

National Center for Immunization & Respiratory Diseases 

2020-2021 Flu Vaccine Communications

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Flu Vaccine Campaign Team for 2020-2021 Season

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Communications Environment

- CDC works each year to increase influenza vaccine uptake and eliminate barriers to vaccination.
- 2020-2021 provides a unique environment for influenza (flu) vaccine both in terms of administration and communications.
- During 2020-2021, CDC will enhance communications efforts to promote flu vaccine uptake.
- CDC will communicate that getting a flu vaccine is part of a comprehensive public health strategy to reduce the burden of flu and respiratory illnesses overall, and also to preserve scarce health care resources for care of patients with COVID-19.
- All needs to be carefully coordinated with COVID-19 Response.

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Communications Goal & Special Target Audiences

- **GOAL: Increase flu vaccine uptake, especially in people at higher risk of serious flu and COVID-19 outcomes.**
- **SPECIAL TARGET AUDIENCES:**
 - Older Americans
 - People of any age with underlying health conditions (for example lung disease, heart disease, neurologic disorders, weakened immune systems, diabetes)
 - Workers in LTC facilities
 - Other Essential Workers
 - African Americans and Hispanics

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US Flu Vaccine Campaign: A Multi-Step Process

- ✓ Development of Key Messages
- Development of Persuasive Creative & Content Concepts (Porter Novelli)
- Testing (What messages & visuals are most motivating?)
- Refinement
- Roll-Out & Implementation
 - Campaign Launch
 - Messages & Materials for different audiences, including general public, target audiences, HCWs, other partners, media,
 - Media Strategy (including some paid media)
 - Social Media Strategy
 - Leveraging Partnerships

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KEY MESSAGES ***DRAFT***

- While what will happen this fall and winter is uncertain, in the context of likely ongoing COVID-19 activity along with seasonal flu activity, getting a flu vaccine will be more important than ever.
- Flu vaccine will not protect against COVID-19.
- A flu vaccine will help protect you against flu.
- In addition, getting a flu vaccine this fall will:
 - Reduce the risk of ending up in a possibly crowded medical setting
 - Help conserve scarce medical resources to care for COVID-19 patients
 - Help protect frontline health care workers

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KEY MESSAGES ***DRAFT***

- Ongoing COVID-19 activity may impact when, where and how flu vaccines are given.
 - People may need to get vaccinated at a different place or in a different way (i.e., socially distanced vaccination).
 - CDC is working with manufacturers to maximize flu vaccine availability and with providers to develop contingency plans so that people can be vaccinated in a safe environment.
- Also to include messaging on flu vaccine benefits, flu vaccine safety, everyday preventive actions and special recommended actions because of COVID-19 and promotion of www.vaccinefinder.gov.

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