



2023-2024 Flu Vaccination Campaign Updates and National Influenza Vaccination Week

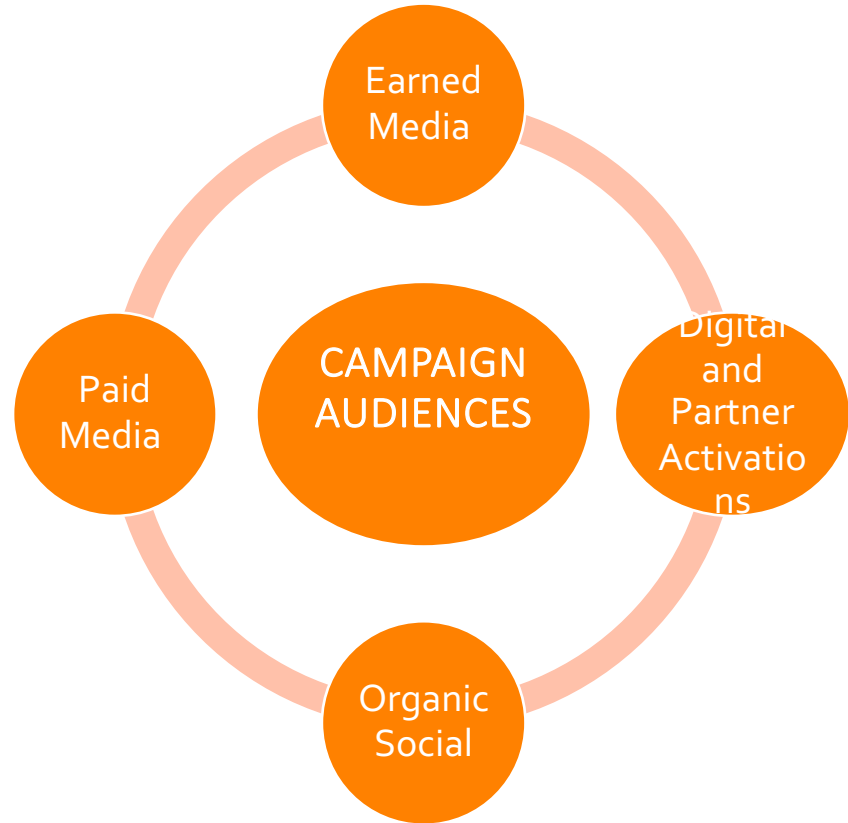
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2023-2024 Flu Vaccination Campaign

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 – 17 years
- Pregnant people
- Other at-risk groups (adults 65+, and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural audiences



Flu season '23 - '24 highlights (Sep. '23 - Oct. '23)

