

Final Results Report

National Foundation for Infectious Diseases (NFID)
2014 Influenza/Pneumococcal News Conference

Thursday, September 18, 2014
National Press Club, Washington, DC



**National
Foundation for
Infectious
Diseases**

Keeping the Nation Flu-Focused: Program Overview

National Influenza Season Launch

- NFID news conference is an agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming flu season

Collaboration and Support

- For more than 15 years, NFID has partnered with government, industry, and leading non-profits to reach wide-ranging audiences with critical messages about influenza and pneumococcal disease

Communicating Key Messages

- High-profile panel convey strong and unified commitment reinforcing the importance of annual influenza vaccination for everyone six months and older and conveying CDC's "Take 3" approach to flu prevention

Archived Information and Educational Resources

- Webcast and press kit archived online, enabling ongoing access throughout the season to range of information for media and consumers

Ongoing Outreach

- Continue strategic communications throughout the season emphasizing key messages through media outreach and social media engagement

Collaboration and Support

Nation's leading public health/medical groups demonstrated strong and unified commitment to influenza prevention



High-Profile and Persuasive Expert Panel

Influenza Outlook 2014-2015:
Preparing the Nation to Protect against Infectious Diseases Every Year



Influenza Prevention: Reaching Public Health Goals

Tom Frieden, MD, MPH

CDC Director

Flu Prevention and Pregnant Women: A Two-for-One Health Intervention

Laura E. Riley, MD

Director, Labor and Delivery, Massachusetts General Hospital; Associate Professor, Harvard Medical School

Parents' Acceptance of Vaccines: Why Flu Vaccination Matters in Children

Paul A. Offit, MD

Professor of Pediatrics, Division of Infectious Diseases; Director, Vaccine Education Center at the Children's Hospital of Philadelphia

Moderator

William Schaffner, MD

Past-President, NFID; Professor, Vanderbilt University School of Medicine

High-Impact Media Coverage

Significant increase in media coverage from prior year
4,292 media placements in print/online/TV and radio outlets, resulting in
over **906,219,919** impressions*

- 50 reporters, 6 camera crews onsite including NBC, FOX, ABC, and CBS
- 300+ advocates participated via webcast or teleconference

- 1,423 television and 129 radio segments aired
- 105 radio interviews conducted via radio media tour following event

- 438 print placements, 100+ original articles (e.g., Associated Press, US News & World Report, TIME, Boston Globe, CNN)
- 288 press release pickups

- 1,984 online placements on news/health websites
- 306 #FightFlu tweets from diverse users resulting in 778,323+ impressions

The New York Times

AP

PARADE

FOX

CNN

Health
Day

TELEMUNDO

TIME

USA
TODAY

The Boston Globe

U.S. News
& WORLD REPORT

NBC

National
Foundation for
Infectious
Diseases

*Newspaper circulation is based on BurrellesLuce; broadcast figures are based on Cision and Westat; online figures are based on Cision, Compete, and PR Newswire.

Headlines Urge Action

Almost all coverage (99%) included the Call to Action:

Health officials urge **EVERYONE** six month & older to get vaccinated against influenza as soon as vaccine is available in their community

The Philadelphia Inquirer

Flu shot time is now, officials say

HealthDay
News for Healthier Living

Almost Everyone Needs a Flu Shot: CDC

Vaccine is safe, effective for those 6 months and older, experts say

CNN Health

It's time to get your flu shot

TIME

HEALTH INFECTIOUS DISEASE

Health Experts Urge Flu Vaccination

AP

THE BIG STORY

CDC tells healthy adults not to forget flu vaccine

HealthlineNews

Healthline → Healthline News → CDC: Now Is the Time for Everyone to Get a Flu Shot

CDC: Now Is the Time for Everyone to Get a Flu Shot

Last flu season about 46 percent, or half of all Americans six months and older, were vaccinated against influenza, but only 34 percent of healthy 18- to 64-year-olds got the flu shot.



Young/Middle-Aged & Healthy Adults Called Out

96% of print/online coverage called out low vaccination rates among adults ages 18-64

71% highlighted that young and healthy adults can be hit hard by flu

51% stressed importance of vaccination for pregnant women

“It is encouraging that over the past few years more people are getting their flu vaccine, but we need to encourage more young and middle-aged adults to get vaccinated because they can also suffer serious consequences from the flu,” CDC director Dr. Tom Frieden said in a press release.

