

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



TIREDDNESS



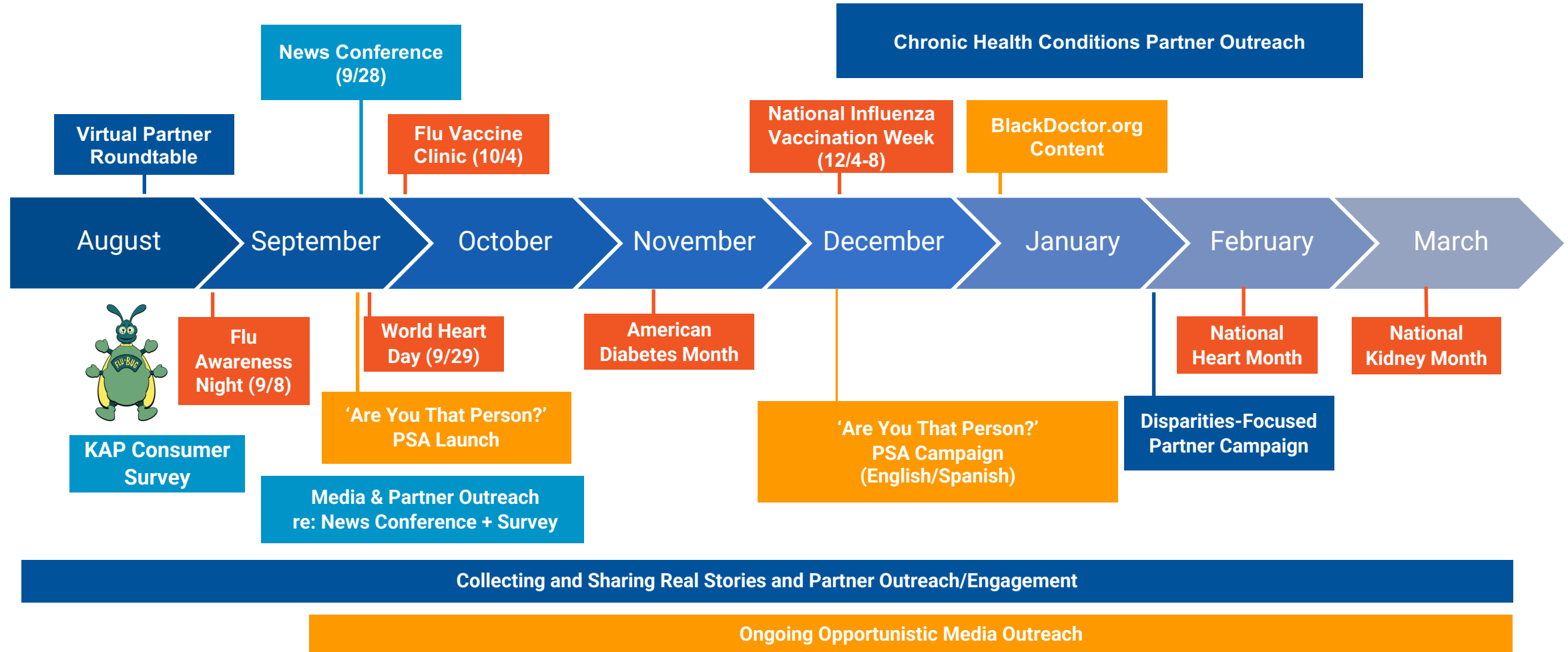
**SUDDEN
ONSET**



National
Foundation for
Infectious
Diseases



Building Awareness and Sustaining Strong Momentum Throughout 2023-2024 Fall and Winter Season



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)

