

CDC National Influenza Vaccination Communications Campaign

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Centers for Disease Control and Prevention

Overview of a Flu Communication Campaign

- ❑ 2013-2014 Communication Campaign Recap
- ❑ Materials/Resources
- ❑ 2014-2015 Campaign Planning
- ❑ Leveraging partnerships



2013 -2014 Influenza Communication Campaign Recap



Overall Communication Goals:

To raise public awareness and knowledge of flu and flu vaccine to help create and sustain positive social norms that support vaccination efforts before and during seasonal flu:

- Maintaining and increasing awareness of universal flu vaccination recommendation; focusing on high risk groups
- Driving steady increases in flu vaccination coverage over time
- Fostering knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintaining and extending confidence in flu vaccine safety
- Addressing disparities in vaccination coverage
- Building on communication platforms, including messaging and outreach channels, for the most efficient and effective approach to pandemic preparedness.



2013-2014 Communication Challenges

- Vaccine options and availability
- Vaccine effectiveness
- Misconceptions regarding vaccine
- Audiences: similarities/differences
- Vaccination coverage disparities



2013-14 Seasonal Influenza Vaccination Campaign

PRE-SEASON (May – August)

Campaign assessment and planning for 2013-14 (May - July)

Research: June 4-27, 2013

Pre-Season Activities:

- **VIC Network: Virtual Immunization Communications Network**
- **National Immunization Awareness Month (August 5-31, 2013)**



**2013-2014 Seasonal Influenza Vaccination Campaign
General Audience Highlights: Fall Outreach**

(September – December)

- **National Foundation for Infectious Diseases/CDC Press Conference/Kick-Off Event (September 26, 2013)**
- **Radio Media Tour (September 26-27, 2013)**
- **Earned Online Publisher Outreach (throughout the season)**
- **Online Publisher Briefing (November 20, 2013)**
- **National Influenza Vaccination Week (NIVW)
December 8-14, 2013**



**2013-14 Seasonal Influenza Vaccination Campaign
General Audience Highlights: Fall Outreach**

National Influenza Vaccination Week December 8-14, 2013

Media Teleconference

- 28 national/regional media affiliations; 400+ articles

Radio Media Tour

- Interviews reached estimated 21M people

CDC Twitter Chat #NIVW2013

- Reached estimated 3.7M accounts: Over 32M total impressions
- 785 contributors with over 1,400 tweets

Advertising campaign:

- WebMD, Medscape, Google Search Campaign, Google Display Campaign



2013-14 Seasonal Influenza Partnership Examples

Healthy Mothers, Healthy Babies

Publisher Briefing and Twitter Chats

Public Health Foundation

CDC materials print and promotion on PHF site

American Cancer Society, American Diabetes Association, American Heart Association, Asthma and Allergy Foundation of America, National Association of Women with Heart Disease (Women Heart)

Provided SME participation in CDC hosted publisher briefing

National Hispanic Medical Association

In partnership with ASTHO, state public health, other medical associations:
Co-sign joint letter for flu and pertussis vaccination for pregnant women

National Influenza Vaccination Disparities Partnership (NIVDP)

Grassroots outreach: African American, American Indian/Alaska Native, Hispanic, other ethnic population groups



2013-14 Seasonal Influenza Vaccination Campaign General Audience Highlights: Fall Outreach

(FALL & NIVW Results)

Overall, the Fall/NIVW efforts garnered more than:

- **62 million earned digital media impressions**
- **104 million cumulative people through traditional media and digital outreach.**

Increased CDC's National Influenza Vaccination Disparities Partnership (NIVDP) from:

- **463 to 600+ multi-sector grassroots partners** within African American, American Indian/Alaska Native (AI/AN) and Hispanic/Latino communities.



