine opportunities to refine others
  - Use “social” listening to understand questions, concerns and motivations of parents who vaccinated, did not vaccinate, or were undecided about vaccination
  - Review current partnerships and identify future partnerships that could improve our reach to parents and health care providers
  - Identify physicians with influential voices who can promote the importance of flu vaccination using digital media channels



## Parent Insights

- Some parents never considered getting a flu vaccine for themselves until they had a baby<sup>1</sup>
- Believe flu vaccine is optional for older children because of perceived lower risk<sup>1,2,3</sup>
- Perceptions around flu vaccine effectiveness are primary drivers for parents, both those who do and who do not vaccinate their families<sup>1,2,3</sup>
  - Among parents who choose to vaccinate, physician recommendation is another driver<sup>1,2,3,4</sup>
  - Among parents who choose NOT to vaccinate, beliefs that the risks of vaccine side effects outweigh benefits of vaccination are also drivers<sup>1,2,3</sup>
- Complacency exists and the need to invigorate interest remains
  - Revisit optimal time to push specific messages



1. Porter Novelli PS Social Listening Project, 2016

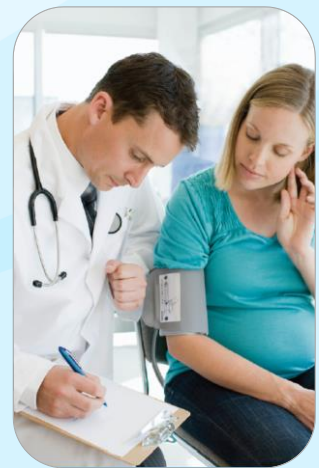
2. C.S. Mott, Children's Hospital National Poll on Children's Health, 2016

3. 10 Years of Flu Communications Research at CDC, 2011

4. Porter Novelli PS Styles, 2012

## Physician Insights

- Physicians believe most media (television and radio) raised awareness and created concerns<sup>1</sup>
- Physicians were more likely to vaccinate if their *patients* request it<sup>1</sup>
- Physicians *have limited time* to engage patients in extensive conversations to encourage influenza vaccination<sup>1</sup>
- Yet...Parents and patients still trust doctors to make the recommendations<sup>1,2,3,4</sup>



1. Ten Years of Flu Communications Research at CDC, 2011

2. C.S. Mott Children's Hospital National Poll on Children's Health, 2016

3. PNPS Social Listening Project, 2016

4. PNPS Styles, 2012

## Proposed Communication During the 2016-2017 Influenza Season

August-September	October (Peak Interest)	November - March
<ol style="list-style-type: none"> <li>1. Reinforce positive habit of an annual flu vaccine for young children</li> <li>2. Remind parents that a healthy routine can easily get lost for older children</li> <li>3. Remind physicians to use every visit as an opportunity to vaccinate</li> <li>4. Package and promote the use of CDC physician resources to ease physicians' ability to educate patients/parents</li> </ol>	<ol style="list-style-type: none"> <li>1. Continue messages from August-September</li> <li>2. Showcase how the flu vaccine can protect one's self and family from illness</li> </ol>	<ol style="list-style-type: none"> <li>1. Emphasize proven vaccine benefits, including prevention of illnesses, medical visits and hospitalizations</li> <li>2. Showcase how the flu vaccine can protect one's self and family from illness</li> <li>3. Remind physicians to use every visit as an opportunity to vaccinate</li> <li>4. Encourage the public to take everyday preventive steps to stop the spread of germs</li> <li>5. Remind physicians to prescribe antivirals to treat patients with severe illness or at high risk for flu-related complications</li> </ol>

## Amplify 2016-2017 Flu Season Messages through Digital Media

- Many CDC partners have their own blogs and social media accounts (e.g. Twitter and Facebook)
  - Engage partners for structured social media events (e.g. chats, blog relays and forums)
  - Leverage partners in specific circumstances when an expert or parent voice is needed
  - Use blogs to share personal stories to promote vaccination
- Other digital platforms to reach health care providers and parents
  - Google AdWords
  - Physician networks
  - Parenting/Health networks
  - Display ad networks targeting parents
  - Paid social amplification (e.g. Promoted Tweets, Facebook dark posts)





## Next Steps

- **Continue to use messaging framework and communication strategies to promote flu vaccination to general audiences**
- **Strengthen call to vaccinate messaging in parent and provider resources**
  - Encourage physicians that every visit is an opportunity to influence parents and patients
- **Develop content to engage parents and physicians**
  - Relevant parent and patient stories
- **Outline editorial calendar for 2016-2017 flu season**
- **Engage with current and new partners to secure support for next season**
- **Identify sustainable approaches to promote vaccination through grassroots partnerships**

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Please email [FluInbox@cdc.gov](mailto:FluInbox@cdc.gov) with questions or requests

