

Flu Shot Fridays



Objectives

Examine how a flu vaccination campaign partnership can achieve success.

Explore the new, unbranded flu vaccination campaign with the American Nurses Association and Sanofi Pasteur.



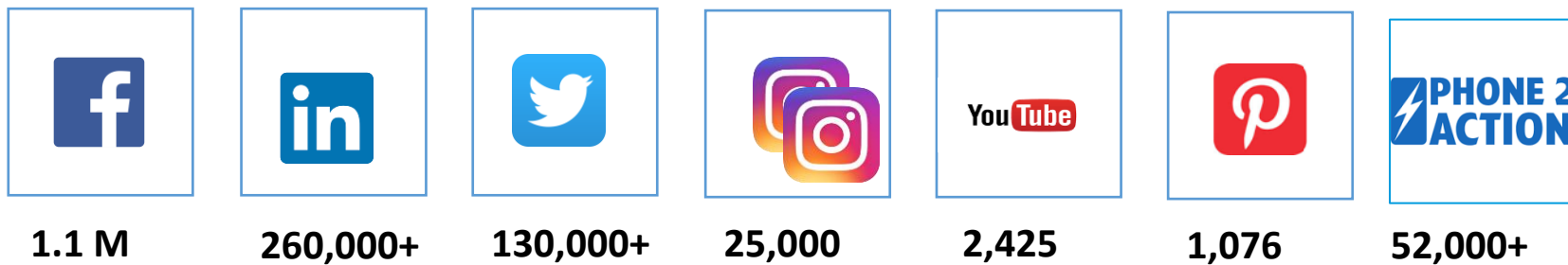
Why Nurses?

- ✓ The **LARGEST** health profession
- ✓ Spend the most **TIME WITH PATIENTS**
- ✓ The **MOST TRUSTED**
- ✓ Educate on, advocate for, **AND** administer vaccines



❖ Represents the interests of the nation's 4.3 million registered nurses

❖ Is at the forefront of improving the quality of care for all



We communicate directly to 1.5 million people!

Communications

ANA Nursing Insider
Weekly Nursing News Update
Vol. 21 No. 35 | July 12, 2018

Latest Stories

1. [ANA Joins Physicians for Human Rights in Demand for Family Reunification](#)
2. [ANA and the Academy Denounce US Opposition to World Health Assembly Breastfeeding Resolution](#)
3. [Submit Your Comments on Updates of ANA Principles of Staffing & Workforce Management](#)
4. [Trump Administration Continues Efforts to Erode Access to Health Care](#)
5. [Nursing Community Coalition Praises House Passage of Nursing Workforce Bill](#)
6. [Join the Next HNH Challenge: Celebrate Civility!](#)

1. ANA Joins Physicians for Human Rights in Demand for Family Reunification
The American Nurses Association (ANA) has called for the reunification of families separated at the border, citing [The Code of Ethics for Nurses with Interpretive Statements](#) (ANA, 2015), which calls on all nurses to always act to preserve the human rights of vulnerable groups such as children, women, and refugees.

ANA now joins [Physicians for Human Rights \(PHR\)](#) in sending a strong message to Health and Human Services (HHS) Secretary Alex Azar in response to the US government's failure to meet the July 10 deadline imposed by a California court to reunite migrant children under the age of five with their families.

PHR is asking for the public's help in keeping up the pressure to HHS to reunite children with their families on or before the next court-ordered deadline of July 26.

[Send a message to Secretary Azar here](#)



August 15, 2018

ANA SmartBrief

News for the nursing profession

TOP STORY

Close monitoring needed for pediatric CAR T-cell therapy patients
The FDA's approval of Novartis' Kymriah, or tisagenlecleucel, to treat pediatric patients with acute lymphoblastic leukemia brings into focus the need for an educated interdisciplinary team that can recognize most common chimeric antigen receptor T-cell therapy-related toxicities, according to Kris Mahadeo, section chief and medical director of pediatric stem cell transplantation and cellular therapy at the University of Texas MD Anderson Cancer Center. Pediatric-focused guidelines recognize that toxicities among children may be difficult to recognize.
[Healio \(free registration\) | HemOnc Today \(U14\)](#)