2013-14 Seasonal Influenza Vaccination Campaign General Audience Highlights: (January - End of Flu Season)

Support Activities:

- Promote twitter chats
- Develop promotional tweets
- Identify partners to participate
- Retweet partners
- Online publisher outreach

January 14: ABC News National Health FLU Tweet Chat with Dr. Richard Besser and CDC's Dr. Jhung; #abcDRBchat

National Council on Aging *Flu + You* Campaign/CDC Radio/Satellite Media Tour: Estimated reach: =24 M

January 22: CDC's Dr. Frieden Twitter Chat; #CDCchat



2013-14 Seasonal Influenza Vaccination Campaign General Audience Highlights

The collage features several key pieces of media:

- American Heart Association:** "In 2012-13 US Children missed 32 MILLION school days for flu illness. Get a flu shot."
- Benefits of Vaccination:** A graphic showing that 6.6 million flu-associated illnesses, 3.2 million medical visits, and 79,000 hospitalizations were prevented during the 2012-2013 season.
- ML League Office:** A tweet stating that CDC reports widespread activity is half of the states across the country.
- MLB RB (Revving Baseball in Inner-Cities):** A tweet encouraging protection with a flu shot, linking to the CDC website.
- CDC - Seasonal Influenza (Flu):** A CDC.gov page snippet with a map of the United States showing flu activity levels by state.
- CBS News:** A news video player titled "CDC: Flu hit young, middle-aged adults harder this year" featuring Dr. Richard Besser.
- Rooster Teeth:** A promotional graphic for a "10 Minute Movie" featuring a flu character, with a poll question: "1. Who needs a flu vaccine? a) You b) You c) You d) All of the above".
- Get Ready Blog:** An AHA blog post titled "Flu season is here. Vaccination is your best protection" with a photo of Dr. Richard Besser.



CDC FREE RESOURCES:

Seasonal Influenza Vaccination Campaign Resources for the General Public

These materials can help audiences understand the facts about seasonal influenza, the importance of vaccination, and how they can learn more. Whether your organization needs print materials, web widgets, the latest news, or video PSAs. Check out these FREE resources at <http://www.cdc.gov/flu/resources>.

- Visit our Spanish web site at <http://www.cdc.gov/flu/>
- Order FREE print materials at www.cdc.gov/flu/ord (under Flu Materials)

MATTE ARTICLES

These are ready-to-use articles that you can reprint in your publications or add to your website. You can choose the article that address specific audiences: general audiences, lay/business, nonresponders, pharmacists, young adults, and seniors.

Author's Choice of Publication (Download in English, then Spanish PDF)
 CDC 2013-2014 Flu Season
 No Vaccine Recommended for Almost Everyone
 An annual Flu vaccination is recommended to protect against influenza and save lives. Each year, health care providers are asked to recommend the vaccine to their patients. Over the years, the number of people recommended to get the vaccine has increased from 10% to 70%.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

WEB BUTTONS, BANNERS, AND WIDGETS

Create a link on your website about the latest vaccination. Featuring a web button about flu season is available in the latest information from the CDC. Web buttons act as visual reminders. Products are available in English and Spanish.

Who needs a flu vaccine?
 Submit for a link at <http://www.cdc.gov/flu/resources/articles>

Flu IQ
 Submit for a link at <http://www.cdc.gov/flu/resources/articles>

POSTERS

Printed posters to help promote flu vaccination. Posters address those audiences including parents, health care workers, businesses, and employees. Available in Spanish and English, posters can be printed on standard office or commercial printers.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

WEB CONTENT SYNDICATION

Receive the latest information from CDC about flu season activity and vaccination through a variety of feeds:

- Content Syndicator: <http://tools.cdc.gov/youth/youth/>
- RSS Feeds: <http://www.cdc.gov/flu/resources/articles>
- CDC Flu Twitter: <http://twitter.com/CDCFlu>
- CDC Facebook: <http://www.facebook.com/CDCFlu>
- RSS feeds: CDC press updates specific flu web page: <http://www.cdc.gov/OC/flu/flu/flu/>
- Receive email updates from CDC, register by sending request to flu@hhs.gov

MULTICULTURAL MATERIALS

These materials can be easily downloaded and are reproducible for color or black and white desktop printers and available for professional printers as well.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

