



“Everything”: CDC’s Integrated Fall and Winter Virus Season Communications Effort

Dayle Kern, MA
Associate Director for Communication
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

National Adult and Influenza Immunization Summit Virtual Meeting
May 23, 2024

The Need for Pan-Respiratory Communications

Going into the 2023-2024 fall and winter season, we anticipated that flu, COVID-19, and RSV activity would increase as the weather got colder. **And, for the first time ever, there were vaccines available for all three pathogens.**

Our charge: Craft clear, consistent communication to increase public awareness of the risks of flu, COVID-19, and RSV and build knowledge around ways to prevent transmission and severe illness.

The New York Times

Federal Officials Hatch a Three-Pronged Defense Against Another ‘Tripledemic’

This fall, Americans will be urged to get shots against the flu, Covid and, if they’re older, R.S.V.



Fall and Winter Virus Communications Framework







HEALTH GOAL: Reduce hospitalizations and deaths caused by viral respiratory diseases.

| Objective 1 | Objective 2 | Objective 3 |
|--|--|---|
| Build awareness around viral respiratory disease season and knowledge around preventive behaviors, primarily vaccination | Increase understanding of the risk of viral respiratory diseases and reinforce perceived benefits/value of vaccination | Drive uptake of preventive behaviors for viral respiratory diseases, especially vaccination |

Create an educational communications effort that utilizes an umbrella approach to drive awareness and adoption of vaccination and other prevention strategies around viral respiratory diseases broadly (flu, COVID-19, and RSV).

3

Priority Audiences

| Primary Audiences |  General Public, with emphasis on: <ul style="list-style-type: none">• Adults 65+• Hispanic/Latino Adults• Black/African American Adults | |  Healthcare Providers Trusted messengers who can educate patients around preventive strategies, including vaccination | |
|----------------------------------|---|--|---|--|
| |  State and Local Health Departments | |  Federal Health Agencies | |
| Ancillary Audiences / Amplifiers |  Private Sector Partners | |  Medical Societies and Organizations | |

Our Creative Approach

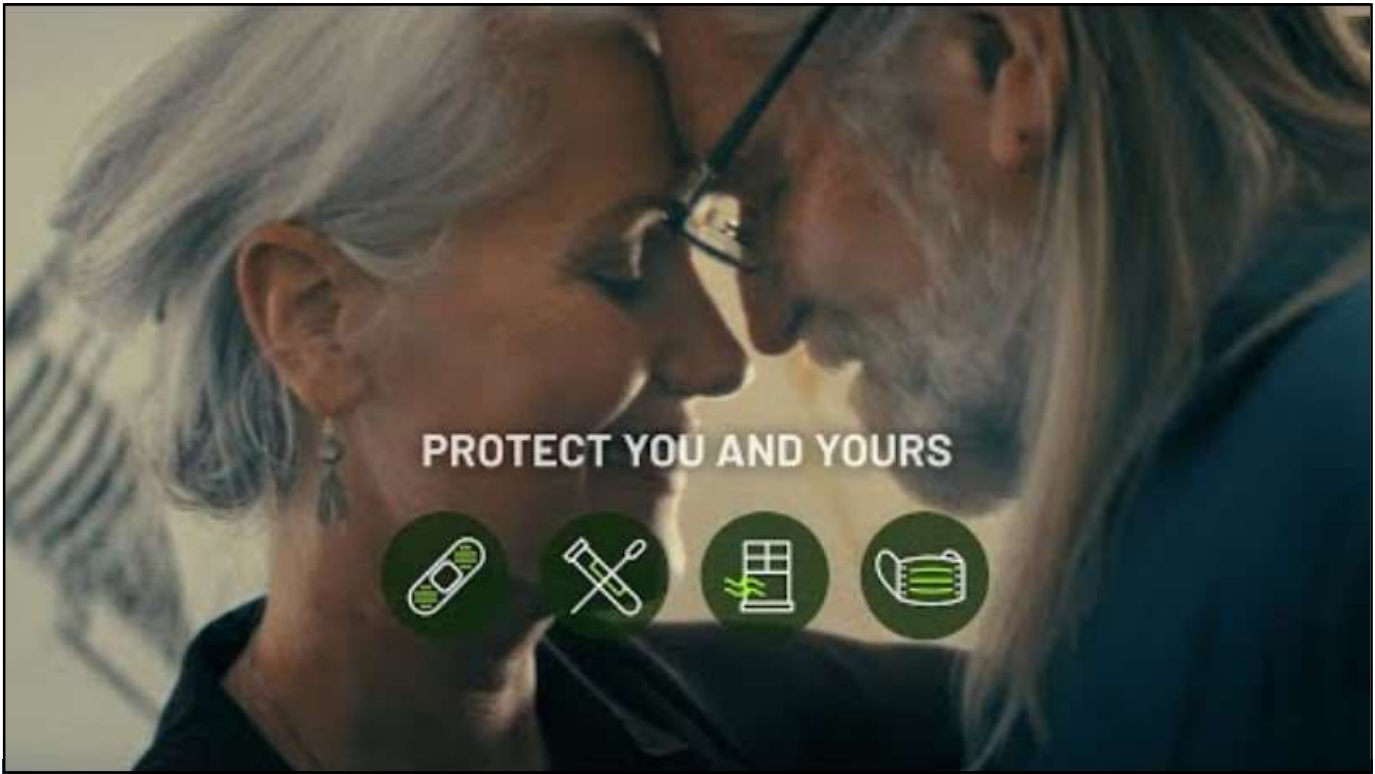
- **Leverages emotional ties to loved ones as a key motivator to preventing respiratory diseases**, amid fall and winter gathering season, while increasing awareness and perception of severity.
- **Uses a holistic approach** to counterbalance pandemic fatigue and fearmongering for increased receptivity.
- **Educates audiences about vaccination and other virus prevention behaviors**, using icons as a tool, to normalize vaccination by associating it with other holistic approaches to prevention.