[in](#) [f](#) [t](#) [g+](#) [v](#)

OJIN
A Scholarly Journal of the American Nurses Association
Celebrating more than 20 years of online publishing excellence

WHAT'S NEW | JOURNAL FORCES | COLUMN | TABLE OF CONTENTS | LETTERS TO THE EDITOR | CONTRIBUTORS | ANA HOME

LOGIN

Current Topic
Translational Research: From Knowledge to Practice

The 4 new articles in the current OJIN topic: Translational Research: From Knowledge to Practice, discuss the emerging science of translational research, with helpful knowledge aimed at a variety of nurses.

ANA members have the first opportunity to access the most recent OJIN topic. LOGIN is required.

When each new topic is posted, the previous topic becomes available to all members.

The topic will be available after September 26, 2018.

Overview and Summary
Overview and Summary: Translational Research: From Knowledge to Practice
Mary D. Neely, PhD, RN, FAAN (Nov 21, 2018)

Articles
Foundation Research in Practice: An Introduction
Marcia S. Tenen, PhD, RN, FAAN (Nov 21, 2018)

Advancing Scholarship Through Translational Research: The Role of PhD and DNP Prepared Nurses
Deborah E. Trivette, PhD, RN, FAAN; Sharon Gola, PhD, CRNP, AGACNP, FAAN; Margaret Hammetts PhD, CRN-A, & Robert Rossiter, MBA, MS (Nov 21, 2018)

Connecting Translational Research Scholarship Across the Nation—The Nurse Research-Translational Research Interest Group
S. D. Giffin, RN, MS, PhD, FAAN; J. L. McElroy, RN, PhD, FAAN; E. J. Givens, PhD, RN, FAAN; B. S. Giffman, RN, PhD, FAAN; K. A. Kibler, RN, PhD, FAAN (Nov 21, 2018)

Guidance for Physicians and Mental Health Nursing Interventions: An Update (2018)
Wendy M. Pugh, MS, APRN, FAAN; J. A. Zaccagnino, PhD, RN, FAAN; B. H. Hargrave, PhD, RN, FAAN; S. L. Swamy, DNP, PhD, RN, FAAN; S. H. Duckert, PhD, RN (Nov 21, 2018)

44. Ethics in Healthcare: Nurses Respond

44. Back to Class: Perspectives on School Nursing

CONNECT WITH ANA [in](#) [f](#) [t](#) [g+](#)

ANA
AMERICAN NURSES ASSOCIATION

SIGN UP - FORWARD

Northwestern
PROFESSIONAL STUDIES

Print periodicals, e-newsletters and annual reports

- **American Nurse Today (10 print, 2 digital only) – 83% satisfaction rate**
 - **ANA annual report, Foundation annual report & HNHN Update**
- **ANA SmartBrief (M-F – add ANA links and content) solid readership**
- **Nursing Insider (each Thursday; non member subscribers)**
- **Member News (monthly)**
- **Online Journal of Issues in Nursing (3x year)**
- **Capitol Beat Blog (PRN; subscribers and links in e-newsletters)**





THE RACE TO
200M

In 2020, ANA and Sanofi partnered to encourage all Americans to get their flu shot in a year when preparedness was more important than ever.

This joint effort contributed to an unprecedented number of vaccinations and record low cases of flu nationwide.

The 2020-2021 Race to 200M was a **KNOCK OUT** success

930M

media impressions from original coverage

26 ORIGINAL MEDIA STORIES

23 national with 5 syndicated to multiple markets; 3 local including Philadelphia Magazine, George Public Radio, Daily Herald

96%

of stories included at least **three key messages**

76%

of stories drove to campaign website

111K

UNIQUE SITE VISITORS

and 9,208 "Find a Flu Shot" finder clicks

32.8MM Facebook Post Impressions at CPM of \$2.41 (\$4.19 benchmark)

~400

SYNDICATED BROADCAST STORIES

~2B additional impressions via syndication of ET, People TV, AP TV, NPR, and HealthDay stories

25 MEDIA INTERVIEWS

(including 2 local) generating coverage by 26 outlets

25

FACEBOOK & TWITTER POSTS

from news outlets & reporters reaching **51.5M** followers

The people who should get the flu shot are those who are at highest risk including people with chronic illnesses such as diabetes, heart disease and respiratory ailments...In many cases, these are the same groups of people who would be at risk for complications of COVID-19.

