

2020 NFID Influenza/Pneumococcal Disease News Conference Results Report

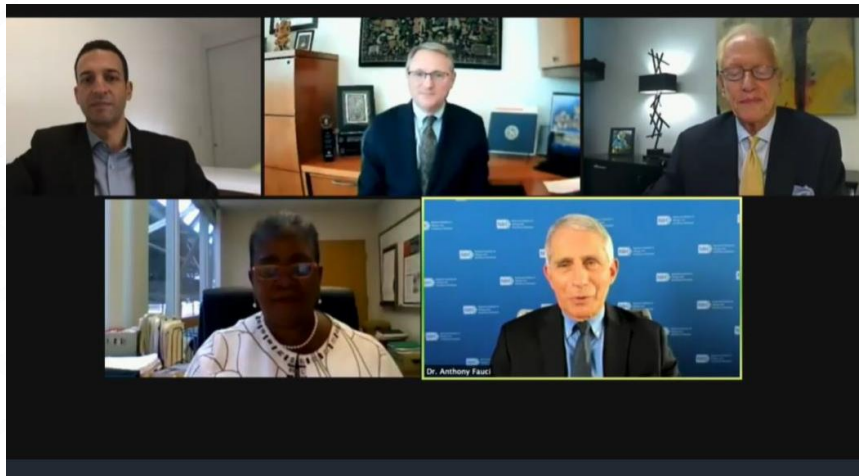
Thursday, October 1, 2020



**National
Foundation for
Infectious
Diseases**

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**
- Highlights include ABC News, Associated Press, Axios, CNBC, Forbes, Fox News, Healio, Healthline, MedPage Today, and The Washington Post
- 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



Health officials urge Americans to get flu vaccine as concerns mount over possible 'twindemic'



High demand for flu shots? Experts hope to avoid 'twindemic'
By LAURAN NEERGAARD yesterday



Fauci says public health measures to curb coronavirus spread could dampen flu season

Forbes

59% Of U.S. Adults Say They Will Receive A Flu Vaccination Ahead Of Season Complicated By Covid-19



AXIOS

MEDPAGE
TODAY



The Washington Post



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



www.nfid.org

For additional information, including a recording of the news conference, visit:

www.nfid.org/2020flunews