FLYERS, HANDOUTS, AND BROCHURES

Made easy for audiences to understand. Perfect for about flu and vaccination with flyers, handouts, and brochures. Materials are tailored to diverse audiences such as parents, caregivers, providers, and others. They are available in English and Spanish.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

VIDEOS, PSAs, AND PODCASTS

Bring the message home by connecting flu and vaccination with interactive visual and audio tools. From award-winning video to podcasts from CDC experts, you can share these media resources with your audience.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

E-CARDS

Send out virtual reminders about the flu and vaccination with E-cards. Recipients can receive these electronic greeting cards with messages about staying home if they are sick, washing their hands, getting vaccinated, and more.

Submit for a link at <http://www.cdc.gov/flu/resources/articles>

For more information, please contact us at flu@hhs.gov



www.cdc.gov/flu/freeresources

Campaign Resources: Health Professionals Page

Seasonal Influenza (Flu)

Seasonal Influenza (Flu)

- 2013-2014 Flu Season
- Influenza - Flu Basics
- Prevention - Flu Vaccine
- Treatment - Antiviral Drugs
- Specific Groups
- Health Professionals**
 - ACIP Recommendations
 - Vaccination
 - Antiviral Drugs
 - Infection Control
 - Clinical Description & Lab Diagnosis
 - International Influenza
 - Training
 - References & Resources
 - Communications to Health Care Providers
- Resources for Flu Prevention Partners
- Flu Activity & Surveillance
- FluVaxView Influenza Vaccination Coverage
- Avian Flu
- Avian Influenza A (H7N9) Virus
- Swine Flu
- Influenza A (H3N2) Variant Virus
- National Influenza Vaccination Week (NIWV) Vaccination Pledge
- What's New & Upcoming

Seasonal Influenza (Flu)

Recommend 46 Tweet 22 Share

Information for Health Professionals

The pages listed below offer public health and healthcare professionals key information about vaccination, infection control, prevention, treatment, and diagnosis of seasonal influenza.

- Clinical Information: Transmission, clinical signs and symptoms of illness, complications of influenza
- Diagnostic Tests: Information on influenza diagnostic testing
- Antiviral Drugs: Guidance on the use of antiviral agents for treatment and chemoprophylaxis
- Vaccine Recommendations (ACIP): Recommendations from the Advisory Committee on Immunization Practices
- Institutional Outbreaks and Infection Control: Guidelines for various settings, respiratory hygiene/cough etiquette
- Long-term Care Facilities: Consolidated guidance on influenza outbreak management and prevention.
- Influenza Activity and Surveillance: Overview and map of current influenza activity in the United States
- Vaccination: Dosing & administration, supply, storage, VDS, effectiveness & safety
- Vaccination Coverage: Current available coverage data and past trends
- Patient Education: Influenza materials for health professionals to provide to patients
- Training: Webcasts and online courses