- Ernest Grant
President, ANA



EVERYDAY HEALTH

INSIDER

Daily Herald

HealthDay

SELF

GPB

AARP

YAHOO!

ET

msn

PeopleTV

healthy women

healthline

U.S. News

BuzzFeed

Newsweek

SHAPE

npr

AP Associated Press

EVERYDAY HEALTH

Philadelphia MAGAZINE

shondaland

ensured messages reached **KEY MARKETS**

New York/New Jersey

Total Impressions: 2.3M+

Earned Media: Entertainment Tonight (WCBS-TV, 232,482 viewers; WLNY-DT, 15,760 viewers) and AP TV (4 Online Outlets Reaching 1M+)

Social: ANA NY (1.4K+ followers): 9 social posts; **ANA NJ** (7.5K+ followers): 7 social posts

Geo-Targeted Ad Performance: 915,337 impressions

Spokespeople: TBD

Los Angeles, CA

Total Impressions: 127K+

Earned Media: Entertainment Tonight (KCBS-TV, 97,650 viewers; KCAL-TV, 8,429 viewers);

Social: ANA CA (9.5K+ followers): 12 social posts; 1 newsletter (12K subscribers)

Spokespeople: Dr. Anita Girard, ANA\C President; Dr. Chris Tarver, ANA\C Nursing Practice Director

San Francisco, CA

Total Impressions: 56K+

Earned Media: Entertainment Tonight (KRON-TV, 33,752 viewers)

Social: National Forum (863 followers): Oakland Mayor Schaaf flu social post

ANA CA (9.5K+ followers): 12 social posts; 1 newsletter (12K subscribers)

Spokespeople: Lindsay Sandberg Duggan, ANA/C Legislative Director; Tamara Al-Yasin, Trauma Nurse/Charge Nurse at Stanford Health Care

Washington, D.C.

Total Impressions: 40K+

Earned Media: Entertainment Tonight (WUSA-DT, 32,164 viewers)

Social: ANA VA (8.6K+ followers): 1 social post

Spokespeople: Ernest Grant, ANA President; Debbie Hatmaker, ANA Chief Nursing Officer

Philadelphia, PA

Total Impressions: 1.3M+

Earned Media: Philadelphia Magazine article (1M impressions); Entertainment Tonight (KYW-TV, 84,853 viewers)

Social: ANA PA (10.1K+ followers): 10 social posts

Geo-Targeted "Cities Unite Against the Flu" Ad Performance: 345,747 impressions

Spokesperson: Kristina Rosario, ANA, Nurse, PA RN

Chicago, IL

Total Impressions: 1M+

Earned Media: Entertainment Tonight (WBBM-TV, 74,011 viewers), Daily Herald (965,000 viewers across digital and print media)

Social: National Forum (863 followers): Flu clinic event; **ANA IL** (4.2K+ followers): 2 social posts

Spokespeople: Elizabeth Aquino PhD, RN, president of ANA-Illinois; Gloria Barrera, president of Illinois School Nurses Assn. (Bilingual: Spanish)

Boston, MA

Total Impressions: 733K+

Earned Media: Entertainment Tonight (WFXT, 25,197 viewers) and AP TV (Atlantic Broadband News in Quincy, MA 701K unique monthly visitors)

Social: ANA MA (7.6k+ followers): 9 social posts

Spokesperson: Julie Cronin, President ANA MA, Nurse Director at Mass. General Hospital

Atlanta, GA

Total Impressions: 882K+

Earned Media: Georgia Public Radio broadcast segment, online story (500K listeners, 100K impressions); People TV (WGCL, 33,613 viewers; WPCH, 14,125 viewers) and Entertainment Tonight (WSB-TV, 226,312 viewers)

Social: ANA GA (8.1K+ followers): 16 social posts

Spokesperson: Richard Lamphier, President, ANA GA

Dallas-Ft. Worth, TX

Total Impressions: 116K+

Earned Media: Entertainment Tonight (WFAA, 95,507 viewers)

