

2014-2015 National Influenza Vaccination Campaign

National Influenza Vaccination Week (NIVW) December 7-13, 2014

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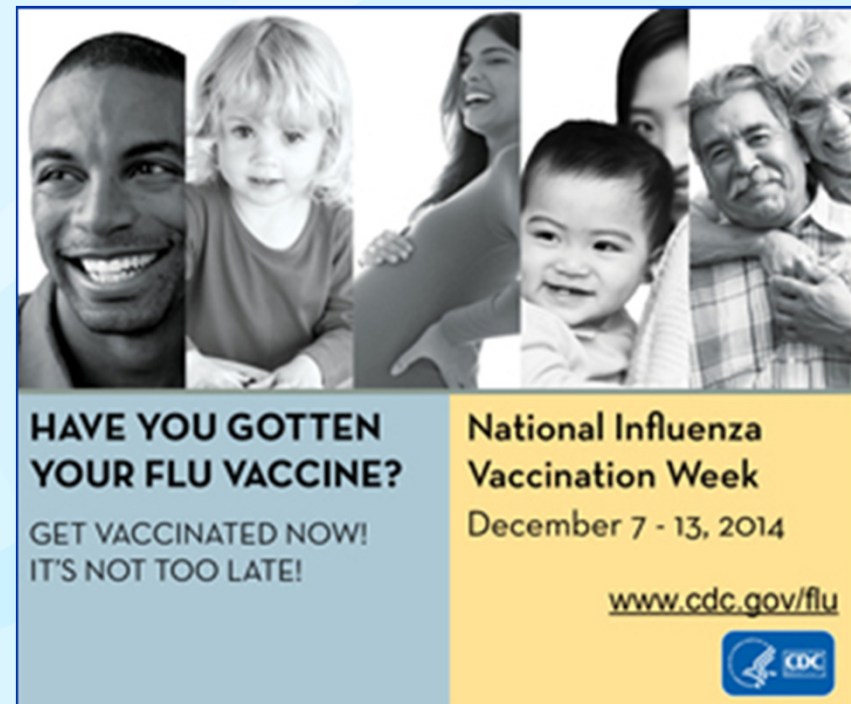
December 4, 2014

National Center for Immunization & Respiratory Diseases
Health Communication Science Office



Background

- ❑ CDC established National Influenza Vaccination Week (NIVW) in 2005
- ❑ Flu vaccination coverage has shown that historically vaccination activity drops quickly after the end of November



Goals

- ❑ Promote vaccination throughout the flu season before and after the holidays—into December, January and beyond
- ❑ Continue to highlight importance of universal flu vaccination for everyone 6 months and older, including reminders for 2nd doses for certain children
- ❑ Special focus on people at high-risk for complications from flu – asthma, diabetes, heart and lung conditions; pregnant women, young children and seniors
- ❑ Address disparities in vaccination coverage – partner with grassroots organizations/trusted messengers

Audiences

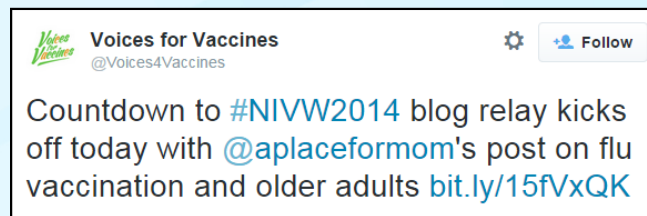
General Audience & Underserved Populations

Everyone 6 months & older

- ❑ Parents of young children
- ❑ Healthy young/middle-age adults
- ❑ Pregnant Women
- ❑ People with high risk conditions
- ❑ People who live with or care for those at high risk
- ❑ Adults 65 yrs & older
- ❑ Health disparate populations (Hispanic, Af Amer, AI/AN)
- ❑ Healthcare professionals/personnel
 - Long-term care

Activity Highlights

- ❑ Digital Ambassador Relay (week of Dec 1)
- ❑ CDC-hosted Twitter Chat (Dec 9)
 - Join : #NIVW2014
- ❑ Partner-hosted Twitter Chat (Dec 11, 2pm)
 - American Hospital Association
 - Easter Seals
 - Long-Term Living
 - Men's Health Network
 - Join: # NIVW2014
- ❑ Media Update (Dec 11)



Voices for Vaccines
@Voices4Vaccines

Countdown to #NIVW2014 blog relay kicks off today with @aplaceformom's post on flu vaccination and older adults bit.ly/15fVxQK



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SENIOR LIVING BLOG

National Influenza Vaccination Week: The Importance for Seniors

Posted On 01 Dec 2014 By: Tina Gunn

Like 14 | +1 4 | Tweet 11 | Print | Share | 5

In recognition of National Influenza Vaccination Week (NIVW), A Place for Mom is participating in a blog relay as part of a countdown to the first day of NIVW.

Each day, a different Flu Vaccination Digital Ambassador will post about the importance of flu vaccination as it relates to their readers. You can follow the NIVW conversation on Twitter using hashtag #NIVW2014 and stay tuned as each Digital Ambassador shares who will be posting next.

