CDC FLU VACCINE COMMUNICATIONS UPDATE

Erin Burns,
Associate Director for Communications Science & Flu Vaccine Campaign Lead
Influenza Division, CDC

Nicole Arens,
Executive Vice President
Weber Shandwick

2022-2023 Flu Vaccination Campaign

Campaigns with Weber Shandwick and the Ad Council/AMA to address drops in flu vaccine uptake across key audiences including:

• Parents of children 6 months – 12 years
• Pregnant women
• Other at-risk groups (adults 65+, and adults with certain chronic conditions)
• Black and Hispanic American adults
Sample Creative
Weber Shandwick’s “Help Them Fight Flu” + Supplemental Creative:

Ad Council’s Flu Facts, No Time for flu, Flu FOMO

2022-2023 Campaign Impact:
Black and Hispanic American audiences

<table>
<thead>
<tr>
<th>Cumulative:</th>
<th>2022-2023</th>
<th>16.2 Million Views to New Flu Facts Videos</th>
<th>2020-2023</th>
<th>$32.3M</th>
<th>702K</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$10.2 Million Donated Media</td>
<td>192,000 Campaign Site Views</td>
<td>$10.2 Million Donated Media</td>
<td>16.2 Million Views to New Flu Facts Videos</td>
<td>702K Campaign Site Visits</td>
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<tr>
<td></td>
<td>46% / 47% PSA Awareness Among Black / Hispanic Audiences</td>
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</table>
2022-2023 Campaign Impact: Parents and Other At-Risk Groups

- 73M Impressions
  Paid Media, Organic Social + Digital and Partner Activations

- 1.49B Potential Audience Exposure
  Earned Media

- 56.8K Engagements
  Digital and Partner Activations + Organic Social Media

- 196.2K Link Clicks
  Paid Media + Organic Social Media

- 26K Partner Toolkit Page Visits

- 10K+ Partner Toolkit Downloads

Snapshot of Campaign Tactics and Activations

- **Paid & Donated Media**
  - Basis Technologies
  - YouTube
  - SXM Media
  - Google Ads
  - Meta
  - IBM
  - Nexstar Digital
  - Amazon
  - News+

- **Social Media**
  - Help Kids Fight Flu
  - Vaccinate Your Family
  - Short-Term Side Effects

- **Partner Activations**
  - Forbes Health
  - Verywell Health
  - NBCDFW
  - American Academy of Pediatrics

- **Earned Media**
Equipped Partners with Free Resources to Help Fight Flu

[pictured below]

NIWV Toolkit Landing Page

Top Downloads

(pictured on left)
NIW Toolkit
Poster – 8.5x11 Help Them Fight Flu
993 Downloads

(pictured above)
Partner Toolkit
Facebook Frames – Help Them Fight Flu
604 Downloads

10K+
Total Toolkit Downloads

26K
Visits to Toolkit Pages

SPOTLIGHT:
DIGITAL AND PARTNER ACTIVATIONS
Deepening Partner Engagement with Collaborative Content

Leveraging the Instagram “Point of View” trend, we collaborated with five partners to publish posts – or “flu-ettes” – highlighting the benefits of the flu vaccine for children.

- **23K Engagements**
- **1.8M Views**

Sharing Inspiring Content Through Trusted Messengers

We engaged 10 microinfluencers to help inspire fellow parents to consider the flu vaccine for their child by expanding the reach of critical flu messaging via authentic, emotive, and powerful stories.

- **Primary Audience**: Parents with children ages 6 months to 12 years old
- **Platforms**: Instagram
- **Total Campaign Delivery**: 30 pieces of content

- **408K Unique Users Reached**
- **11.6K Engagements**
- **4.6% Engagement Rate**
- **86% Positive Tone of Comments**
Sharing Inspiring Content Through Trusted Messengers (cont.)

In partnership with the Ad Council and People First, we engaged a diverse set of influencers to help spread awareness and encourage people to get the flu vaccine.

- **Primary Audience:** U.S. Black and Hispanic creators between 18-55
- **Platforms:** Instagram, TikTok, and Facebook
- **Total Campaign Delivery:** 123 pieces of content

<table>
<thead>
<tr>
<th>1.1M</th>
<th>35K</th>
<th>7.2%</th>
<th>84%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users Reached</td>
<td>Engagements</td>
<td>Engagement Rate</td>
<td>Positive Tone of Comments</td>
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</tbody>
</table>

**The Stage for 2023-2024 Season**

- Declines in flu vaccinations
  - Significant drops in flu vaccine coverage among children and pregnant women
- Ongoing racial/ethnic disparities
- Growing rural/urban disparities
- Flu vaccine effectiveness during “well-matched seasons” ranges from 40% to 60% (about 50% last season)
- Ongoing COVID-19 vaccination
- Potential RSV vaccine
- Catch-up on all immunization
2023-2024 Flu Vaccination Campaign