Social: ANA TX (21.1K+ followers): 11 social posts + "Practice Tip of the Week"

Spokesperson: Barbara Chapman, DNP, Nurse at UT Tyler

Houston, TX

Total Impressions: 388K+

Earned Media: Entertainment Tonight (KPRC-TV, 88,771 viewers)

Social: ANA TX (21.1K+ followers): 13 social posts + "Practice Tip of the Week"

Geo-Targeted "Cities Unite Against the Flu" Ad Performance: 278,862 impressions

Spokesperson: TBD

THE RACE TO
200M


Note: Post engagement is defined as any action including a like/reaction, comment, share, link click, photo or video view on a post.

THE RACE TO
200M

Blogs & Newsletters

HEALTHY NURSE HEALTHY NATION Dashboard HealthyNurse Survey Take Action Health Domains Discussions Blogs Members My Account

The Race To 200M



ANA is excited to share that we are a lead partner on a new educational campaign supported by Sanofi Pasteur focused on driving flu vaccinations this flu season called [The Race to 200M](#). See the press release [here](#). As nurses, we know the importance of flu vaccination. This year – given the intersection with COVID-19 – it is more important than ever before to help protect against the flu. We are calling on no less than 200 million Americans to get their flu shots this season.

Why 200M? For those who are most at risk for flu and its complications – including Americans 50 years of age or older, as well as people living with chronic diseases, such as heart disease, respiratory disease, and diabetes – no less than 200 million Americans should be getting the flu vaccine each year.

This year with COVID-19, the flu season could have a bigger impact on the healthcare system. The CDC is asking everyone to do their part to help reduce the risk from flu and reduce the burden of flu illness, medical visits, hospitalizations and related burdens on the healthcare system to conserve medical resources for the care of people afflicted with COVID-19.(1)

The campaign launched on September 17, 2020. Questions? Reach out to Holly Carpenter, holly.carpenter@ana.org to get involved!

CAMPAIGN OVERVIEW:

Each year, less than half of Americans get an influenza (flu) vaccination, leaving too many people vulnerable to flu and its complications and furthermore, its potential deadly consequences.2 For those who are most at risk for flu and its complications – Americans 50 years of age or older, as well as people living with chronic diseases, such as heart disease, respiratory disease, and diabetes – no less than 200 million Americans should be getting the flu vaccine each year. (3,4)

This flu season, the American Nurses Association (ANA) and Sanofi Pasteur have launched The Race to 200M, a consumer education campaign to drive increased flu vaccination across the country and specifically among people most vulnerable to flu.



The HNNH 2021 Challenge Calendar is Here!

Healthy Nurse, Healthy Nation's 2021 Challenge Calendar is now available at this [link](#). Feel free to download and share widely.

Challenge graphics, titles, and descriptions will be updated as we progress through the year.

Please note that all challenges and dates are subject to change.

We are super excited to announce that December is "Name that Challenge". If you could participate in any type of wellness challenge, what would it be? What would it look like?

Send your ideas and thoughts to healthynurse@ana.org.

We can't wait to hear from you.



JANUARY	FEBRUARY	MARCH
1/25 - 2/5 WE ARE IN THIS TOGETHER	2/22 - 3/5 EAT LESS SUGAR	3/8 - 3/19 STRENGTHEN YOUR SPINE
4/19 - 4/30 [Image]	5/10 - 5/21 STEP CHALLENGE	6/14 - 6/25 QUALITY OF LIFE
7/12 - 7/23 PHYSICAL ACTIVITY	8/23 - 9/3 HYDRATION CHALLENGE	9/20 - 10/1 WORK-LIFE BALANCE
10/11 - 10/22 PHYSICAL ACTIVITY	11/8 - 11/19 FOCUS ON NUTRITION	12/5 - 12/17 NAME THAT CHALLENGE!

Final Reminder!

Flu season is still here, so the flu shot is still important. Help us and @TheRaceTo200M by encouraging 200 million Americans to get their flu shot to help protect themselves from the flu.

