



Flu Vaccine Campaign Update: CDC Research Findings Messaging Launch: Summary of Earned and Paid Media Activities

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Background

- We tested draft messages and materials in July 2020 to determine overall appeal, reported impact on intended behavior, and motivation to accept flu vaccine in anticipation of the 2020-2021 flu season
- Draft messages and materials were divided into three broader categories:
 - Flu vaccination protects yourself and your loved ones (graphics emphasized children and older adults)
 - Flu vaccination protects yourself and those around you (graphics emphasized HCWs and first responders)
 - Flu vaccination protects everyone in the broader community (graphics emphasized group connections)
- We fielded two online surveys with adults using an existing survey panel
 - General population adults, including older adults and adults with chronic health conditions (n=502)
 - African American adults, including older adults and adults with chronic health conditions (n=500)

Respondent Characteristics

- General population survey:
 - 21% were 65 or older
 - 36% reported one or more chronic health condition
 - 43% did not receive a flu vaccine last season
 - 35% do not intend to receive (27%) or are unsure if they will receive (8%) a flu vaccine this season
- African American survey:
 - 15% were 65 or older
 - 33% reported one or more chronic health condition
 - 52% did not receive a flu vaccine last season
 - 48% do not intend to receive (38%) or are unsure if they will receive (10%) a flu vaccine this season
- Survey data were weighted to reflect the general population
- Additional analyses are ongoing to look specifically at older adults and adults with chronic health conditions

Creative Concepts Tested

Protect yourself and loved ones

Protect yourself and those around you

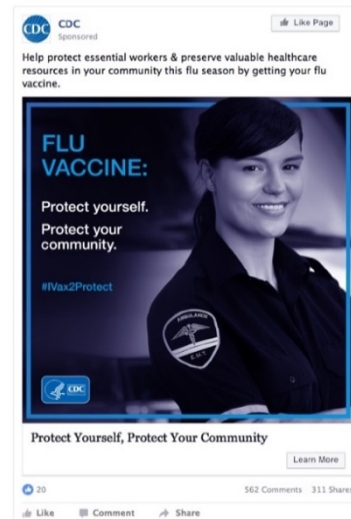
Protect everyone in the broader community



A: Family



**B: Grandmother/
granddaughter**



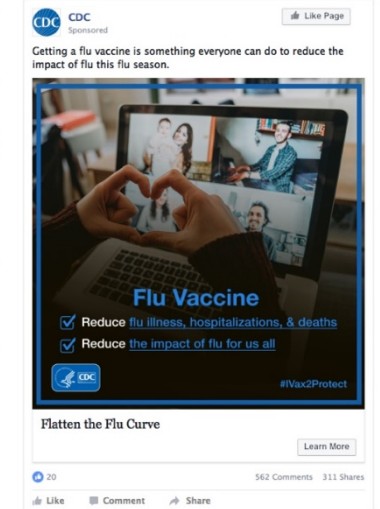
C: EMT



D: Healthcare worker



E: Community



F: Virtual meetup

Findings—Overall Preferences

- When asked to indicate their most preferred concept and their second most preferred concept, general population participants preferred Concept E (Community) and Concept A (Family) the most (24% and 21%, respectively) and the second most (20% and 20%, respectively).
 - This pattern was similar for adults who did not receive a flu vaccine in the last 12 months
 - Adults who said they did not plan to get a flu vaccine preferred Concept C (EMT).
- African American participants preferred Concept A (Family) and Concept E (Community) the most (32% and 22%, respectively) and the second most (22% and 24%, respectively).
 - This pattern was similar for adults who did not receive a flu vaccine in the last 12 months
 - Adults who said they do not plan to get a flu vaccine this fall preferred Concept A (Family) and none of the concepts most (34% and 18%, respectively) followed by Concept E (Community) and Concept C (EMT).

Findings—Likelihood of Action (General Population)

Somewhat/Very Likely to Take Action in Response to Concept						
	Concept A Family	Concept B Grandmother/ Granddaughter	Concept C EMT	Concept D Healthcare Worker	Concept E Community	Concept F Virtual Meetup
Talk to doctor about flu vaccine	62%	62%	58%	61%	61%	60%
Ask for the vaccine myself	67%	64%	63%	64%	66%	63%
Learn more about the flu vaccine	56%	56%	53%	55%	57%	53%
Share these messages with a friend or family member	53%	53%	52%	50%	52%	50%

- Those who indicated they are not planning to get a flu vaccine in the fall were significantly less likely to take action in response to each concept.
- However, several concepts motivated a majority of adults who indicated they do not know if they will get a flu vaccine this fall to talk with their doctor about a flu vaccine and ask for the flu vaccine. These include Concepts E (Community), A (Family), and C (EMT).

