



Seasonal Influenza Communication Update

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A Bad Flu Season May Feel Like...



What's the good news?

- Today's flu vaccine DOES work
- The flu vaccine:
 - Saves lives in children
 - Can reduce the risk of flu-associated hospitalizations, including among children and older adults
 - Is an important preventive tool for people with chronic health conditions
 - May make illness milder for those who do get sick



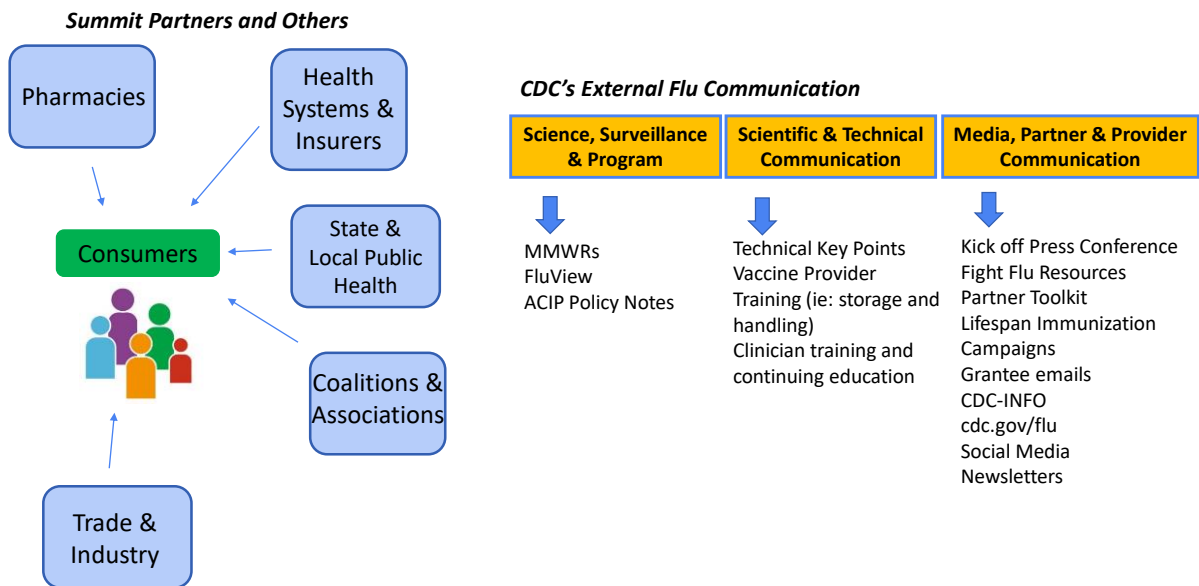
Source: CDC press release (<https://www.cdc.gov/media/releases/2017/p0403-flu-vaccine.html>) about Pediatrics study and <https://www.cdc.gov/flu/prevent/vaccine-benefits.htm>

2017-18 Flu Season Communication Metrics

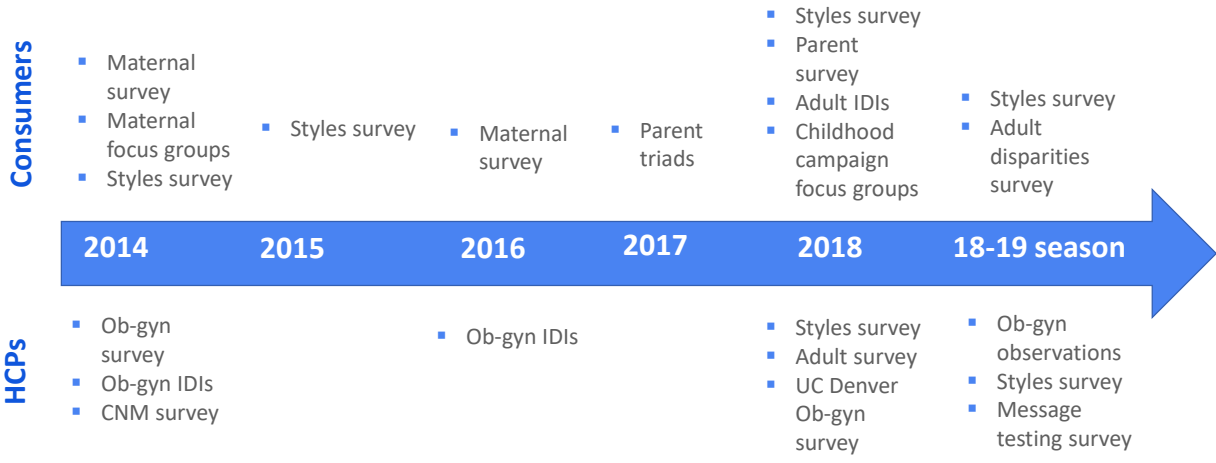
- **Media**
 - At least 700 media inquiries between September and April
 - 4 telebriefings
 - 20+ on camera interviews with major media
- **Social media**
 - 470 posts to Twitter, Facebook, LinkedIn, and Instagram
 - 209,942 engagements
 - 24,480,566 estimated impressions
 - Over 200 inquiries
- **Flu Web Snapshot (views during peak flu season activity):**
 - 2017-18 season: 9,924,932
 - 2016-17 season: 3,717,550
 - 2015-16 season: 4,323,303
 - 2014-15 season: 3,842,120
- **CDC INFO**
 - January – April 2018: 2,469 (compared to 1,025 during the same time in 2017)



Flu Communication Landscape



Research Timeline



Lifespan Campaign - Messages

6 months and older



The flu vaccine saves lives in children.