Learn more [here](#).



drove increased **SOCIAL ENGAGEMENT**



9 ANA Newsletters featured Race to 200M campaign (reaching ~ 382,000 subscribers)



829 engagements on ANA National Facebook Page post (566K followers)



1,117 engagements on ANA national Twitter (116K followers)



257 engagements on ANA national Instagram (35K followers)



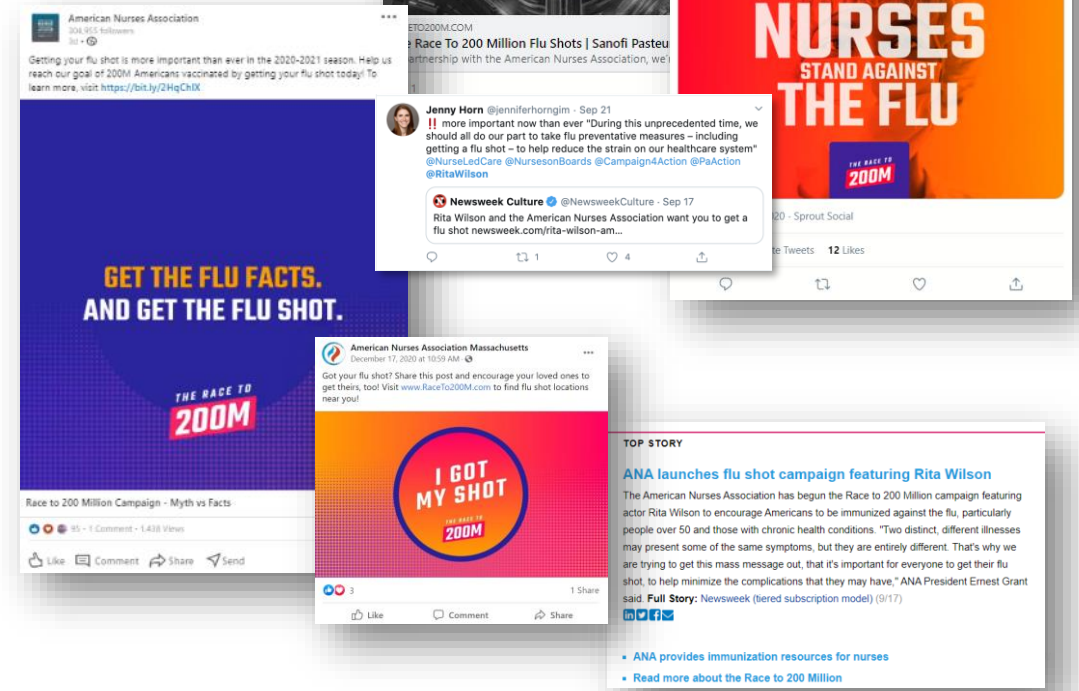
Toolkit distributed to **110 organizational and 183 C/SNA leaders**



4,108 engagements on ANA National LinkedIn Page (302K Followers)



Nine C/SNA social channels also posted strengthening local engagement (NY, CA, MA, PA, TX, NJ, GA, IL, VA)



Instagram



Your Gratitude Is Showing



HealthyNurseUSA
1,453 Tweets

Following

1 12 17

HealthyNurseUSA Retweeted

Nurses Association @ANANursingWorld · Jan 17

As #nurses, we stand together against the #flu. Now it's time to unite everyone else by encouraging our patients to do their part to help protect themselves, their community, & all frontline workers from the flu w/ a flu shot. Visit bit.ly/3blQcXD to learn more.

A graphic for a tweet. It features a background of a nurse in a white coat and mask. Overlaid on the image is the text "STANDING TOGETHER AGAINST THE FLU" in large, bold, white letters. At the bottom, there is a red and white logo that says "THE RACE TO 200M".

Healthy Nurse, Healthy Nation
Private group · 7.8K members

About Discussion Mentorship Announcements Rooms Topics More

Julie David
September 22, 2020 · 🌐

Got my flu vaccine early to support to Race to 200 Million national flu vaccination campaign. 🙌

A photo of a woman with dark hair, wearing a white surgical mask. She is looking slightly to the side. On her left shoulder, there is a small, round, white bandage, likely from a flu vaccine shot. She is wearing a floral patterned top.

