

2022 NFID Influenza/Pneumococcal Disease News Conference Highlights



1

Expert Panel Delivered Impactful Messages Tuesday, October 4, 2022

Looking Ahead: What We Know Now About Preventing Influenza and Pneumococcal Disease

- **Tamika C. Auguste, MD**, ACOG Fellow and Chair, Women's and Infants' Services, MedStar Washington Hospital Center
- **William Schaffner, MD**, NFID Medical Director
- **Patricia A. (Patsy) Stinchfield, RN, MS, CPNP (Moderator)**, NFID President
- **Jeb S. Teichman, MD**, Retired Pediatrician and Healthcare Executive
- **Rochelle P. Walensky, MD, MPH**, CDC Director



www.nfid.org/2022flunews

2

NFID National Survey Results

Perceptions on Influenza, Pneumococcal Disease, and COVID-19
NFID commissioned survey of U.S. adults about perceptions about knowledge, attitudes, and behaviors related to influenza, pneumococcal disease, and COVID-19

FLU

69% of US adults agree flu vaccination is the best way to prevent flu-related hospitalizations and deaths.

49% plan to get vaccinated but only **42%** reported flu during the 2022-2023 flu season.

Nearly **1 in 5** (22%) who are at **higher risk** for flu-related complications **do not** plan to get vaccinated.

Only 1 in 3 (29%) adults at higher risk for pneumococcal disease report that a healthcare professional has advised them to get vaccinated.

Among these, the majority (**74%**) have received a pneumococcal vaccine.

Top reasons for not getting a flu vaccine

- 41%** do not think flu vaccines **work very well**
- 39%** are concerned about **potential side effects** from the vaccine
- 28%** said that they **never get the flu**
- 24%** are concerned about **getting flu** from the vaccine
- 20%** do not think **flu is a serious illness**

www.nfid.org/2022flusurvey

3

Top-Tier Media Coverage

Media placements in top-tier print/online/TV/radio outlets **resulted in 4.8B+ impressions***

- **40** media representatives joined webcast or in-person
- **390+** stories, including **52+ original stories** (as of 10/12/22)
- Highlights include ABC News, Boston Globe, CBS, CNBC, Forbes, FOX News, Healio, Healthline, WebMD, and Wall Street Journal
- **Multiple stories across CBS platforms:** CBS This Morning, CBS Evening News, CBS Newspath, CBS News radio, and CBS streaming service

Doctors urge Americans to get flu shot and COVID booster

Experts warn we could be in store for a rough flu season

Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead

Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask

Worried about possibility of a tough flu season, officials urge vaccinations

Less than half of US adults plan on getting the flu shot

When to Get Your Flu Shot and Other Advice for This Flu Season

*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire

4

Key Message: Flu Can Be Serious and Annual Vaccination Helps Protect Against Serious Flu-Related Complications

AAP News

Latest News Collect

SHARE
f
t
in



CDC: 2021-'22 flu vaccination for children lowest in eight seasons

"We need to remind parents and caregivers that flu can be dangerous for children, especially children younger than 5 years old and children of any age with certain chronic conditions who are at higher risk of developing serious flu-related complications," CDC Director Rochelle P. Walensky, MD, MPH, said in a news conference"



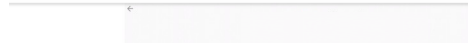
HEALTH CONDITIONS WELLNESS LIFESTYLE LONGEVITY RE

Home / Health Conditions / Colds and Flu / CDC Warns of Possible Severe Flu Season Ahead

CDC Warns of Possible Severe Flu Season Ahead, Here's Why

"Even if the flu vaccine is not a perfect match, it provides some protection against severe disease and complications of influenza," said NFID Medical Director William Schaffner, MD"

ContagionLIVE News Media Conference Publications CME/CE Partners Resources



Health Officials Urge Flu Vaccination, But Few Adults Plan to Get the Shot

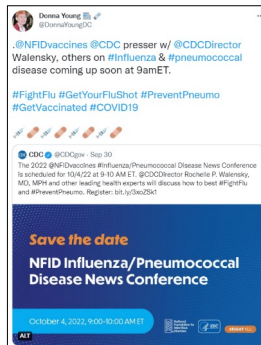
"Last flu season, nearly half of adults received their flu vaccine—with adults age 65 years and older leading in flu vaccine coverage," said CDC Director Rochelle P. Walensky, MD, MPH. Older adults are at highest risk for severe influenza and are strongly encouraged to be vaccinated.