Creative Concepts Tested

Protect yourself and loved ones



A: Family

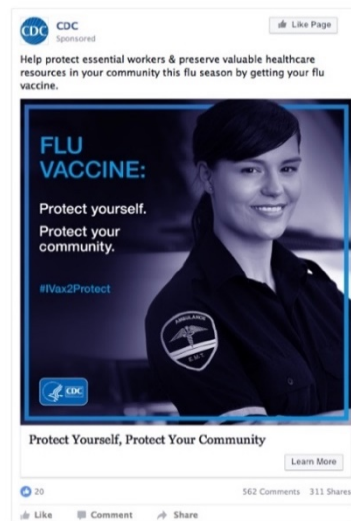
#1 preferred by general population and by African Americans, including African Americans who do not plan to get vaccinated.



B: Grandmother/
granddaughter

#3 place among general population

Protect yourself and those around you



C: EMT

Preferred by general population who do not plan to get a vaccine.
#3 among African Americans who do not plan to get vaccinated.



D: Healthcare worker

Protect everyone in the broader community



E: Community

#2 General pop and among African Americans, including African Americans who do not plan to get a vaccine.



F: Virtual meetup

Findings—Top Five Motivating Messages Overall

How much would each of these statements motivate you to get a flu vaccine? Very/Somewhat Motivating	
General Population (n=502)	
Getting a flu vaccine is the best way to protect yourself and your loved ones from flu this winter.	75%
The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.	75%
Getting a flu vaccine is something everyone can do to reduce the impact of flu this flu season.	75%
Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.	74%
Protect yourself, your community, and medical providers on the frontlines by getting a flu vaccine.	74%
African Americans (n=500)	
Protect yourself, your community, and medical providers on the frontlines by getting a flu vaccine.	68%
Getting a flu vaccine is the best way to protect yourself and your loved ones from flu this winter.	67%
The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.	67%
Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.	67%
A flu vaccine also helps protect the frontline healthcare workers.	67%

Findings—Top Five Motivating Messages (Unsure about getting a flu vaccine this season—Note small sample size)

How much would each of these statements motivate you to get a flu vaccine? Very/Somewhat Motivating	
General Population (n=42)	
Protect yourself, your community, and medical providers on the frontlines by getting a flu vaccine.	71%
Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.	70%
Getting a flu vaccine can help save doctors' and nurses' time and critical supplies like facemasks, hospital beds and ventilators.	69%
The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.	66%
A flu vaccine also helps protect the frontline healthcare workers.	65%
Help protect essential workers & preserve valuable healthcare resources in your community this flu season by getting your flu vaccine.	65%
African Americans (n=52)	
Getting a flu vaccine is the best way to protect yourself and your loved ones from flu this winter.	67%
The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.	67%
Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.	65%
A flu vaccine also helps protect the frontline healthcare workers.	64%
Flu usually causes a lot of illness in the fall and winter. Getting a flu vaccine will prevent flu illnesses, hospitalizations and deaths. This is an easy way to help 'flatten the curve' of respiratory illnesses caused by flu this fall and winter.	63%

Findings—Top Five Motivating Messages (Not planning to get a flu vaccine this season)

How much would each of these statements motivate you to get a flu vaccine? Very/Somewhat Motivating	
General Population (n=136)	
Flu usually causes a lot of illness in the fall and winter. Getting a flu vaccine will prevent flu illnesses, hospitalizations and deaths. This is an easy way to help 'flatten the curve' of respiratory illnesses caused by flu this fall and winter.	50%
Help protect essential workers & preserve valuable healthcare resources in your community this flu season by getting your flu vaccine.	49%
A flu vaccine also helps protect the frontline healthcare workers.	49%
Getting a flu vaccine is something everyone can do to reduce the impact of flu this flu season.	48%
Protect yourself, your community, and medical providers on the frontlines by getting a flu vaccine.	47%
African Americans (n=191)	
A flu vaccine also helps protect the frontline healthcare workers.	45%
Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.	45%
Protect yourself, your community, and medical providers on the frontlines by getting a flu vaccine.	45%
Getting a flu vaccine is the best way to protect yourself and your loved ones from flu this winter.	43%
Help protect essential workers & preserve valuable healthcare resources in your community this flu season by getting your flu vaccine.	42%
The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.	42%

Conclusions

- Overall, the draft materials tested well
 - The Family (A) and Community (E) concepts were generally preferred across different audience segments, including those who were not planning to receive a flu vaccine this fall
 - These concepts included messages about how an individual's flu vaccine can also protect their loved ones, and that flu vaccine is something we can all do to help protect each other
 - Additional concepts also tested well among subgroups or on specific attributes
- Messages were generally motivating, even among a sizable minority of participants who did not plan to get a flu vaccine this season
 - This included general messaging about the importance of flu vaccine as well as messaging that references the importance of flu vaccination to help protect others
- We will continue to look at additional data and subgroups of interest to best tailor relevant messages about the importance of flu vaccination this season

Digital Campaign: Core Messaging

- This season, flu vaccine is more important than ever.
 - Flu vaccine protects you, your loved ones, and your community from flu.
 - The more people vaccinated, the more people protected.
-
- This season, flu vaccine is more important than ever.
 - Flu vaccine can flatten the curve of flu illnesses, save medical resources, and protect essential workers from flu.
 - The more people vaccinated, the more people protected.