\$1.4M

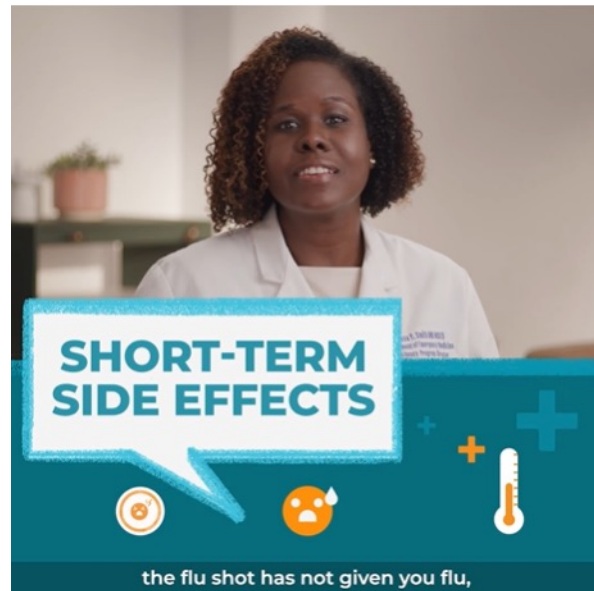
Preliminary donated media*

57.8K

Sessions to campaign site

53%

PSA Awareness among Black (53%)
and Hispanic (48%) Audiences



**Data from 9/1/2023-10/31/2023. Data is preliminary.*

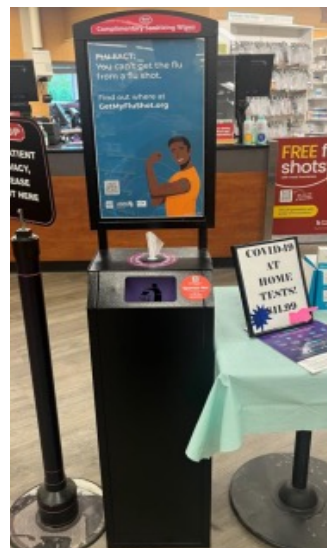
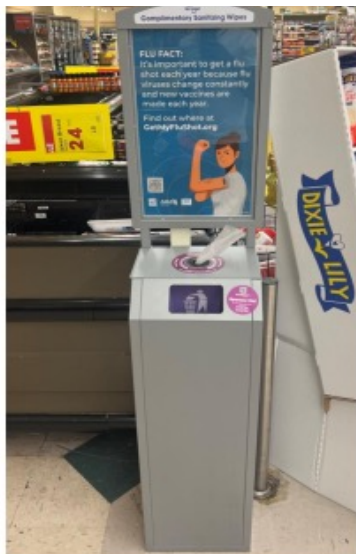
Ad Council

Terraboost

Terraboost flight rolled out early this flu season with most postings up by the beginning of October in states across the country, including AZ, KY, LA, OH, and TX.

Preliminary results (as of 10/19/23):

- **301.1 million impressions**
- **1,706 postings**



At-A-Glance: Wild to Mild October Campaign Metrics

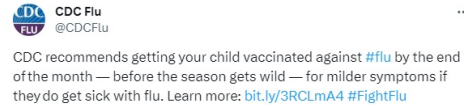
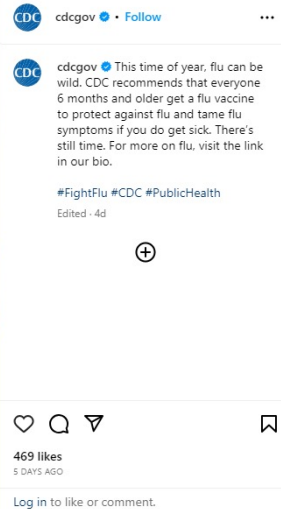
- The paid media ads have been seen over **16.6M times**, with **8.8M impressions** delivered to parent audiences and **7.5M impressions** delivered to pregnant audiences.
- Organic social on CDC channels resulted in **1.1M impressions** and **5.6K engagements**.
- 4 MAT articles had a potential audience exposure of **1B**.



Reporting period: September 1 – October 31, 2023

Wild to Mild Social Highlights

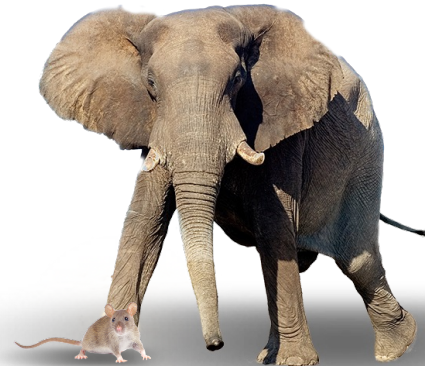
We're drawing audiences in with "thumb-stopping" creative, including seasonal animal pairings and color palettes, and dynamic animations.



To be published in December



Wild to Mild Social Highlights



News Coverage of Wild to Mild

CAMPAIGNS

CDC's Wild to Mild campaign puts a playful spin on flu shots

Amid a decline in flu vaccinations among pregnant women and children, the CDC is launching a new campaign that it hopes will reverse the trend.

