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)¹
- Relatively low influenza activity and associated hospitalizations¹
- Late peak in influenza activity (late March)¹
- Preliminary estimates of flu vaccine effectiveness were higher compared to last season (59% vs 23%)²
- 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%)³
  - Health care personnel (66.7%)⁴
  - Pregnant women (40.2%)⁵

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

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**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

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* 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\(^1\)
- Believe flu vaccine is optional for older children because of perceived lower risk\(^1,2,3\)
- Perceptions around flu vaccine effectiveness are primary drivers for parents, both those who do and who do not vaccinate their families\(^1,2,3\)
  - Among parents who choose to vaccinate, physician recommendation is another driver\(^1,2,3,4\)
  - Among parents who choose NOT to vaccinate, beliefs that the risks of vaccine side effects outweigh benefits of vaccination are also drivers\(^1,2,3\)
- Complacency exists and the need to invigorate interest remains
  - Revisit optimal time to push specific messages

2. C.S. Mott, Children's Hospital National Poll on Children's Health, 2016
3. 10 Years of Flu Communications Research at CDC, 2011

Physician Insights

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

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

<table>
<thead>
<tr>
<th>August-September</th>
<th>October (Peak Interest)</th>
<th>November - March</th>
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<td>1. Reinforce positive habit of an annual flu vaccine for young children&lt;br&gt;2. Remind parents that a healthy routine can easily get lost for older children&lt;br&gt;3. Remind physicians to use every visit as an opportunity to vaccinate&lt;br&gt;4. Package and promote the use of CDC physician resources to ease physicians’ ability to educate patients/parents</td>
<td>1. Continue messages from August-September&lt;br&gt;2. Showcase how the flu vaccine can protect one’s self and family from illness</td>
<td>1. Emphasize proven vaccine benefits, including prevention of illnesses, medical visits and hospitalizations&lt;br&gt;2. Showcase how the flu vaccine can protect one’s self and family from illness&lt;br&gt;3. Remind physicians to use every visit as an opportunity to vaccinate&lt;br&gt;4. Encourage the public to take everyday preventive steps to stop the spread of germs&lt;br&gt;5. Remind physicians to prescribe antivirals to treat patients with severe illness or at high risk for flu-related complications</td>
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## 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

Thanks to:
Cindy Alvarez
Michelle Basket
Ashley Brooks
Erin Burns
Sydney Devine
Maureen Marshall
Rose Wang

Kauffman & Associates, Inc.
National Foundation for Infectious Diseases
Porter Novelli

Please email FluInbox@cdc.gov with questions or requests