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

$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.
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

A flu vaccine can take flu from Wild...
News Coverage of Wild to Mild

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.

Exclusive: CDC hopes new ‘Wild to Mild’ ad campaign will tame skepticism about flu vaccines
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.
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)

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.

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