About

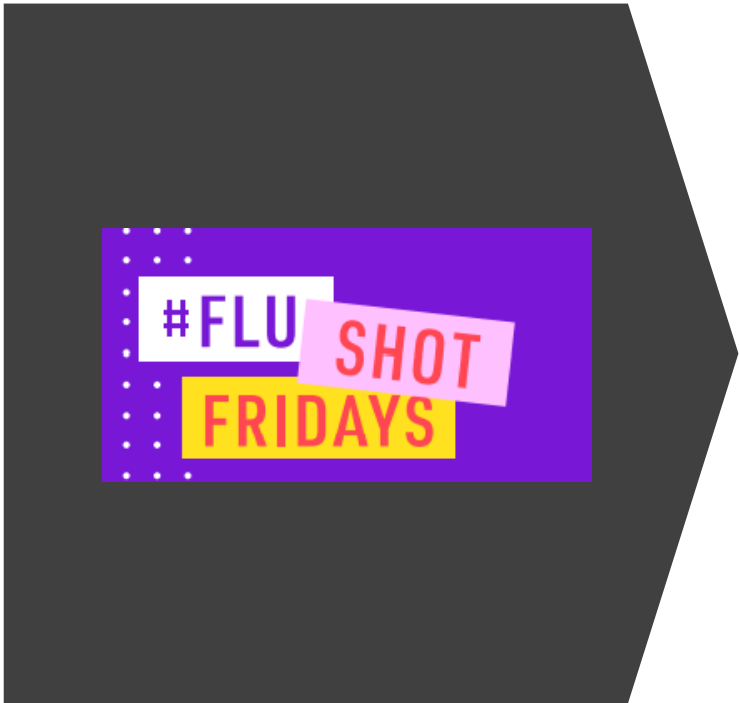
Welcome to Healthy Nurse, Healthy Nation! HNHN is a national movement to improve the health of the nation by first improving the health of nurse... See More

Private
Only members can see who's in the group and what they post.

Visible
Anyone can find this group.

General Group

#healthynurse



Our
Favorite
Day

- ANA is partnering with Sanofi Pasteur for an education campaign
- We're tired of being stuck at home! Don't get sick with the flu!
- Celebrate getting your flu shot, take the day off, enjoy that me time
- Target audience:
 - All eligible Americans
 - Aged 50 +
 - Those with chronic health conditions and their caregivers
 - Health care professionals
 - Racial and ethnic minorities at high risk for the flu
- Vaccination essential for protection
- Prevent flu-related complications, hospitalization, and death
- Reduce the burden on healthcare
- Nurses: advocates, educators, and role models
- Kick off was Sept. 17

START YOUR WEEKEND WITH THE
ULTIMATE ME TIME.
FOCUS ON YOURSELF
AND YOUR HEALTH AND
GET YOUR FLU SHOT.
Visit FluShotFridays.com
to learn more

#FLU SHOT FRIDAYS

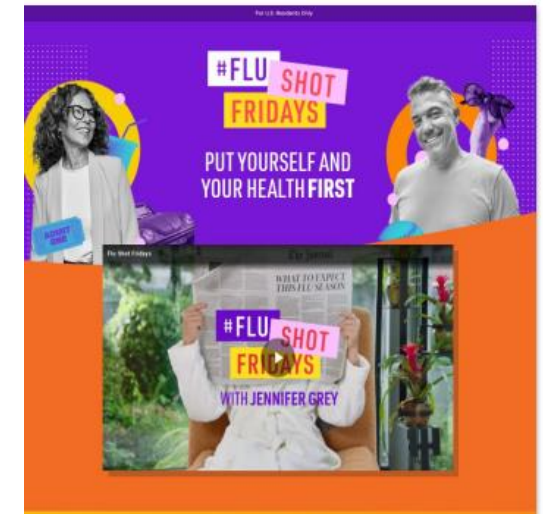
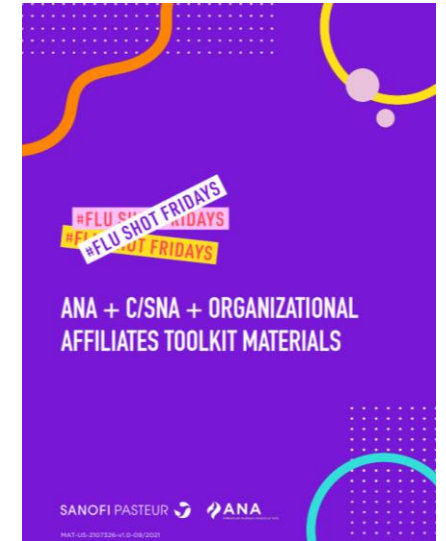
YOUR LOGO HERE