Other Resources

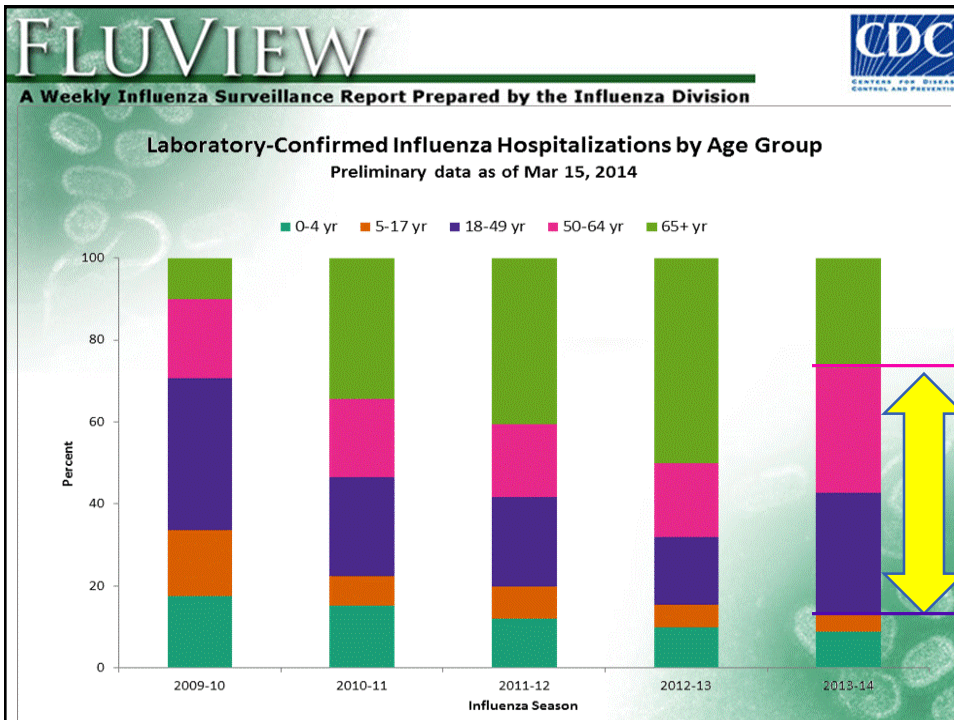
- 2013-14 Flu Vaccination Communication Plans & Strategies PDF
- Communications to Health Care Providers
- Guidance for H1N1: Archived guidance documents for 2009 H1N1 issued during the pandemic
- It's a First: Universal Flu Vaccination PDF: CDC Medscape Expert Commentary - Daniel B. Jernigan, MD, MPH
- Flu Activity and Surveillance: Current & past flu activity
- National Influenza Vaccination Week (NIWV): Designed to raise awareness of the importance of continuing flu vaccination
- Vaccines and Immunizations
- Provider Resources for Vaccine Conversations with Parents
- Letter to Providers: Recommending Flu Vaccination for the 2013-14 season. [132 KB, 2 pages]



<http://www.cdc.gov/flu/professionals/>

2012-13 and 2013-14 Early Season Coverage

	November 2012	November 2013
All adults (≥ 18 years)	35.2	39.0
18-49 years	26.3	31.4
50-64 years	37.9	39.1
18-64 years	30.0	33.9
18-64 years, high-risk	42.1	44.2
18-64 years, no high-risk	25.7	30.0
65+ years	59.2	61.8



Early Season Coverage

Figure 2. Flu vaccination coverage among health care personnel by occupation, Internet panel survey, United States, early November 2013

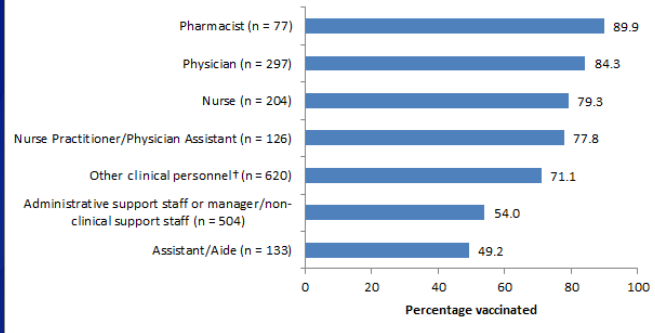
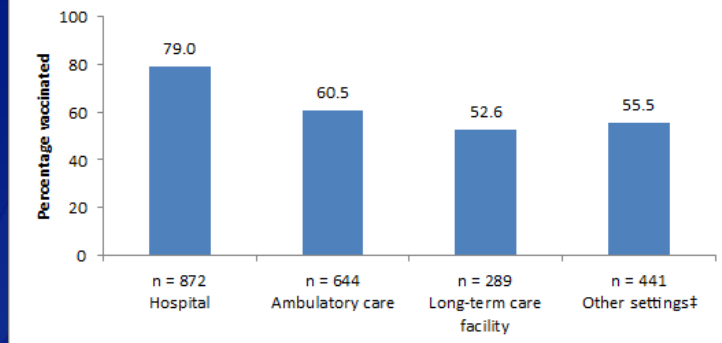


