

2018 National Foundation for Infectious Diseases (NFID) Annual Influenza/Pneumococcal News Conference

Thursday, September 27, 2018

National Press Club, Washington, DC



**National
Foundation for
Infectious
Diseases**

Collaboration and Support

Partners demonstrated strong and unified commitment to influenza and pneumococcal disease prevention



High-Level of Media Coverage

Media placements in print/online/TV and radio outlets, resulting in more than 575 million impressions

- ~45 press members onsite or via telecast/webinar
- 50+ stories as of 10/5/18
- Highlights include: Washington Post, USA Today, CNBC, CNN, UPI, HealthDay, NBC News, NPR, BuzzFeed, Fox 5 DC, and Everyday Health
- A record high of 412 non-media participants, including representatives of advocacy organizations and public health departments

The Washington Post

Flu broke records for deaths, illnesses in 2017-2018, new CDC numbers show



“One hundred and eighty families put a child in a grave last year because of a vaccine-preventable infection.”

The CDC does not count adult flu deaths directly, but estimates them based on the number of excess deaths during the flu season.

Adams and other leading doctors urged Americans to start getting the annual flu shots now and, as happens every September, rolled up their sleeves to get immunized for the cameras.



Surgeon General Jerome Adams receives a flu shot as former Cleveland Browns offensive tackle Joe Thomas looks on. U.S. Surgeon General

“I’m getting vaccinated, so hang with me because I might cry,” Adams joked. But he alternated the jokes with a serious message: people who don’t get vaccinated against flu can spread it to others.

“If you’re sick, stay home,” Adams said. “Employers, tell your employees if they’re sick, stay home.”

Although the flu shot is not as effective as other vaccines, it still greatly lowers the risk of death, said Dr. William

Schaffner, medical director for the National Foundation for Infectious Diseases.



EVERYDAY HEALTH



Headline News & Key Themes

Most coverage included strong call-to-action to get vaccinated this season



With the vaccine now available, U.S. government officials led by example by getting their own flu shot in front of assembled media Thursday in Washington, D.C. The CDC recommends everyone age 6 months and older get vaccinated against the flu each year.



As a new flu season gets underway, public health officials say last year's toll underscores the importance of getting a flu vaccine each year. The shot can prevent infections and reduce the severity of complications from the disease.



After the deadliest flu season in decades, U.S. public health officials Thursday called on the public to get vaccinated against the disease before this year's season hits with full force. "One flu death is too many," Adams says. "That's why it's so important for everyone 6 months and older to get a flu vaccine every year."



Additional Messages

- Messages conveyed severity of last season
- Emphasized importance of annual flu vaccination for everyone 6 months & older, with focus on children, pregnant women, and those with chronic health conditions
- Discussed prevention of pneumococcal disease
- Addressed issues around vaccine effectiveness



www.nfid.org/2018flunews



Leading by Example: #FightFlu



www.nfid.org/lbe

3 Ways You Can Help #FightFlu

1. Join the Leading By Example (LBE) initiative
2. Update your Facebook profile page with a #FightFlu frame featuring one of the images below. On your Facebook profile image, select Update Profile Picture, add frame, and search for #FightFlu



3. **Help spread awareness, not flu!** Download and print out the Traveling Flu Bug, take a picture of the cutout in your hometown or near an interesting landmark, and post it on social media using #TravelingFluBug and #FightFlu.