Follow the "Passing of the Flu Awareness" Torch

The Centers for Disease Control and Prevention (CDC) established National Influenza Vaccination Week (NIVW) in 2005 to raise awareness and advocate for the flu vaccination through the winter season and beyond. NIVW is scheduled for December 7-13, 2014.

December 1 NIVW countdown relay blog post by A Place for Mom

Cross-promotion by fellow relay participant, Voices for Vaccines

Activity Highlights (continued)

□ Digital Media Outreach

- Google search & display ad (right)
- Promoted Tweets
- The Motherhood blog tour
- Social Gaming (bottom, left)
- Digital Radio (bottom, right)



A digital display advertisement for the flu vaccine. The background is blue. At the top, it says "Got your flu vaccine?". Below that, a white box contains the text "PROTECT YOURSELF, PROTECT YOUR FAMILY. EVERYONE NEEDS A FLU VACCINE." and the CDC logo. To the right, it says "Tweet about it using #VaxWithMe to encourage others to do the same!". At the bottom, there is a hand holding a smartphone displaying the #VaxWithMe hashtag, a "Learn more >" button, and a "Share on Twitter" button. The CDC logo is also present at the bottom right.

A digital radio advertisement for the flu vaccine. The background is black. At the top, there is a photo of a smiling man and woman with their children. Below the photo, it says "HAVE YOU GOTTEN YOUR FLU VACCINE? GET VACCINATED NOW! IT'S NOT TOO LATE! National Influenza Vaccination Week December 7-13, 2014 www.cdc.gov/flu". At the bottom, there is a "Click here for more information." link, a progress bar, and playback controls (play/pause, stop, back, forward). The CDC logo is at the bottom right.

Activity Highlights (continued)

- ❑ Engage online publishers
- ❑ Local flu vaccine promotion events
 - Alabama (Montgomery, Birmingham, Selma)
 - Florida (Miami)
 - Washington (Seattle)
 - Colorado (Denver)
- ❑ Calendar of Events
 - See others: <http://www.cdc.gov/flu/nivw/activities.htm>
 - Enter your event: <http://www.cdc.gov/flu/nivw/form.htm>

Timely Resources: All things NIVW

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

- ❑ CDC key points*
- ❑ Flyer, Poster* (also customizable versions)
- ❑ Matte article*
- ❑ Tweets*
- ❑ Web buttons, banners (various audiences)
- ❑ Media toolkit
- ❑ CDC's planned activities ("2014 NIVW Update")

*Available in English & Spanish language



Timely Resources: All things NIVW

<http://www.cdc.gov/flu/freeresources/animated-images.htm>

□ Animated Image

It's National Influenza
Vaccination Week (NIVW)!



As long as flu viruses
are spreading, **it's
not too late to
get a flu vaccine**
to protect yourself
and your loved ones



through
**fall, winter and
into spring**

#GetAFluVax



For more information visit
www.cdc.gov/flu
and follow
@cdcflu

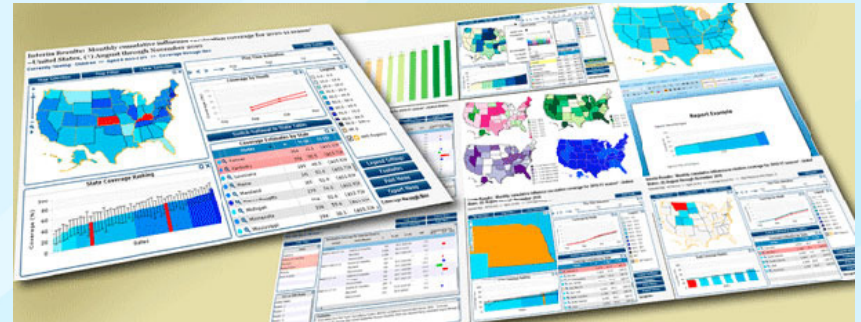
Stay Tuned & Informed about Flu

❑ Partners: <http://www.cdc.gov/flu/partners/>

❑ Health Professionals:
<http://www.cdc.gov/flu/professionals>

❑ Tools & Info:

- **Long-term care toolkit:** <http://www.cdc.gov/flu/toolkit/long-term-care>
- FluView Surveillance: <http://www.cdc.gov/flu/weekly/fluactivitysurv.htm>
- What's New: <http://www.cdc.gov/flu/whatsnew.htm>
- Syndicate CDC content: <http://tools.cdc.gov/syndication/>
- CDCFlu on Twitter: <http://twitter.com/CDCFlu>
- CDC Facebook pg: <http://www.facebook.com/CDC>
- Request Email Updates: <http://www.cdc.gov/Other/emailupdates/>
- Get News Feeds: <http://www.cdc.gov/flu/rss/index.htm>



Thank You!

**We welcome your questions and
feedback:**

FluInbox@cdc.gov

For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333
Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov Web: www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for Immunization & Respiratory Diseases