5

Social Media Buzz: #FightFlu and #PreventPneumo

- 819 social media posts by 514 unique authors generated estimated 24.5 million* impressions
- Partners, immunization community, and healthcare professionals helped spread the word



*Hashtag use from September 29–October 9, 2022 (Twitter only)

6

Media Outlets Extended Reach of Messaging on Social



7

NFID #FightFlu Campaign: Leading By Example

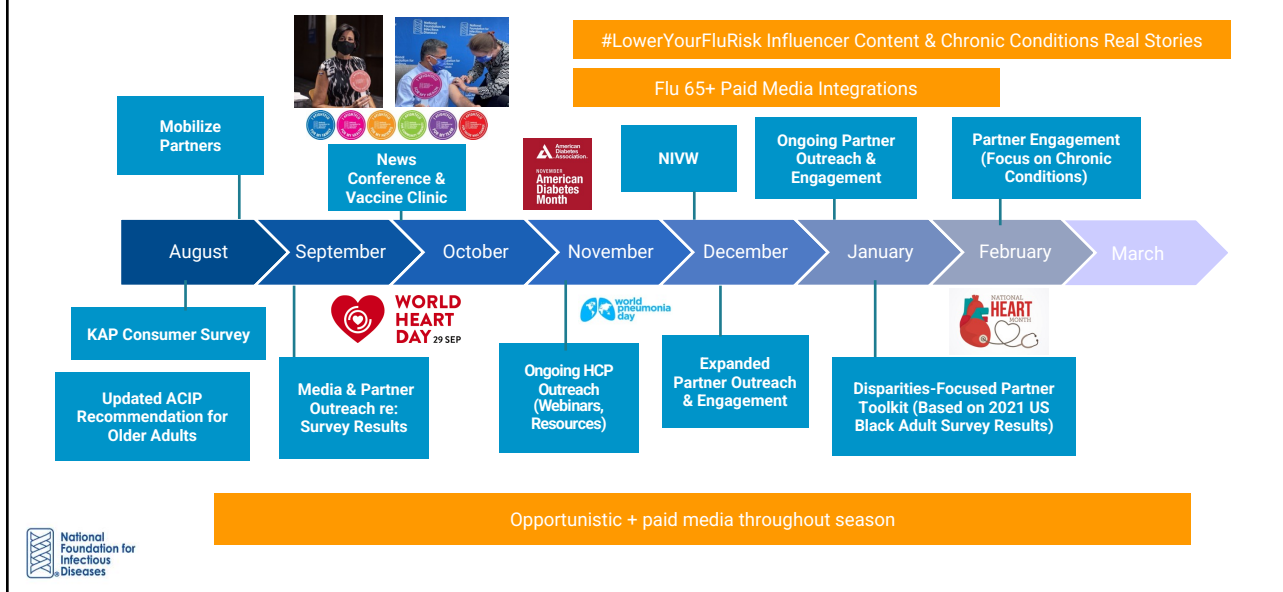
- Join NFID **Leading By Example** initiative to show your commitment to flu prevention
- Share flu vaccination photos on social media using **#FightFlu**, tagging **@NFIDvaccines**
- Download NFID paddles to emphasize why you **#GetVaccinated**



www.nfid.org/lbe

8

Building Awareness and Sustaining Strong Momentum Throughout 2022-2023 US Respiratory Season



9

Additional information, including news conference recording, at:

www.nfid.org/2022flunews

National Foundation for Infectious Diseases logo

10