



## 2021-2022 Influenza Vaccination Campaign

Kathleen LaPorte, MPH  
Health Communication Specialist, Influenza Division  
[wng2@cdc.gov](mailto:wng2@cdc.gov)

September 30, 2021

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## CDC Recommends You Take 3 to Fight Flu

- **First, take time to get a flu vaccine.**
  - Flu vaccines have many benefits
- **Take recommended everyday preventive actions**
  - These may vary based on local circumstances and COVID-19 activity
- **Take antiviral drugs to treat flu if prescribed.**
  - These drug work best if started early.



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## The 2021-2022 Flu Vaccine Campaign

- “I Get It” Digital media campaign (collaboration with Weber-Shandwick) targeting people 40-64 with a chronic medical condition.
- CDC, AMA, Ad Council Collaboration focused on Black/Hispanic audiences 25-54 years.
  - Year 2 of “No Time For Flu” a comprehensive TV, digital, OOH campaign aimed at the general population with a New
  - New Creative “Flu FOMO” theme



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## “I Get It” Digital Campaign



Animated Banners



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## I Get It Campaign Tactics

- Paid Search: Text ads on Google
- Programmatic: Captify and Viant
- Endemic Display: WebMD display ads
- Paid Social: In-feed ads on social platforms including Facebook and Instagram
- Video: YouTube in-platform overlay and standard banners
- NFID National Press Conference
- Social media: FB, Instagram, twitter, pinterest
- Shareable partner assets
- Matt releases
- Digital toolkit

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## 2021-2022 Flu Vaccine Campaign Update

### I Get It!

**Why do you get it?** – CDC’s ‘I Get It’ campaign wants to hear from you on why you get your annual flu vaccine.

### Get Involved

- Share your reason for getting vaccinated using CDC’s customizable resources available at <https://www.cdc.gov/flu/resource-center/i-get-it.htm>
- Follow CDC on Instagram and share our kick-off story with your own reason to get vaccinated.
- Oct. 7: Tune into NFID press conference launch where CDC Director Dr. Walensky will be giving the key note address.

**I Get It Frames**  
Use one of the frames below to insert your own picture into our I Get It graphics. [Instructions for using our PowerPoint frames here.](#) (PDF - 114 KB)

**Download Social Media Frames**  
Download the social media files below or the [I Get It PowerPoint Deck.](#) (PPT - 1 MB) and add your own photo to share on social.

 I Get It: Myself (1080x1080)  I Get It: Myself (1200x675) 	 I Get It: Family (1080x1080)  I Get It: Family (1200x675) 	 I Get It: Community (1080x1080)  I Get It: Community (1200x675) 
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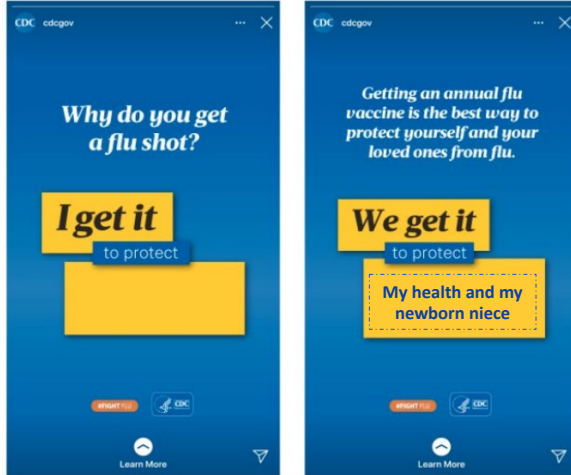
**Sample Social Post**

- I get a flu vaccine to protect insert reason you get vaccinated! Get your flu vaccine this season to protect against flu! I get it #FightFlu [cdc.gov/flu](https://www.cdc.gov/flu)
- Need a reason to get your flu vaccine? Get vaccinated to protect yourself, your family, and your community from flu! I Get It to #FightFlu [cdc.gov/flu](https://www.cdc.gov/flu)
- Why do you get your flu vaccine? Share your own #Igett reason to get a flu vaccine. Share a post to encourage others to get vaccinated this flu season. #FightFlu [cdc.gov/flu/resource-center/i-get-it](https://www.cdc.gov/flu/resource-center/i-get-it)

**Download Social Stories Panels**  
Download the social media files below or the [I Get It PowerPoint Deck.](#) (PPT - 2 MB) and add your own reason for getting your seasonal flu vaccine then share on social media.

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## “I Get It” Sharable Assets



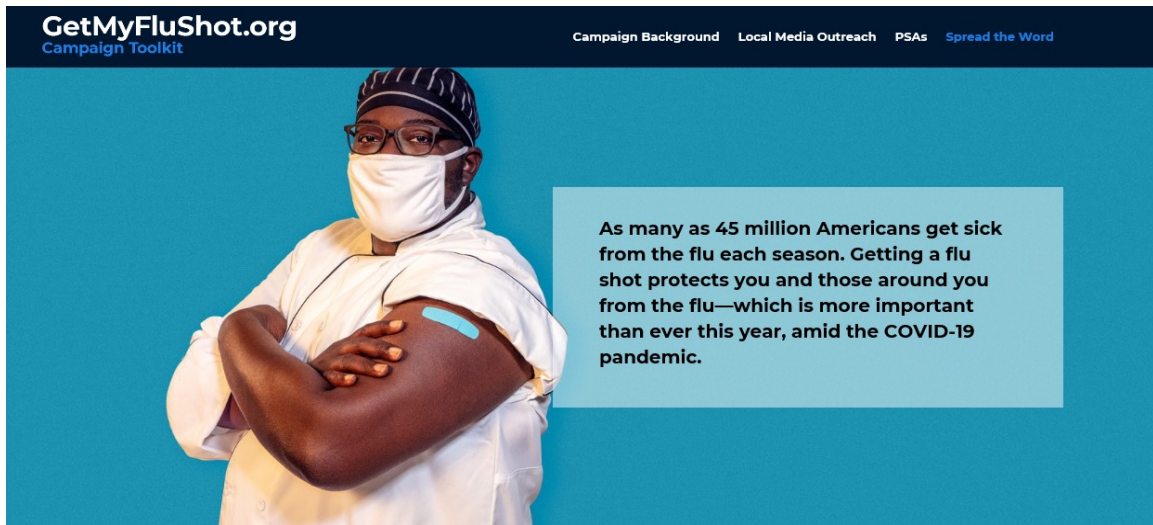
Sharable Instagram Story Template



Photo Frames

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## “No Time for Flu”: Ad Council