- Collaboration between ANA & Sanofi Pasteur
- Unbranded educational campaign on importance of flu shots
- Celebrate getting your vaccine
- Potential for a more severe 2021-22 flu season
- Visit [FluShotFridays.com](https://www.flushotfridays.com)
- Speak with your provider-what flu preventions are right for you?
- Certain groups at higher risk and more vulnerable to complications
- Flu can worsen symptoms of respiratory illness
- Vaccination is your best protection
- Elevates the evidence-based health expertise of nurses and other healthcare professionals
- CDC recommends annual flu shots for everyone over 6 months with rare exceptions





- Trusted professional association
- Nurse leader spokespeople
- Celebrity spokesperson
- Press release with quotes
- Interviews
- Key social media messages
- Eye catching, relatable campaign graphics
- Website
 - Find a flu shot
- Influencers
- Key target markets
- Videos
- Posters
- Toolkit
 - Talking points
 - Novel ideas on how to participate
 - Newsletter language
 - One page flyer/article
 - Posters
- Articles/blogs
- Presentations



COVERAGE SNAPSHOT

September 30, 2021

INITIAL RESULTS

- 9 MEDIA INTERVIEWS SECURED
- 4 REMAINING "AD-HOC" MEDIA INTERVIEWS TO BE SCHEDULED
- 8 NATIONAL OUTLETS INTERVIEWED SPOKESPEOPLE
- 800M+ MEDIA IMPRESSIONS* (SYNDICATION FORTHCOMING)
- 7 ORIGINAL STORIES
- 6 LOCAL MARKET OUTREACH TO BE CONDUCTED



Jennifer Grey
Celebrity Spokesperson



Ernest Grant, PhD, RN, FAAN
ANA President

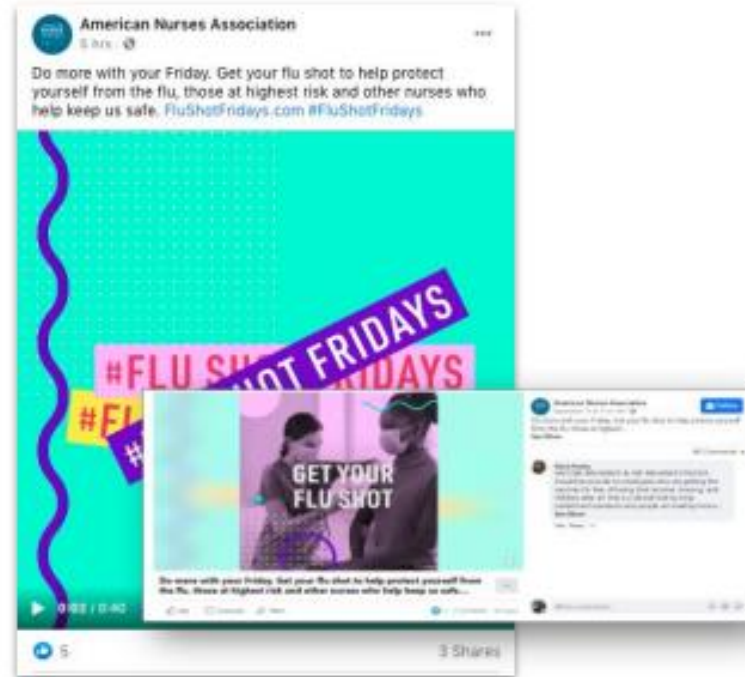
**Note: impressions include press release pick-up*

