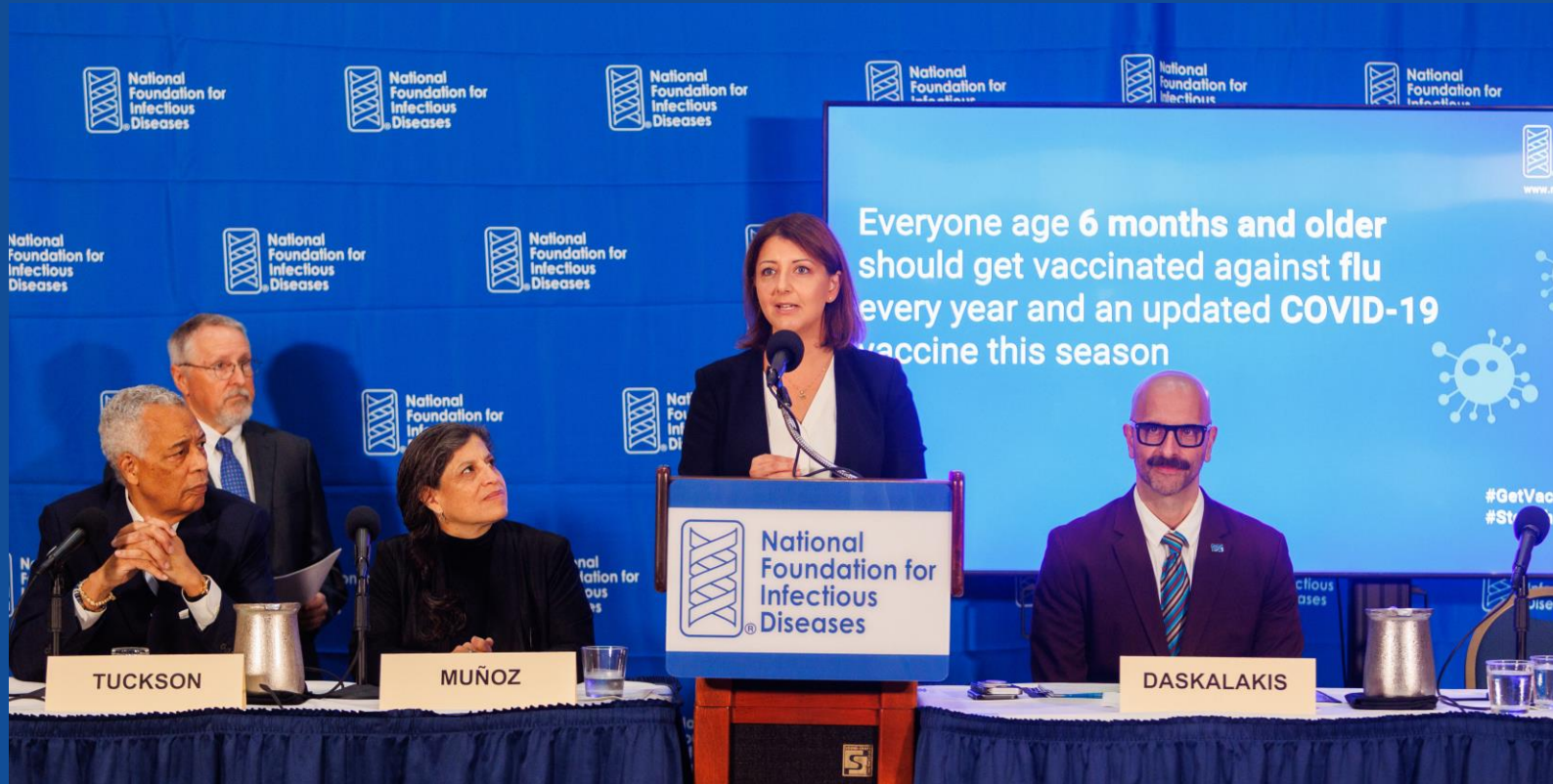
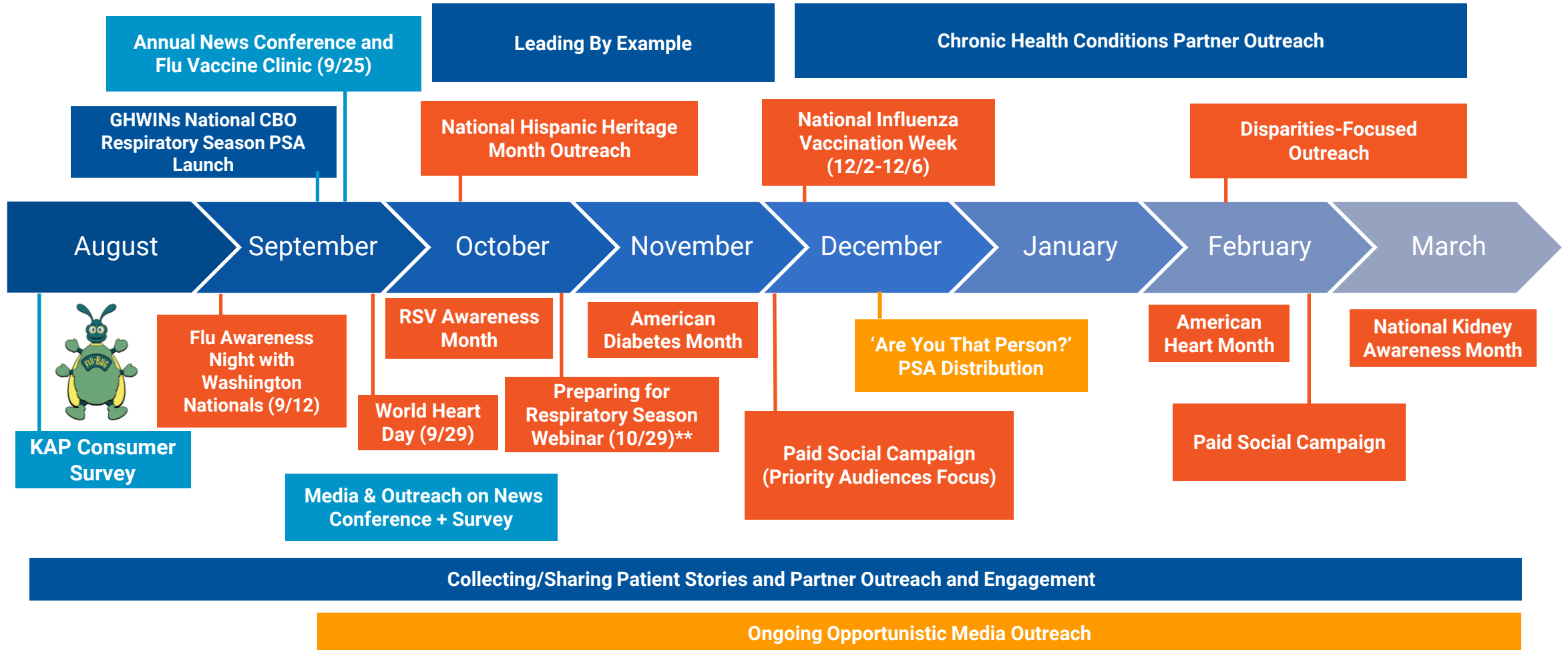


