Expert Panel Delivered Impactful Messages
October 7, 2021

US Health Officials Urge Vaccination Amid Concerns About Influenza Resurgence During Ongoing Pandemic

Preparing for a Challenging Respiratory Virus Season
William Schaffner, MD
NFID Medical Director

Protecting the Nation from Flu and Pneumococcal Disease
Rochelle P. Walensky, MD, MPH
Centers for Disease Control and Prevention Director

Panel Discussion & Media Q&A
Laura E. Riley, MD, Obstetrician and Gynecologist-in-Chief, NewYork-Presbyterian/Weill Cornell Medical Center; Chair, Department of Obstetrics and Gynecology, Weill Cornell Medicine

Cedric "Jamie" Rutland, MD, CEO of West Coast Lung and COVID-19 Medical Director, Private Health Management

Patricia A. (Patsy) Stinchfield, RN, MS, CPNP, NFID President-Elect; Pediatric Nurse Practitioner, Children’s Minnesota (retired); Affiliate Faculty, School of Nursing, University of Minnesota

www.nfid.org/2021flunews
NFID National Survey Results

Nearly 1 in 4 (23%) who are at higher risk for flu-related complications do not plan to get vaccinated.

Top reasons for being unsure or not planning to get a flu vaccine:
- Do not think flu vaccine works very well (30%)
- Fear they may get the flu (34%)
- Concern about potential side effects from the vaccine (55%)
- Do not think flu is serious illness (20%)
- Concern about getting the shot (19%)

Top-Tier Media Coverage

Media placements in top-tier print/online/TV outlets resulted in 4 billion+ impressions*

- 37 press members joined webcast
- As of 10/21/21: 700+ stories, including 45 original stories
- AP online story picked up by 226+ outlets reaching 45 US states

*Online, print, TV, and radio figures based on Cision, Critical Mention, Meltwater, and PR Newswire
Media Outlets Extended Message Reach on Social

As the U.S. gears up for a bad flu season, on top of the ongoing pandemic, CDC director Dr. Walensky says getting your flu shot is "doubly important this year."

The CDC warned this week that a "potentially severe" flu season could be on the way, as public health officials once again urge people to get their flu shots.

Health officials urged Americans to get their flu shots this year, fearing a more serious flu season this fall and winter.

Why #FightFlu?
www.nfid.org/blog

NFID Flu Vaccine Clinic
October 5, 2021

US Department of Health and Human Services (HHS) Secretary Xavier Becerra got vaccinated at NFID Headquarters, along with partner organization representatives

Why #FightFlu?
www.nfid.org/blog
Support NFID #FightFlu Campaign

Join NFID Leading By Example initiative to show your commitment to flu prevention

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

www.nfid.org/lbe

Building and Sustaining Strong Momentum Throughout the Season

#LowerYourFluRisk Influencer Content

August
Field HCP/Patient Surveys (Chronic Health Conditions)
News Conference
Field Core KAP Survey (Consumers)
Field Black Adult KAP Survey
Black Adult Survey Media Outreach/Radio Media Tour
Opportunistic and/or paid media throughout season

September
October
November
December
January
February
Survey Results/Gap Analysis and Media Outreach
Paid Media Opportunities
NIVW TV PSA

Chronic Health Conditions)
For more information, including a recording of the news conference, visit:

www.nfid.org/2021flunews