Campaigns Plans

Again work with Weber Shandwick and the Ad Council/AMA to emphasize the importance of flu vaccination among key audiences including:

- Parents of children 6 months – 12 years
- Other at-risk groups (adults 65+, pregnant people and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural populations

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**2023-2024 Flu Vaccination Campaign**

<table>
<thead>
<tr>
<th>Activity</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
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<tbody>
<tr>
<td>ACIP Meeting</td>
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<tr>
<td>ACIP Recommendation Memo signed and posted</td>
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<td>Publication of R &amp; R</td>
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<tr>
<td>Weekly Key Points/Surveillance Updates/Burden Estimates</td>
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<tr>
<td>First Wave Provider Outreach</td>
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<tr>
<td>Outreach to Pregnant Women and Parents (and providers)</td>
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<tr>
<td>Launch of CDC Digital Flu Campaign</td>
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<td></td>
<td></td>
<td></td>
<td>Sept. 1</td>
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<tr>
<td>• Ad Council Campaign Launch and Promotion</td>
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<tr>
<td>To include 1-2 press events</td>
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<tr>
<td>• NFID Flu Vaccine Campaign Kickoff</td>
<td>Sept. 28</td>
<td></td>
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<tr>
<td>• National Influenza Vaccination Week</td>
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<td>Dec. 4-8</td>
</tr>
</tbody>
</table>
• Thanks you!

• Questions?

• eub5@cdc.gov
Campbell Approach: Reaching Parents of Children and Other At-Risk Groups

We implemented a cross-channel, integrated approach, leveraging tailored messaging on flu vaccination, treatment and prevention to ensure we reached priority audiences throughout the entirety of flu season (end of September – February).

<table>
<thead>
<tr>
<th>Paid Media</th>
<th>Digital &amp; Partner Activations</th>
<th>Earned Media</th>
<th>Organic Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Paid social (In-feed ads on Instagram, Facebook)</td>
<td>• Microinfluencer engagement to share the importance of flu vaccination from trusted messengers</td>
<td>• High-impact mat releases in English and Spanish for:</td>
<td>• Organic social content and creative designed for core and secondary audiences for @CDCFlu and CDC flagship handles, including:</td>
</tr>
<tr>
<td>• Programmatic, cross-device display (Basis)</td>
<td>• Flu-setting collaborations with five partner organizations</td>
<td>• Parents</td>
<td>• Twitter</td>
</tr>
<tr>
<td>• Site direct display (Dotdash Meredith)</td>
<td>• Launch materials for NIFID press conference (social media content, shareable stories, photo frames for core and secondary audiences)</td>
<td>• Pregnant people</td>
<td>• Facebook</td>
</tr>
<tr>
<td>• Streaming audio (Pandora/SXM)</td>
<td>• NIVW digital toolkit, including:</td>
<td>• Older adults</td>
<td>• Instagram</td>
</tr>
<tr>
<td>• Search, including text ads (Google Search)</td>
<td>• Sample social media content</td>
<td>• Adults with chronic health conditions</td>
<td>• LinkedIn</td>
</tr>
<tr>
<td>• Boosted organic social posts</td>
<td>• Customizable photo frames</td>
<td>• Targeted outreach to key publications</td>
<td>• Pinterest</td>
</tr>
<tr>
<td>reaching secondary audiences (Instagram, Facebook)</td>
<td>• Template mat release</td>
<td></td>
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<tr>
<td>• In-platform and overlay banner ads on contextually relevant video (YouTube)</td>
<td>• Newsletter / website blurb</td>
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<tr>
<td></td>
<td>• Patient reminder messages</td>
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<tr>
<td></td>
<td>• Printable poster and flyer</td>
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Higher Quality Engagements Drove Success in 2022-2023

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<table>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>73.6M</td>
<td>66.2M</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>196K</td>
<td>189.7K</td>
</tr>
<tr>
<td>Potential Reach</td>
<td>46.3M</td>
<td>761.1K</td>
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<tr>
<td>Engagement</td>
<td>234</td>
<td>16.7K</td>
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<tr>
<td>Toolkit Page Traffic</td>
<td>10.9K</td>
<td>26.0K</td>
</tr>
<tr>
<td>Asset Downloads</td>
<td>3,042</td>
<td>10,780</td>
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<tr>
<td>Potential Reach</td>
<td>1,578</td>
<td>1,498</td>
</tr>
<tr>
<td>Placements</td>
<td>5,792</td>
<td>7,526</td>
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<tr>
<td>Potential Reach</td>
<td>196M</td>
<td>203.4M</td>
</tr>
<tr>
<td>Engagement</td>
<td>219.5K</td>
<td>40.1K</td>
</tr>
</tbody>
</table>

NOTE: While the numbers above give a sense of campaign performance year-to-year, it is important to note that the campaigns had key differences—including timing/pacing, tactics, and audience—that impact these outcomes.