Campaign Update & National Influenza Vaccination Week Activities

December 5-9, 2022
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PRELIMINARY CAMPAIGN RESULTS


In the first week of the campaign (around NFID on October 4), we generated:
- **8.79M** paid media impressions
- **4.79K** link clicks

Through October 25, we generated:
- **12.8M** paid media impressions
- **7.6K** link clicks
- **4.6K** placements reaching an average site audience size of **95.67M** across six mat releases (English and Spanish)

*Note: These results do not include results from CDC organic social media content reaching secondary audiences.*
2022 NFID PRESS CONFERENCE
Tuesday, October 4, 2022

- Media placements in top-tier print/online/TV/radio outlets resulted in 6.2B+ impressions*
- 819 social media posts by 514 unique authors generated estimated 24.5 million* impressions
- 300+ attended news conference virtually and in-person
- Media Outlets Extended Reach of Messaging on Social

*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire
“Get My Flu Shot” Campaign Phase 1: October 12, 2022

- Media Tour (English/Spanish); Press Release (English/Spanish); Social Media
  - 68 media placements
  - 5M TV viewers (18+)
  - 194.4M potential reach of MNR releases
  - Nearly 4,000 impressions on Ad Council social media channels
CDC FLU VITAL SIGNS

October 18

Telebriefing with Dr. Debra Houry, MD, MPH (Acting Principal Deputy Director of CDC) and MMWR authors Carla Black, PhD and Alissa O’Halloran, MSPH

Within first 24 hours:

- 71 media placements, including CNN, ABC News, Axios, and U.S. News & World Report
- October 18-28, the flu Vital Signs webpage had over 10,000 visits
- MMWR had 809 views and 439 shares
LEVERAGING NIVW TO REACH CORE AUDIENCES

This year's National Influenza Vaccination Week (NIVW) has a goal of focusing public attention on the importance of flu vaccination through earned and owned activations, with opportunities to engage key partners.

**Earned Media**
- Bylined article *(tentative)*
- Proactive, targeted outreach to key publications*

**Partner Activations**
- “Flu-etting” social activation on Instagram Reels in collaboration with key partners*
- Refreshed NIVW landing page and partner toolkit

**Social Media**
- Microinfluencer engagement
- Organic social content and graphics on CDC flagship handles (Twitter, Facebook, and Instagram)*

Activations will reach both our core campaign audience of parents of children 6 months to 12 years old and secondary audiences, which include adults with chronic conditions, pregnant people, and adults 65 and older.

*Denotes activities that will account for both core campaign and secondary audience(s)
Examples of DRAFT Content for CDC Organic Channels – Still in Development; Not Fully Approved
ENGAGING MICROINFLUENCER CREATORS TO DEVELOP CONTENT TO BE SHARED DURING NIVW AND THE WEEKS THAT FOLLOW.

THE CREATORS, WHO ARE PARENTS THEMSELVES, WILL INSPIRE FELLOW PARENTS TO CONSIDER THE FLU VACCINE FOR THEIR CHILD BY SHARING WHY THEY DECIDED TO VACCINATE THEIR OWN CHILD(REN) AND WHAT IT HAS MEANED FOR THEIR FAMILY.
LEVERAGING PARTNER NETWORKS

Twitter, Facebook, Instagram and LinkedIn Content

Posters and Flyers

Frames for Twitter, Facebook and Instagram

Examples of DRAFT Partner Content – Still in Development; Not Yet Approved

Other partner content will include Instagram Story templates, a sample newsletter blurb, patient reminder messages, and a template matte release, all available in the 2022 NIVW Digital Toolkit.
Thank you.

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For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.