FOX NEWS

INfectious Disease
Flu vaccination coverage up in young and old, still too low for most adults, CDC says

Published September 18, 2014 - FoxNews.com

But just a third of healthy adults ages 18 to 64 got vaccinated last year, the CDC said. And last winter, that age group had its highest rate of flu-related hospitalizations since the 2009 pandemic.

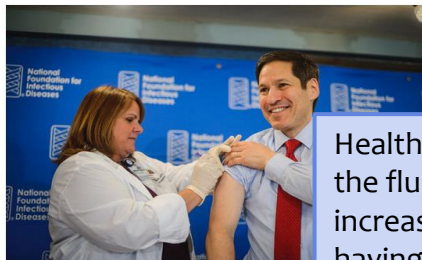
livescience
TECH HEALTH PLANET EARTH SPACE STRA

TRENDING: Ebola Outbreak // Military & Spy Tech // 3D Printing // OurAmazingPlanet // Best Fitness

Flu Shot Rate Up in Kids, But Adults Fall Short on Vaccination

By Rachael Rettner, Senior Writer | September 18, 2014 01:54pm ET

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Dr. Thomas Frieden, director of the Centers for Disease Control and Prevention, receives a flu shot... Read more

More U.S. children and adults are getting the flu vaccine, but health officials say there's room for improvement in vaccination rates, particularly among young and middle-aged adults. During the 2013 to 2014 flu season, 42.2 percent of adults were vaccinated against the flu — a 0.7 percentage-point increase over the rate from the previous season, according to new estimates from the



The latest report on influenza vaccination coverage revealed that overall coverage is up, but remains low for 18 to 64 year olds. Additionally, gaps in coverage of health care workers may be worrisome, according to experts.

In a news conference Thursday, the National Foundation for Infectious Diseases

Health officials also stressed the importance of the flu vaccine for pregnant women, who are at increased risk of complications from flu, such as having a premature birth. Flu vaccination during pregnancy can also protect babies against the virus during the first six months of life, before they are old enough to be vaccinated.

AP THE BIG STORY

Options for protection come with flu season

By LAURAN NEERGAARD Sep. 19, 2014 3:49 AM EDT

Facebook Twitter Email Print

3 photos



Dr. Thomas Frieden, director of the Centers for Disease Control and Prevention, receives a flu shot... Read more

— It's time for flu vaccine again and while it's important for the whole family, this year health officials have some new options for different ages: Certain kids should opt for the touchless nasal spray. Seniors, expect to get a new kind of vaccine along with that flu jab.

And too many young and middle-age adults are skipping the vaccine altogether, says the Centers for Disease Control and Prevention — even though there are more options than ever.

"The best way to protect yourself against the flu is to get a flu vaccination," said CDC Director Dr. Tom Frieden on Thursday, before rolling up his sleeve to get his own flu shot.

New Recommendations Announced

77% of print/online coverage shared the new LAIV preferential recommendation for healthy children ages 2-8

50% of print/online coverage explained impact of pneumococcal disease and highlighted new vaccination recommendations for seniors

USA TODAY Search

LIFE MONEY TECH TRAVEL OPINION 64° CROSSWORDS YOUR TAKE INVESTIGATIONS VIDEO

Fewer than half in USA get flu shots, CDC says

Liz Szabo, USA TODAY 5:24 p.m. EDT September 18, 2014

1578 CONNECT 453 TWEET 58 LINKEDIN

(Photo: National Foundation for Infectious Diseases)

At a time when many people are p... the dangers of Ebola and a rare r... striking children, health officials an... Thursday that fewer than half of A... being vaccinated against the flu, w... average of more than 30,000...

The disparity is striking given that influenza vaccines are availa... ever — including at supermarkets, drugstores and many workplace... options to accommodate just about everyone's preferences, from n... high-dose versions, said William Schaffner, a professor at the Vande... School of Medicine in Nashville. The Centers for Disease Control and Prevention recommends a flu shot for everyone older than 6 months.

The flu season could be tougher than usual this year if it follows the pattern seen in Australia, which has reported the highest number of influenza cases in five ye... Schaffner said. He noted that flu is hard to predict. In many years, however, flu outbreaks in the southern hemisphere can predict flu activity in the USA.

