2023 NFID Annual News Conference: Preventing Disease This Fall and Winter
Are You That Person?

THE FLU IS SERIOUS

KNOW THE F.A.C.T.S.

FEVER  ACHES  CHILLS  TIREDNESS  SUDDEN ONSET

www.nfid.org/resource/are-you-that-person/
Building Awareness and Sustaining Strong Momentum Throughout 2023-2024 Fall and Winter Season

August
- Flu Awareness Night (9/8)
- KAP Consumer Survey

September
- World Heart Day (9/29)
- ‘Are You That Person?’ PSA Launch
- Media & Partner Outreach re: News Conference + Survey

October
- Flu Vaccine Clinic (10/4)

November
- American Diabetes Month

December
- National Influenza Vaccination Week (12/4-8)
- BlackDoctor.org Content
- Chronic Health Conditions Partner Outreach

January
- ‘Are You That Person?’ PSA Campaign (English/Spanish)
- National Heart Month

February
- Disparities-Focused Partner Campaign

March
- National Kidney Month

Collecting and Sharing Real Stories and Partner Outreach/Engagement
- Ongoing Opportunistic Media Outreach
Expert Panel Delivered Impactful Messages
Thursday, September 28, 2023

- Mandy K. Cohen, MD, MPH, Centers for Disease Control and Prevention (CDC) Director
- Keith C. Ferdinand, MD, Professor of Medicine, Tulane University School of Medicine
- Robert H. Hopkins, Jr., MD, NFID Medical Director
- William Schaffner, MD, NFID Spokesperson
- Patricia (Patsy) A. Stinchfield, RN, MS, CPNP, NFID President (Moderator)
- Vivien G. Dugan, PhD, CDC Influenza Division Director (Additional Expert)
2023 Attitudes about Influenza, COVID-19, Respiratory Syncytial Virus, and Pneumococcal Disease

NFID survey of US adults revealed insights about beliefs about influenza (flu), COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease, as well as attitudes and practices around vaccination.

CONCERNS ABOUT GETTING INFECTED WITH:

<table>
<thead>
<tr>
<th>Condition</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td>23%</td>
</tr>
<tr>
<td>Flu</td>
<td>22%</td>
</tr>
<tr>
<td>Pneumonia</td>
<td>22%</td>
</tr>
<tr>
<td>RSV</td>
<td>19%</td>
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Fewer than 1 in 4 US adults are concerned about themselves or someone in their family getting infected this fall and winter.

More than 1 in 4 (28%) US adults who are at higher risk for flu-related complications do not plan to get vaccinated.

75% of US adults trust healthcare professionals for flu vaccine information, far more than other sources.

Among US adults age 60 years and older, only 40% plan to get an RSV vaccine.

43% say they do not plan to or are unsure if they will get vaccinated against flu during the 2023-2024 season.

65% of US adults agree flu vaccination is the best way to prevent flu-related hospitalizations and deaths.

40% of US adults plan to get an updated COVID-19 vaccine.

38% of US adults would get a flu and COVID-19 vaccine at the same time, if offered.

www.nfid.org/2023flusurvey
Top-tier print/online/TV/radio stories resulted in 6.5B+ impressions*

- 32 members of the media joined webcast
- 760 stories including 38 original stories*
- Highlights include Associated Press, Bloomberg, CBS, Healio, New York Post, NPR, The Hill, STAT, TODAY, and WebMD
- CBS covered the story across CBS local affiliates

What to know as fall vaccinations against COVID, flu and RSV get underway

- CDC director urges flu, COVID vaccination amid low uptake
- Survey Shows 22% of Individuals Worried About Contracting Flu in 2023 Season
- Americans are urged to get vaccinated against 3 major respiratory viruses
- Survey shows low concern among Americans about COVID-19, flu, RSV

*Coverage from September 28 – October 6, 2023; based on Cision, Critical Mention, Meltwater, PR Newswire
Coverage Emphasized Availability of Vaccines to Help Protect against Flu, COVID-19, and RSV

"This is the first fall and winter where vaccines are available for 3 major viruses … influenza (flu), COVID-19, and respiratory syncytial virus (RSV)."

"These diseases can be serious, even in healthy children and adults, but the good news is that we now have prevention tools available to help protect people against severe illness and complications. We just need to use them."

"The good news here is that we have effective ways to protect ourselves from the worst outcomes of all of these respiratory illnesses."
Social Media Coverage Generated 25M+ Impressions

- 1.7K+ social media posts and 1,500+ unique authors used #FightFlu, #PreventRSV, #PreventPneumo, #GetVaccinated, or #StopTheSpread and generated 25M+ impressions*

*Estimated hashtag use from September 28 – October 6, 2023 (X/Twitter only)
Leading By Example initiative demonstrates organizational commitment to disease prevention.

Share vaccination photos on social media using #FightFlu, #GetVaccinated, and #StopTheSpread and be sure to tag @NFIDvaccines.

Download NFID paddles to share why you #GetVaccinated.

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

www.nfid.org/2023flunews