#FLU SHOT
FRIDAYS



ANA shared the campaign directly with members through 5 ANA newsletters, reaching more than:

180,000 Subscribers
295 Organizations



ANA channels shared posts across Instagram, Facebook, Twitter, and LinkedIn, amplifying Friday launch content with:

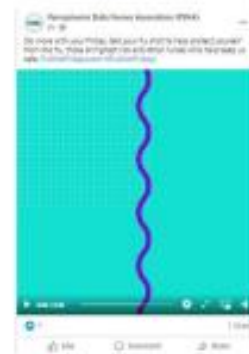
35,953 Impressions
338 Engagements
1,973 Media Views

Note: Numbers shared 9/20



Allied organization Healthy Nurse, Health Nation also shared campaign content








Jennifer Grey shared her video posts across Instagram (285K followers), Facebook (537K followers), & Twitter (105K followers)



Jennifer Grey also shared a picture of herself on Instagram after getting her flu shot using the #FluShotFridays hashtag



Flu Shot Fridays
 @FluShotFridays · Medical & Health

Learn More

Home About Videos Photos More

Like Message


About See All

- Flu Shot Fridays is a chance for people to schedule their flu shot and reward themselves for taking the time to get vaccinated - ultimately helping to... See More
- Flu Shot Fridays gives people the opportunity to take "you" time and get the flu shot, so we can avoid being stuck in bed sick with the flu and help yo... See More

267 people like this
 525 people follow this
<http://www.FluShotFridays.com>
 Send Message
 Medical & Health

Flu Shot Fridays is a collaboration between the American Nurses Association (ANA) and Sanofi Pasteur, the vaccines (Skylar) business unit of Sanofi, Inc. See More

FluShotFridays



Holly Simms Carpenter
 September 27 at 4:22 PM · 🧑

Got my flu shot last Friday! #FluShotFridays



👍 28 3 Comments 1 Share

👍 Like 💬 Comment ➦ Share

- Webpages <https://www.nursingworld.org/practicepolicy/workenvironment/healthsafety/immunize/>
- Position statement
- ANA Supports Mandated COVID-19 Vaccinations for Nurses and All Health Care Professionals
- COVID-19 Resource Center <https://www.nursingworld.org/practice-policy/work-environment/health-safety/disaster-preparedness/coronavirus/>
- *American Nurse* journal articles
- Healthy Nurse, Healthy Nation blogs



POSITION STATEMENT



Immunizations

Effective Date: 7/22/20, updated 6/29/21

Status: Revised Position Statement

Written By: Nursing Practice & Work Environment Department and LT. Steven G. Pochop, Jr. ANA member

Adopted By: ANA Board of Directors

This position statement supersedes the Position Statement on Immunizations, July 21, 2015.

I. PURPOSE

Historically, the American Nurses Association (ANA) has strongly supported immunizations to protect the public from highly communicable and deadly diseases such as measles, mumps, diphtheria, pertussis, and influenza (ANA, 2019; ANA, 2015; ANA, 2006), and has supported mandatory vaccination policies for registered nurses and health care workers under certain circumstances. Considering several recent and significant measles outbreaks in the United States, as well as the global pandemic of COVID-19, ANA has reviewed our current position statement for clarity and intent and examined present best practices and recommendations from the broader health care community.

II. STATEMENT OF ANA POSITION

Effective protection of the public health mandates that all individuals receive immunizations against vaccine-preventable diseases according to the best and most current evidence outlined by the Centers for Disease Control and Prevention (CDC) and the Advisory Committee on Immunization Practices (ACIP). All health care personnel (HCP), including registered nurses (RNs), should be vaccinated according to current recommendations for immunization of HCP by the CDC and Association for Professionals in Infection Control and Epidemiology (APIC). ANA also believes that it is imperative for everyone to receive immunizations for vaccine-preventable diseases as vaccines are critical to infectious disease prevention and control. Moreover, nurses have a professional and ethical obligation to model the same health care standards they prescribe to their patients.

ANA does not support any exemptions from immunization other than for medical contraindications. All requests for medical exemption from vaccination should be accompanied by documentation from the appropriate authority to support the request. Recertification of the medical exemption is an annual obligation. Individuals exempted from

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