The Centers for Disease Control and Prevention has advice on flu shots and c... vaccinations aimed at keeping children, pregnant women and senior citizens h...

For the first time, the CDC suggests that children ages 2 to 8 receive a live intranasal flu vaccine, instead of the traditional shot, because of evidence that it's more e... for those ages. Parents shouldn't waste time shopping for the nasal mist, howe... because kids are better off getting the first vaccine available than risking an ill... because they waited too long.

For the first time, CDC issues preferential recommendation for otherwise healthy children ages 2 to 8 years to receive a live intranasal flu vaccine (LAIV)

CDC advised that seniors should receive an additional pneumonia vaccine: first a shot of the pneumococcal conjugate vaccine (already in wide use for children) and then, six to 12 months later, the current polysaccharide vaccine.

The New York Times

The New Old Age
Caring and Coping

MEDICAL ISSUES

Some Good News on Pneumonia

By PAULA SPAN OCTOBER 2, 2014 12:00 PM Comment

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Tweet

Save

We discuss a fair number of grim topics hereabouts, so when I hear about good news, I figure I should grab it.

So let me pass along two encouraging developments on the pneumonia front. First, the Centers for Disease Control and Prevention has just issued [new vaccination recommendations](#) for older adults that should bolster their protection against this dangerous lung infection.

...ond, a large-scale study has found that when older Americans do... in hospitals with pneumonia, those [hospitals are doing a](#)... [ably better job](#) of treating them.

...n year, pneumonia sickens three million to four million American... lts, most over 65, according to Dr. Michael Fine, who studies the... demiology of the disease at VA Pittsburgh Healthcare and is the... for author of the study, published in JAMA Internal... icine. More than a million adults are hospitalized because of... umonia, but hospitalization becomes much more common at... older ages.

Thought Leaders Reinforced Key Messages

Almost all (98%) print/online coverage included direct quotes or cited NFID expert, panelist, or partner organization, emphasizing key messages

“The best way to protect yourself against the flu is to get a flu vaccination.”

- Dr. Tom Frieden



“The riskiest thing about [influenza] vaccines is driving to the office to get them.”

- Dr. Paul Offit



“No otherwise healthy pregnant woman should ever have to go to the intensive care unit gasping for air and trying to save her newborn.”

- Dr. Laura Riley



“Influenza is constantly evolving, and it's unpredictable. That is why everyone 6 months and older should get a flu shot every year. What is it about 'everyone' that we don't understand?” - Dr. William Schaffner



“Influenza vaccines are safe, plentiful and we have more vaccine options than ever before—at least one is right for everyone. People should not wait to get vaccinated if their first choice is not available.” - Dr. William Schaffner



“We need to encourage more young and middle-aged adults to get vaccinated because they also can suffer serious consequences from the flu.”

- Dr. Tom Frieden



Flu News Takes Over the Airwaves

Broadcast segments aired on **1,582** stations, including national news programs

All broadcast coverage reiterated the number one message: **get vaccinated**



NFID teamed up with CDC for radio media tour:

Dr. William Schaffner and CDC experts Drs. Lyn Finelli, Seema Jain, Lisa Grohskopf, and Dan Jernigan participated in **105** segments which shared flu and pneumococcal prevention messages with local markets around the country



Partners Amplified Messages via Social Media

- 306 tweets posted during the event and in the weeks following using #FightFlu
- Hashtag adopted by diverse users (third party organizations, media, individual supporters) whose tweets resulted over 778,323 impressions



3 6



"Last year more kids got vaccinated than ever before - 59%." @drfriedencdc @pressclubdc on how vaccines #fightflu twitpic.com/ebt7ds

TwitPic



6 1

Public Health Found. @ThePHF · Sep 18
 @DrFriedenCDC "Doctors who make the flu vaccine routine and easy for parents increase the rate of vaccination in children" #FightFlu

1 2

AARP Health @AARPHHealth · Sep 18
 Why is it important to vaccinate against the flu? Follow #fightflu for expert panel, including @AARP's Dr. Yeh.

