Summit National Award Winners

“Corporate Campaign” Award
Recipient: “Get My Shot”
American Lung Association & Sanofi Pasteur

Campaign Overview
Campaign Goals

- Conducted in collaboration with Sanofi Pasteur and launched during the 2018-19 flu season
  - Lung Association Mission: To save lives by improving lung health and preventing lung disease
  - Sanofi Pasteur Credo: A world in which no one suffers or dies from a vaccine preventable disease
- Educate adults 50 years of age and older about the potential dangers of flu and the importance of annual flu vaccination
  - 70% of adults 50 years of age and older have at least one chronic medical condition, such as lung disease, heart disease or diabetes
  - When combined with the flu, these conditions can become worse and lead to serious illness
  - 50+ immunization rates well below Healthy People 2020 goals

Call to Action

For adults with chronic conditions there is a greater need to get an annual flu shot.
What’s Next?