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
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.