"Now that we're entering fall and winter and a lot of holiday gatherings... I know that for me I want to make sure that I keep others safe, so I don't want to be exposing other people to any germs. I would do what I can to protect them and myself."

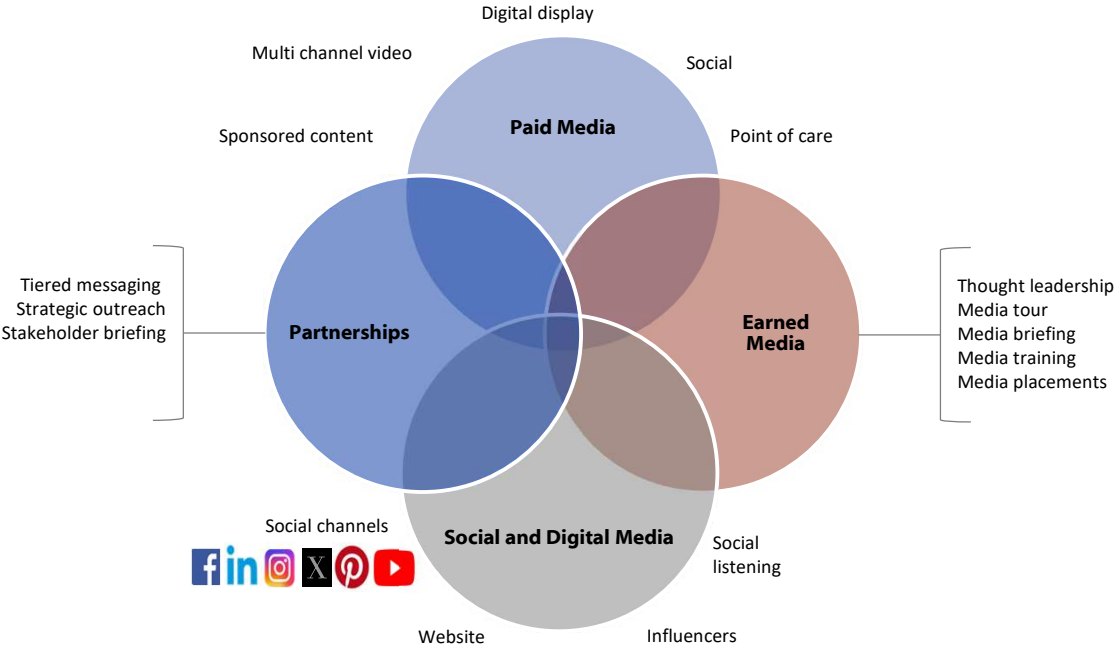
- Focus Group Participant

"Everything" Creative





Using an Integrated Marketing Approach



Our Integrated Efforts, At-a-Glance

Paid Media

Consumers

- Paid Social (Facebook, Instagram)
- Display
- Multichannel video
- Terrestrial & Digital Radio
- Point-of-Care Advertising
- Digital Out-of-Home

HCPs

- Paid Social (LinkedIn, Sermo, Doximity)
- Display
- Newsletter Briefings

Digital & Partner Activations

Partner and Media Briefing



Partner Toolkit Materials



Influencer Activations



Earned Media

Matte Article (English and Spanish)



SMT/RMT



Media News Release



Organic Social



Campaign Impact Summary

Key Highlights:

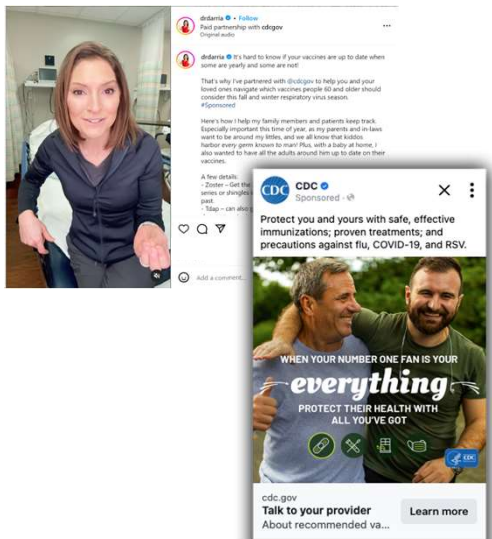
- Our media and partner briefing **garnered more than 3K attendees**, engaging stakeholders for early alignment and previewing messages and resources that we would be coming.
- The **paid media campaign delivered more than 638M impressions** to consumer audiences, **in English and Spanish**, and to healthcare providers – and included market-level targeting across tactics (based on vaccine and case rates) and a national overlay of social and display.



| | | | | |
|--|--|--|--|--|
| 642.9M Impressions Paid Media, Organic Social Media, Digital/Partner Activations | 554.3M Potential Audience Exposure* Earned Media | 12K Engagements Digital/Partner Activations and Organic Social Media | 0.45% Avg. Engagement Rate Organic Social Media | 352K Link Clicks Paid and Organic Social Media |
|--|--|--|--|--|

*While it is standard practice to use UVM (unique visits per month) as a measure of potential audience exposure, it is important to note that this number represents the average number of people who visit the outlet's domain each month and does not necessarily reflect the number of people who viewed the placement itself.

Campaign Impact Summary (Cont.)



Key Highlights:

- **Four social influencer videos** drove 168K video views, 343 link clicks to CDC's resource page, and 1.5K+ interactions. Further, **90% of video comments were positive in sentiment**.
- **Organic social media posts** in English and Spanish on CDC's owned accounts **generated more than 2M impressions** on Facebook, Instagram, LinkedIn, and X/Twitter.
- **Earned coverage**, anchored by a bilingual mat release and media news release, extended campaign messaging and **sustained a steady drumbeat of messaging going into the holiday season**.

Upcoming Activities

- Conducted a series of post-season triads with consumers in February/March to re-test creative and gain insights on how this past season went
 - Testing underscored that the *"Everything"* concept continues to resonate well across audience groups, participants understood the main idea, and liked the heartwarming approach that included *all* preventive measures
- Currently planning a series of IDIs and triads with HCPs to delve into information needs, changes in the vaccination landscape, and other key insights

Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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.