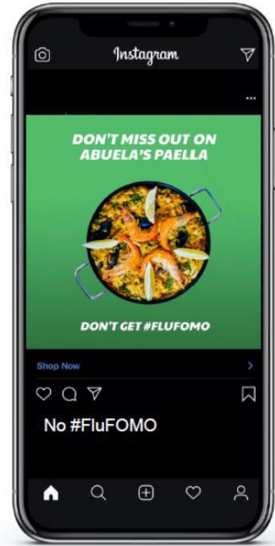


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## New Ad Council “sub-campaign” Flu FOMO

### social media

**Copy:** Don't get #FluFOMO. The time is now to get a flu shot and you can even get it at the same time as your COVID-19 vaccine if you want. Get your flu shot today so the flu doesn't keep you away from your loved ones this season.



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## No Time for Flu Tactics

- Social media: FB, Instagram, twitter, pinterest
- Hispanic/African American/Black News Media outreach
- Donated media across video, digital and audio channels
- Programmatic (Paid) Digital
- Point of Care
- Alternative Out of Home
- Business 2 Business

*Resources will be available for download in Ad Councils campaign toolkit.*

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## Seasonal Flu Vaccination Campaign Timeline

	August	September	October	November	December	January
Media/social media outreach and key points distribution	ONGOING					
Annual R&R Publication	Aug. 27					
CDC Digital Media Campaign Soft Launch		Mid-September				
NFID Press Conference			Oct. 7			
Ad Council Campaign Launch			Oct. 12			
Weekly FluView Reports w/social and media outreach			Oct. 15			
Web spotlight/media outreach on start of "flu season"		TBD				
Communications roll-outs: Key studies & Data releases	ONGOING					
National Influenza Vaccination Week					Dec. 5 - Dec. 11	

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## Key Dates

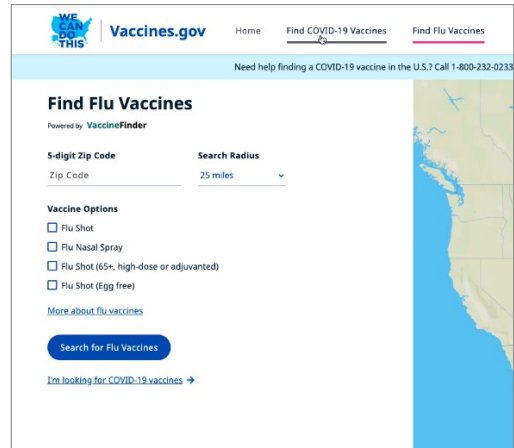
- September 24: Distribution of CDC digital assets to partners
- September 27: Soft launch of CDC digital media campaign
- October 7: NFID press conference launch
- October 7: CDC-AAP COCA call
- October 12: Ad Council campaign launch
- Beginning Friday October 15, Weekly FluView Reports with associated social media/traditional media outreach
- December 5: National Influenza Vaccination Week

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## Flu Vaccine Finder now on Vaccines.gov

### Where is Vaccine Finder?

- VaccineFinder.org is now [Vaccines.gov](https://www.vaccines.gov)
- In the next couple of weeks **flu finder capability will added to [vaccines.gov](https://www.vaccines.gov)**.
- [www.vaccines.gov](https://www.vaccines.gov) was deployed as a COVID-19 vaccine finder tool but will be updated to add the VaccineFinder flu location capability.
- **Release of the Flu Vaccine Finder Feature has not yet been set.**




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## Where to find CDC Resources

- Campaign and Social Media Toolkits:
  - [Campaign Toolkit](#)
  - [‘I Get It’ Campaign Resources](#)
  - [Social Media Toolkit](#)
- Key Consumer Web Resources
  - [Know Your Flu Risk: Adults with Chronic Health Conditions](#)
  - [What You Need to Know for 2021-22 Flu Season](#)
  - [The Difference between Flu and COVID-19](#)
- Videos
  - [No Time for Flu](#)
  - [Roll Up Your Sleeve for Your Annual Flu Vaccine](#)
  - [Flu Can Be Very Serious – Flu Vaccine Protects](#)
- Multi-Language Resources:
  - [Multi-Language Factsheets](#)
  - [Spanish Communication Resources](#)



People with asthma, heart disease, diabetes, and a number of other chronic health conditions are at higher risk of developing serious flu complications, that can result in hospitalization or even death. In fact, during recent flu seasons, 9 out of 10 people hospitalized with flu had at least one underlying health condition – that’s why getting an annual flu vaccine is especially important for people with certain chronic health conditions.

 Coadministration of COVID-19 and Flu Vaccines: Current guidance for the use of COVID-19 vaccines indicates that the vaccines can be coadministered with other vaccines, including flu vaccines.

Facts to Know about Flu and Chronic Conditions

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## Thank you!

- Erin Burns -- [eub5@cdc.gov](mailto:eub5@cdc.gov)
- Kathleen LaPorte -- [wng2@cdc.gov](mailto:wng2@cdc.gov)