The flu vaccine protects you and your baby.



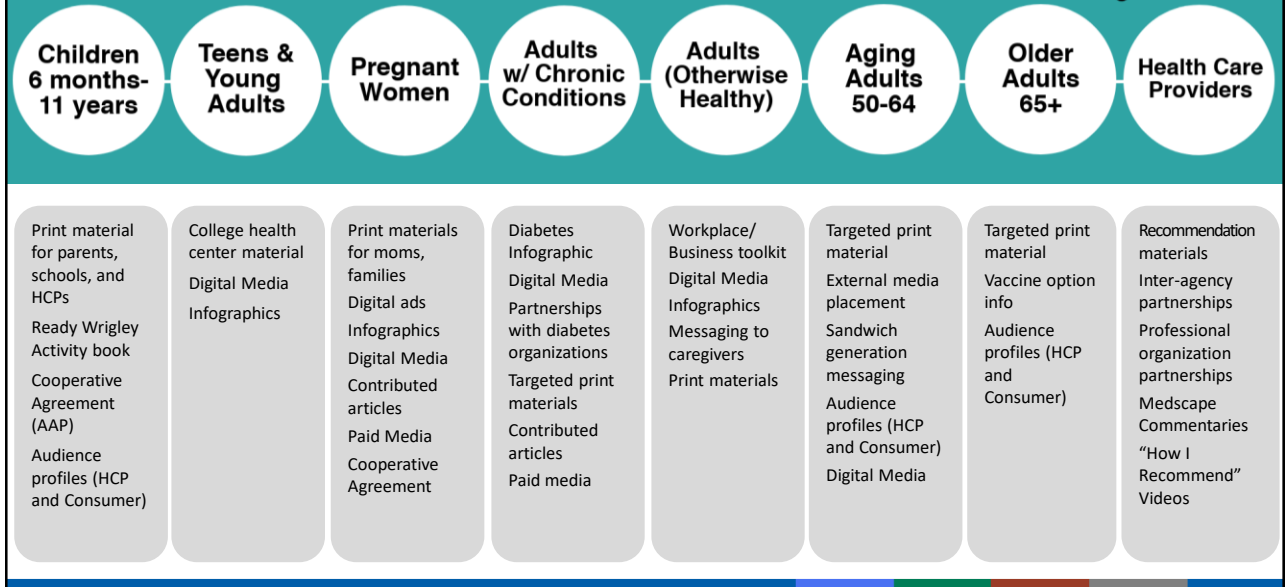
The flu vaccine is an important part of managing your chronic disease.



The flu vaccine is part of your healthy lifestyle.

Lifespan Campaign - Tactics

6 months and older



CDC Plans for 2018-19 Flu Season

External Communication Activities

- Seasonal Flu Vaccination Campaign Kick-off: September 27
- Focus on reaching healthcare professionals
 - Fight Flu materials will be updated and online
 - Website will include updated recommendations
 - Pilot new approaches, incl "How I Recommend" videos
 - Continue to support flu messages and materials across CDC lifespan immunization campaigns
- Continue media relations strategies and response to clinician and consumer inquiries



Upcoming Communication Research

- Patient interviews to improve HCP vaccine recommendations
- Maternal clinician encounter observations during upcoming flu season
- Adult survey on health disparities

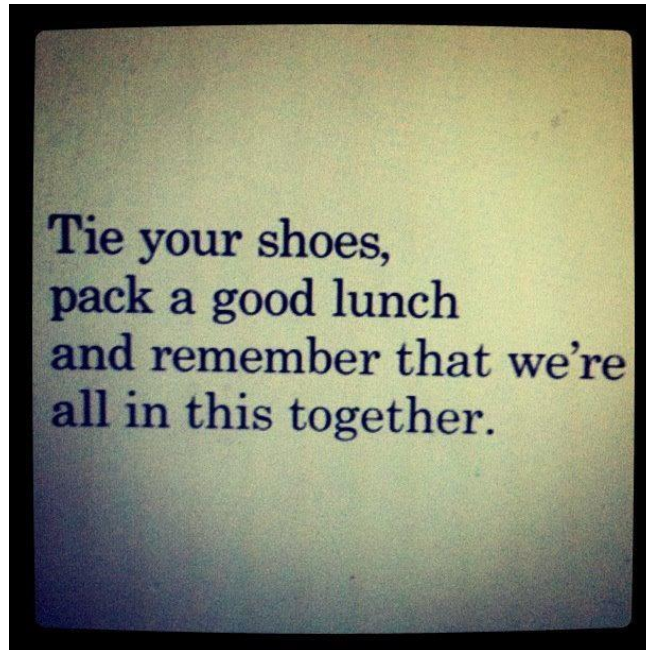


Lifespan Activities with Partners

- Digital Media (social, toolkits, and web)
- Traditional Media
- Kick-off and Awareness Weeks
- Messaging and material
- Newsletters



What now?



Questions?

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