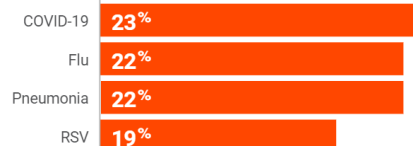


NFID National Survey Results

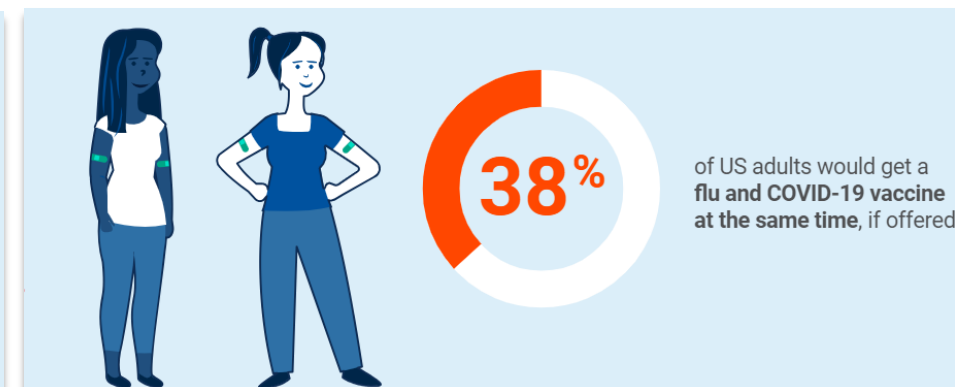
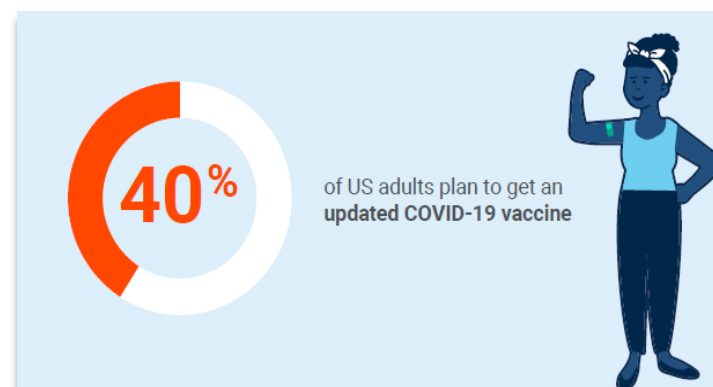
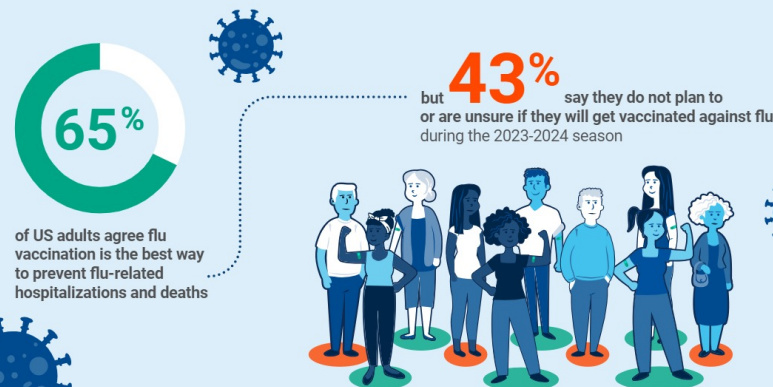
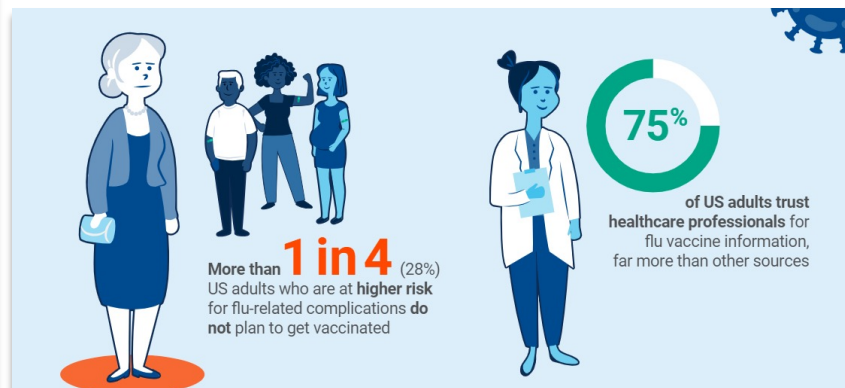
2023 Attitudes about Influenza, COVID-19, Respiratory Syncytial Virus, and Pneumococcal Disease

NFID survey of US adults revealed insights around 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:



Fewer than **1 in 4** US adults are concerned about themselves or someone in their family getting infected this fall and winter



Secured Far-Reaching Top-Tier Media Coverage

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

AP **CBS** **CNN**

n p r **abc NEWS**

NEW YORK POST

THE HILL

STAT *The Washington Post*

TODAY

Bloomberg

Health

AARP
Real Possibilities

Healio

WebMD

yahoo!

msn

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

The Messenger.
It's time to break the news.

