2020 NFID Influenza/Pneumococcal Disease News Conference Results Report

Thursday, October 1, 2020
Expert Panel Delivered Impactful Messages
US Health Officials Urge Influenza and Pneumococcal Disease Vaccination

Why Vaccination is More Important than Ever this Season
William Schaffner, MD
Medical Director, National Foundation for Infectious Diseases (NFID)

Protecting the Nation from Flu and Pneumococcal Disease
Anthony S. Fauci, MD
Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health

Protecting Older Adults and Those with Chronic Health Conditions
Federico M. Asch, MD
Director, Cardiovascular Core Labs and Cardiac Imaging Research, MedStar Health Research Institute, MedStar Heart and Vascular Institute

Increasing Vaccination Rates Among Children and Addressing Health Disparities
Patricia N. Whitley-Williams, MD
NFID President and Professor of Pediatrics; Chief of the Division of Pediatric Allergy, Immunology, and Infectious Diseases; and Associate Dean of Inclusion and Diversity, Rutgers Robert Wood Johnson Medical School
Top-Tier Media Coverage

Media placements were secured in top-tier print/online/TV outlets, resulted in over 2.7+ billion impressions to date*

- **40+ press** via webcast
- As of 10/12/20: **640+ stories** secured, including **42 original stories**
- Online AP online story **picked up by 439+ outlets reaching 49 US states**
- CNBC shared a story and streamed the **event live** on their website, stretching our audience even further
- iHeartMedia interview with Dr. Schaffner **broadcasted in 8+ states** including top DMAs Florida and California

*Online, print, TV, and radio figures are based on Cision, Critical Mention and Meltwater; includes press release impressions from PR Newswire*
Leading by Example: #FightFlu

www.nfid.org/lbe
Support NFID #FightFlu Campaign

Join NFID Leading By Example initiative to show commitment to flu prevention (www.nfid.org/lbe)

Share flu vaccination photos on social media using #FightFlu and tag @NFIDvaccines (NFID paddles and/or masks make great props!)

bit.ly/nfidmasks
For additional information, including a recording of the news conference, visit:

www.nfid.org/2020flunews