



2016 IMMUNIZATION EXCELLENCE AWARDS

Corporate Campaign: #KnockOutFlu

Troy Fix
2016 NAIS Awards Luncheon
May 11, 2016
Atlanta, Georgia

Thank you!



FAMILIES
FIGHTING FLU, INC.



THE
UNIVERSITY
OF RHODE ISLAND

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Empowering College Students to #KnockOutFlu

THE NEED

- College students are at a high risk of getting and spreading the flu due to constant exposure to common living spaces, yet vaccination rates remain low

THE APPROACH

- Partnered with health-focused student organizations to drive peer-to-peer conversation
- Hosted on-campus events to reach students with flu prevention information, distribute free flu vaccine vouchers
- Provided a WOW factor via sports celebrity involvement and an original mural
- Reached students with targeted messaging via popular social media and online platforms



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Key Metrics

8 organized events focused on flu prevention

consisting of club socials, vaccination myth-busting lectures and flu shots/voucher distribution

1,200+ vaccination vouchers distributed or flu shots provided

with redemption rates of 15% (industry benchmark rates of 2-5%)

75K+ students reached with flu prevention messages

via on-campus events, university newspapers, student group emails/social posts and infographic pass-out

1M people reached via social and earned media featuring #KnockOutFlu



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www.seqirus-us.com US/SEQ/0516/0018 5/2016

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