Next Steps Creatively

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Getting a flu vaccine is extra important this year—and the best way to protect yourself and your family from flu this winter.

Flu Vaccine
Protect yourself and prevent flu for loved ones this winter.



 CDC #IVax2Protect

Flu Vaccines For Your Entire Family

Learn More

20 562 Comments 311 Shares

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The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.



FLU VACCINE
We all have a role in protecting each other.

#IVax2Protect 

Together We Can Fight Flu Better

Learn More

20 562 Comments 311 Shares

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Other Vaccine Benefits Messaging for General Population, Most Motivational

- Every year, flu vaccine prevents millions of illnesses, tens of thousands of hospitalizations and thousands of deaths. VARIATIONS ON THIS
- Flu vaccination can reduce your risk of flu and its potentially serious outcomes that can result in hospitalization, ICU admission and even death.
- Getting vaccinated yourself may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions.

Messaging on Vaccine Benefits for People with Chronic Conditions

- Same messaging as general population, PLUS:
- Flu vaccination can help prevent serious medical events associated with some chronic conditions like heart and lung disease, and diabetes.
- Flu vaccination has been shown to prevent serious medical events associated with some chronic conditions like heart and lung disease and diabetes.

Messaging Specific to Older Adults, Most Motivational

- It's estimated that between about 70 percent and 85 percent of seasonal flu-related deaths have occurred in older adults.
- Getting vaccinated yourself may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions
- Last season flu vaccination prevented an estimated 4.4 million influenza illnesses, 58,000 influenza hospitalizations, and 3,500 influenza deaths.
- Flu vaccination may not eliminate your risk of getting sick with flu entirely, but it may offer partial protection, decreasing risk of serious outcomes like hospitalization, ICU admission and even death.
- Most flu vaccines protect against 4 different viruses; it's like getting four shots in one.
- There are enhanced influenza vaccines that may provide a better immune response.

Messaging Specific to Parents

- In recent years, around 80 percent of flu deaths in children reported to CDC have happened in children who had not been vaccinated.
- Flu vaccines have been shown to be life-saving in children.
- Children are the people most likely to get sick from flu. You can reduce their risk of getting sick with a flu vaccine.
- A 2014 study showed that flu vaccine reduced children's risk of flu-related pediatric intensive care unit (PICU) admission by 74% during flu seasons from 2010-2012.
- Last season flu vaccination prevented an estimated 4.4 million influenza illnesses, 58,000 influenza hospitalizations, and 3,500 influenza deaths.
- Flu vaccination can reduce your risk of flu and its potentially serious outcomes that can result in hospitalization, ICU admission and even death.

CDC Flu Immunization Launch Earned Media Efforts

Radio Media Tour (RMT)

- RMT date: 9/24
- Target Audience: General population, African American, and Spanish speaking
- Target geographic areas with lower vaccination coverage
 - To include Nevada, Louisiana, Florida, Wyoming, Georgia, Mississippi, Alaska, Illinois, Idaho, Utah, Texas & California
- Audio news releases will publish across a network of radio stations to run alongside scheduled newscasts

Mat Release in English and Spanish for online placement

- Run dates: 9/14 – 9/25
- Target Audience: General population, especially those at higher risk for flu complications
- Placement: Brandpoint (Social and publisher amplification)

Note: Coordinated with CMS Flu Immunization Earned Media Efforts

CDC Flu Immunization Launch Paid Media Effort

- Dates: 9/14 – 9/25
- Target demographic:
 - Adults Living with Chronic Conditions:
 - Adults 65+
- Tactics
 - **Connected TV** – with time spent using connected TV devices up 81% in 2020, connected TV will be utilized to reach the target demographic with compelling video messaging
 - **Digital Radio** – reach both audiences through Pandora targeting, with options to tailor messaging to specific chronic conditions within topically relevant podcasts
 - **Paid Social** – utilize in-feed display, Facebook Audience Network and Facebook Stories to reach seniors, knowing that 59% of 65+ Facebook users are living with a chronic condition
 - **Programmatic Display** – utilize cross-device (mobile, desktop, tablet) targeting to reach adults with chronic conditions and adults 65+ with display banners and video

Acknowledgements

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For more information, contact CDC
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