Figure 3. Flu vaccination coverage among health care personnel by work setting, Internet panel survey, United States, early November 2013



2014-2015 Influenza Campaign Planning

Grounded in Research:

- Acknowledge the research with various audiences
- Apply the helpful theories and models relevant to our audience

IDI research for LTC to help guide message development:

- Persons with direct patient care
- Home health care/ residential
- Persons without direct patient care
- Employers/ Professional organizations

Target audience objective:

- Everyone 6 months and older including:
 - Healthy Adults (Healthy Young/Middle-Age Adults)
 - Pregnant women
 - High risk conditions
 - Parents
 - Older Adults 65+
 - Health Care Workers
 - Long term care health professionals, assistants, aides, etc.

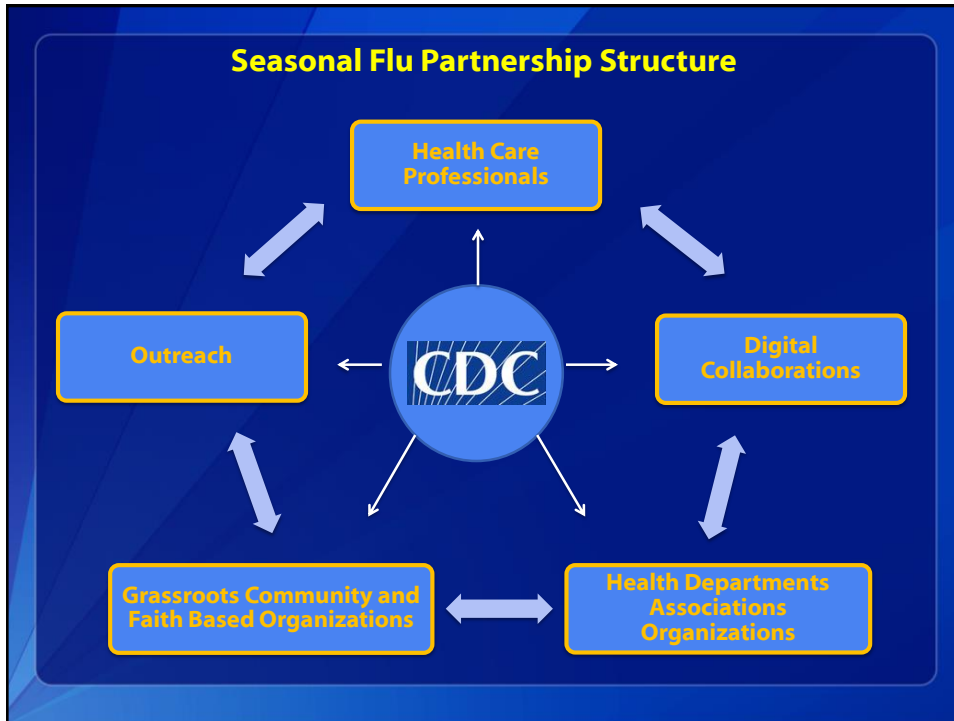


2014-2015 Influenza Communication Challenges

Barriers and Challenges:

- Consumers: vaccine misconceptions
- HCPs
- Unique Challenges:
 - Vaccine options and availability
 - Vaccine formulation same as 2013-2014
 - Possible change to ACIP recommendations
- Vaccine effectiveness
- Vaccination coverage disparities





- ### 2014-2015 Communication Strategies
- Consumers and Health Care Professionals/Workers
- Multi-Media Materials: General Population and Health Disparate Populations
 - Educational Tools
 - Media Events/Telebriefings:
 - National Immunization Awareness Month
 - NFID/CDC influenza season launch
 - National Influenza Vaccination Week
 - National Council on Aging/CDC
 - Media Buys: strategic digital and traditional placement with partner cross collaboration activities
 - Key messages: targeted; address old and new challenges
 - Engagement: personal stories; pledges; digital media
 - Partnership Outreach
- 

THANK YOU

**Any flu related questions or requests:
FluInbox @ cdc.gov**

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