NFID Campaign: Preventing Respiratory Disease This Fall and Winter



Building Awareness and Sustaining Strong Momentum Throughout 2024-2025 Fall and Winter*



2024 NFID Annual News Conference: Public Health Experts Delivered Compelling Messages

September 25, 2024
National Press Club, Washington, DC

- **Mandy K. Cohen, MD, MPH**, Director, Centers for Disease Control and Prevention (CDC)
- **Demetre C. Daskalakis, MD, MPH**, Director, National Center for Immunization and Respiratory Diseases, CDC
- **Robert (Bob) H. Hopkins, Jr., MD** (Moderator), NFID Medical Director
- **Flor M. Muñoz, MD, MSc**, NFID Director, Associate Professor of Pediatrics and Infectious Diseases, Baylor College of Medicine
- **Reed V. Tuckson, MD**, Co-Founder, Black Coalition Against COVID and Chair of the Board, Coalition for Trust in Health & Science

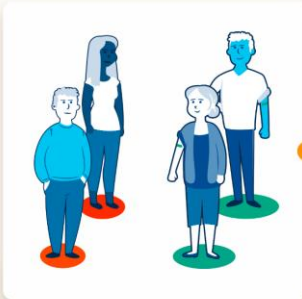


2024 NFID National Survey of US Adults (www.nfid.org/2024flusurvey)

2024 Attitudes and Behaviors about Influenza, COVID-19, Respiratory Syncytial Virus, and Pneumococcal Disease



Among those at higher risk for COVID-19-related complications, half say they will get an updated COVID-19 vaccine