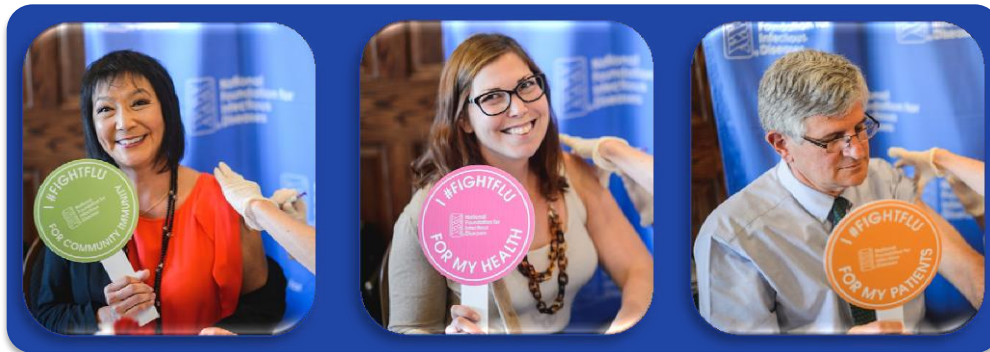
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NFID & Partners Leading by Example

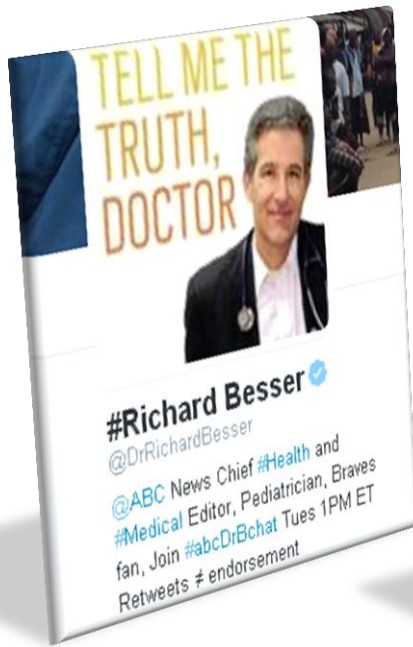
Leading By Example to #FightFlu at Onsite Vaccination Clinic

- 90+ attendees got vaccinated onsite and displayed paddles showing why
- NFID publishes continuous stream of flu-related content on Twitter and Facebook
- Engages high-profile accounts; also announces new Leading By Example commitments by sharing photos or links each Tuesday with #FLUday
- Leading by Example initiative has ~50 supporting organizations (www.nfid.org/lead)

- Alabama Pharmacy Association
- American Academy of Pediatrics
- American Academy of Physician Assistants
- American College of Emergency Physicians
- American College of Obstetricians and Gynecologists
- American Health Care Association
- American Pharmacists Association
- American Thoracic Society
- Association for Professionals in Infection Control and Epidemiology
- Cleveland Clinic
- The Clorox Company
- District of Columbia Department of Health
- Every Child By Two
- Families Fighting Flu
- Genentech, a member of the Roche Group
- GOJO Industries
- Health Industry Distributors Association
- Immunization Action Coalition
- Iowa Pharmacy Association
- The Johns Hopkins Hospital
- Lutheran Medical Center
- March of Dimes
- Maryland Department of Health and Mental Hygiene
- MedImmune
- MedStar Visiting Nurse Association
- Montgomery County Department of Health and Human Services
- National Adult and Influenza Immunization Summit
- National Association of County and City Health Officials
- National Association of Pediatric Nurse Practitioners
- National Association of School Nurses
- National Center for Assisted Living
- National Healthy Mothers, Healthy Babies Coalition
- National Medical Association
- National Meningitis Association
- National Press Club
- New York City Health and Hospitals Corporation
- Pfizer Inc.
- PKIDs (Parents of Kids with Infectious Diseases)
- Sanofi Pasteur
- Society for Adolescent Health and Medicine
- Society for Healthcare Epidemiology of America
- Summa Health System
- Super Shot, Inc.
- The City of New York
- US Centers for Disease Control and Prevention
- Vaccine Education Center at The Children's Hospital of Philadelphia
- Washington Nationals Baseball Team
- WCIU You & Me This Morning



Continued Momentum



Flu Twitter Chat

- NFID cohosted weekly Twitter with Richard Besser, MD to reach consumers with messages about influenza prevention and treatment

Organized donate-a-tweet campaign for #GivingTuesday through Thunderclap

- Reached more than 160,000 people

“Giving the Gift of Health”

- Created shareable visuals to spread the word about community immunity during the holidays (www.nfid.org/gift-of-health)