Americans More Likely To Get Flu Shot Than COVID-19 Vaccine: Poll

Demand for the vaccines has sharply dropped

Published 09/29/23 05:21 PM ET | Updated 09/29/23 06:50 PM ET

[Mansur Shaheen](#)

“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.”

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

MOTHERLY

PREGNANCY PARENTING LIFE SHOP CLASSES VIDEO PODCASTS

Health officials urge pregnant women to get vaccinated against flu, Covid and RSV

“We must use all available tools to protect those most at risk, including infants and young children, pregnant people, older adults, and those with chronic health conditions,” says CDC Director Dr. Mandy Cohen.

By [Jessica D'Argenio Waller, MS, CNS, LDN](#) • September 29, 2023

npr **wnyc**

NEWSLETTERS SIGN IN NPR SH

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

HEALTH

Americans are urged to get vaccinated against 3 major respiratory viruses

September 29, 2023 - 5:13 AM ET

Heard on Morning Edition

 Rob Stein

 2-Minute Listen

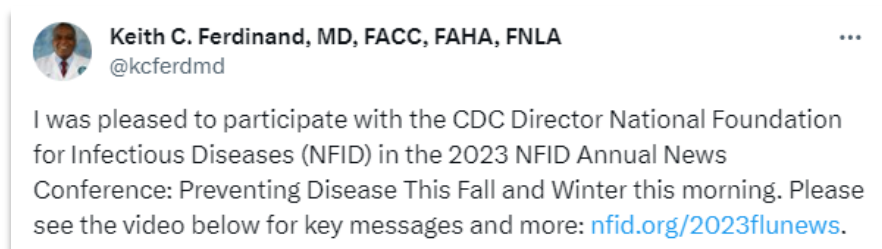
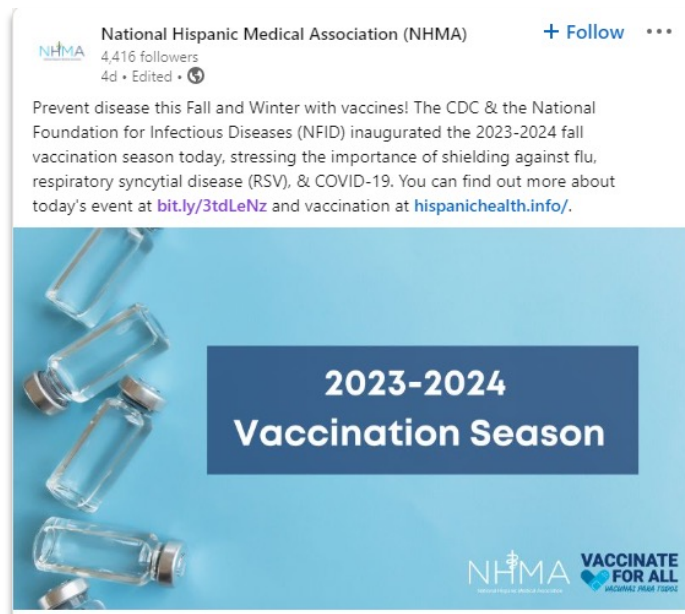
 PLAYLIST   

Public health experts are urging people to take advantage of the fact that this year, for the first time, vaccines are available for three major respiratory viruses: flu, COVID and RSV.

“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*

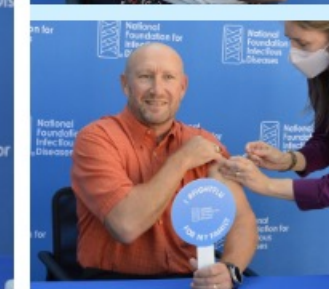


Leading by Example

- **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