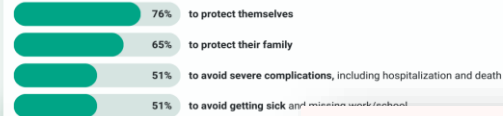


51%

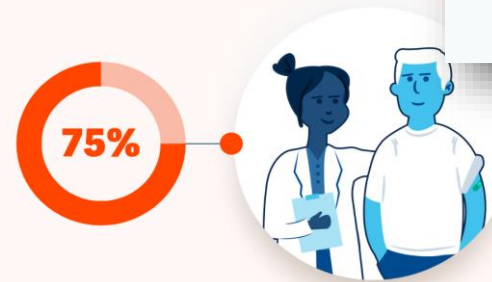
National
Foundation for
Infectious
Diseases

TOP REASONS FOR GETTING VACCINATED AGAINST FLU

#FIGHTFLU



Most US adults trust doctors, nurses,
and pharmacists for information about vaccine



75%

National
Foundation for
Infectious
Diseases

Nearly
3 out of 4

adults diagnosed with flu in the last
2 years are likely to get a flu vaccine



National
Foundation for
Infectious
Diseases

News Conference Garnered Top-Tier Media Coverage, Reaching Millions Nationwide

Print/online/TV/radio stories **resulted in +7B impressions***

- 20 members of the media joined the news conference in-person or via webcast
- 416 stories including 33 original stories*
- Highlights include coverage in AP, CBS, Fortune, The Washington Post, and USA Today
- AP News livestreamed the news conference
- CBS syndication broadcasted the story across local affiliates nationwide

FORTUNE

MEDPAGETODAY

FOX 5
WASHINGTON DC

Contagion^{LIVE}
Infectious Diseases Today

PG

AJMC **pharmacy**
TIMES.



*Media coverage from September 25-October 4, 2024

AP

It's time to roll up sleeves for new COVID, flu shots

Los Angeles Times

California's COVID surge is finally over. But expect another spike in the coming months

The Washington Post

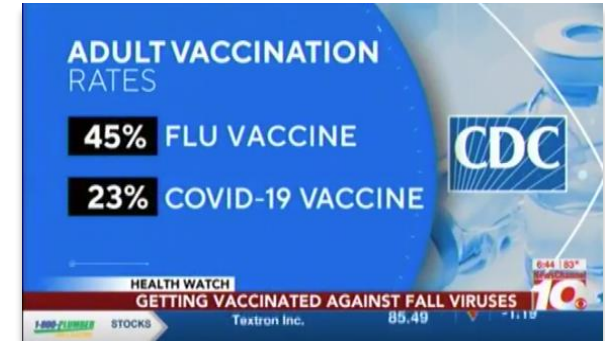
HEALTH BRIEF

CDC urges covid, flu shots, but public interest is flagging

USA TODAY

COVID cases are on a downward trend. How long will this last?

CBS

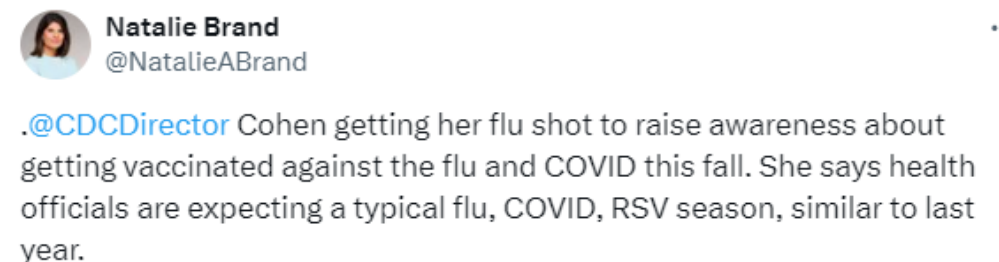


HealthDay
News for healthier living

Most Americans Won't Get Vaccinated as Flu, COVID Season Looms: Survey

Media Outlets Extended Reach of Messaging on Social

- **1,232 social media posts*** used #FightFlu, #PreventRSV, #PreventPneumo, #GetVaccinated, or #StopTheSpread and generated **5,750 engagements** and **+9.15M impressions**
 - #GetVaccinated was used the most



Leading By Example (www.nfid.org/lbe)

Immediately following the news conference, NFID hosted a flu vaccine clinic as part of the Leading By Example initiative, calling on organizations to make a commitment to promote infectious disease prevention by encouraging vaccination

- **Join NFID Leading By Example initiative** to show your commitment to disease prevention
- **Share vaccination photos** on social media using **#FightFlu**, **#PreventRSV**, **#PreventPneumo**, **#StopTheSpread** tagging **@NFIDVaccines**
- **Download #FightFlu paddles** to share why you **#GetVaccinated**





For additional information, including a recording of the
news conference, visit:
www.nfid.org/2024flunews