Lecia Bushak | September 11, 2023 | 9:59 AM



health Life, But Better Fitness Food Sleep Mindfulness Relationships

Exclusive: CDC hopes new 'Wild to Mild' ad campaign will tame skepticism about flu vaccines



In new effort to reset flu shot expectations, CDC to avoid messages that "could be seen as a scare tactic"



BY ALEXANDER TIN
SEPTEMBER 23, 2023 / 11:37 AM / CBS NEWS



Ad Council/AMA/CDC Media Tours

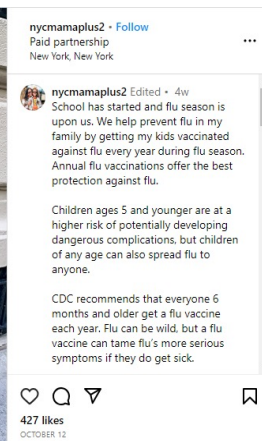
Sept. 19 Media Tour: Secured nearly **300** placements.

Dec. 13 Media Tour: Flu data, “Not too late” messaging, and Holiday focus



Micro-influencer Content Preview

The first round, which included Instagram posts encouraging followers to get a flu vaccine, launched in mid-October



Support the Flu Vaccination Campaign

- Share the social media frame with your followers
- Engage with our content on CDC social channels (like, reshare, etc.)



- [Wild to Mild | CDC](#)





National Influenza Vaccination Week

December 4-8, 2023

Creating a Steady Drumbeat Around NIVW

Building on the success from past years, we will leverage NIVW as a critical moment in time in which we can draw attention to the seriousness of flu and the importance of flu vaccination



- ✓ Publish micro-influencer content
- ✓ Roll out flu-etting social activation



- ✓ Ongoing organic social media push
- ✓ Help amplify partner activities on social media



- ✓ Ongoing earned media outreach to local and national outlets



Driving Conversation on Social Media



Examples of draft content for CDC social media channels; still in development – not final

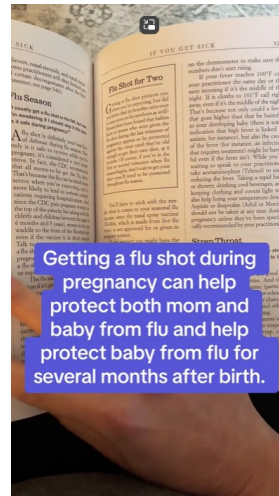
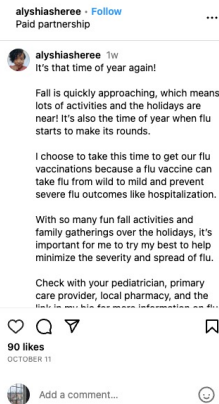
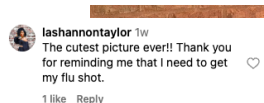


Building On Last Year's Success

- **Expanding our engagement with microinfluencers** to develop content to be shared during NIVW. The Instagram Stories help remind followers that there is still time to get a flu vaccine.
- **Working with partners to create new Instagram Reels (or "flu-ettes")**, leveraging the "Things You Should Know" and "A Day in the Life" social media trends, to highlight the benefits of flu vaccination.



what to expect.



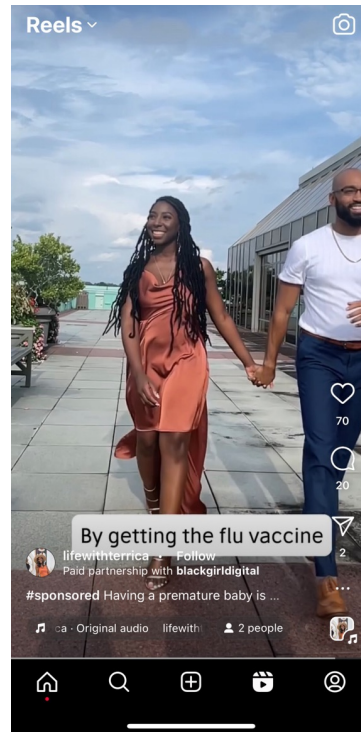
Leveraging Partner Networks



- Other partner content will include social media graphics, sample newsletter content, posters, patient reminder messages, and a template article, all available as part of the **2023 NIVW Digital Toolkit on CDC's website.**



Ad Council/AMA/CDC Influencer Activation



Thank You!

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

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