



NIVW in Review

Cate Shockey

Seasonal Flu Campaign

October 2016

NIVW Background

- December 4-10, 2016
- Highlights the importance of continuing flu vaccination through the holidays and beyond
- Target audiences:
 - General public for digital events
 - Parents of young children for digital ads

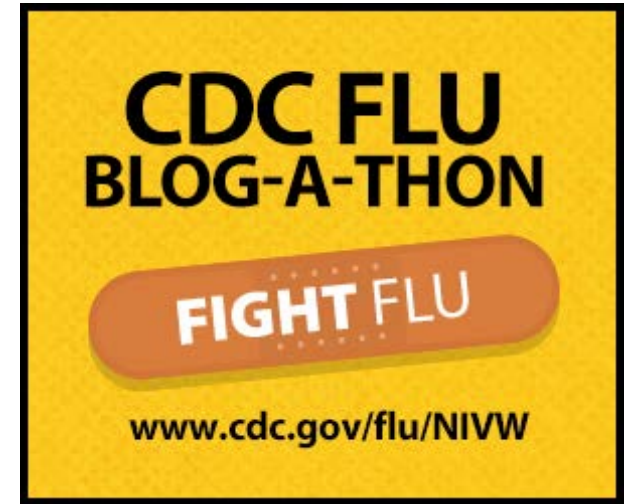


NIVW Events

- Blog-a-thon
- Reddit AMA
- Hashtag Challenge
- Listicle
- Targeted Media
- Digital Toolkit and Resources
- Vaccination & Burden Averted Data and Press Release

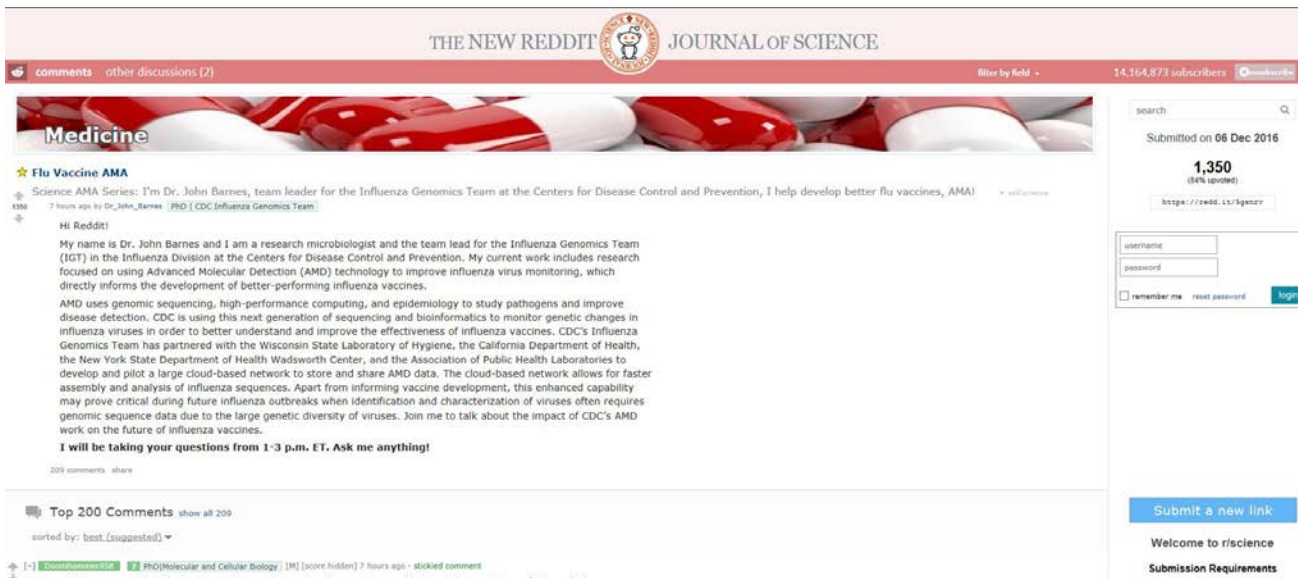
Blog-a-thon: Vaccinate Your Family

- 32 blogs from 28 different partners
- Posted throughout the week of December 5-9, 2016
- Partners included:
 - VeryWell/About.com
 - Huffington Post
 - Dr. Wendy Sue Swanson/Seattle Mama Doc
 - What to Expect When You're Expecting
 - Voices for Vaccines
 - NFID
 - American Geriatrics Society
 - Long Term Living
 - McKnight's Senior Living
 - March of Dimes
 - American Cancer Society
 - Families Fighting Flu
 - Shot of Prevention
 - Diabetes Hands Foundation
 - Office of Assistant Secretary for Preparedness and Response
 - Virginia Department of Health
 - Lupus
 - Live Healthy South Carolina
 - National Multiple Sclerosis Society
 - Utah Multicultural Health
 - HobNob
 - MedExpress
 - APHA
 - Nurses Who Vaccinate
 - AMA Wire

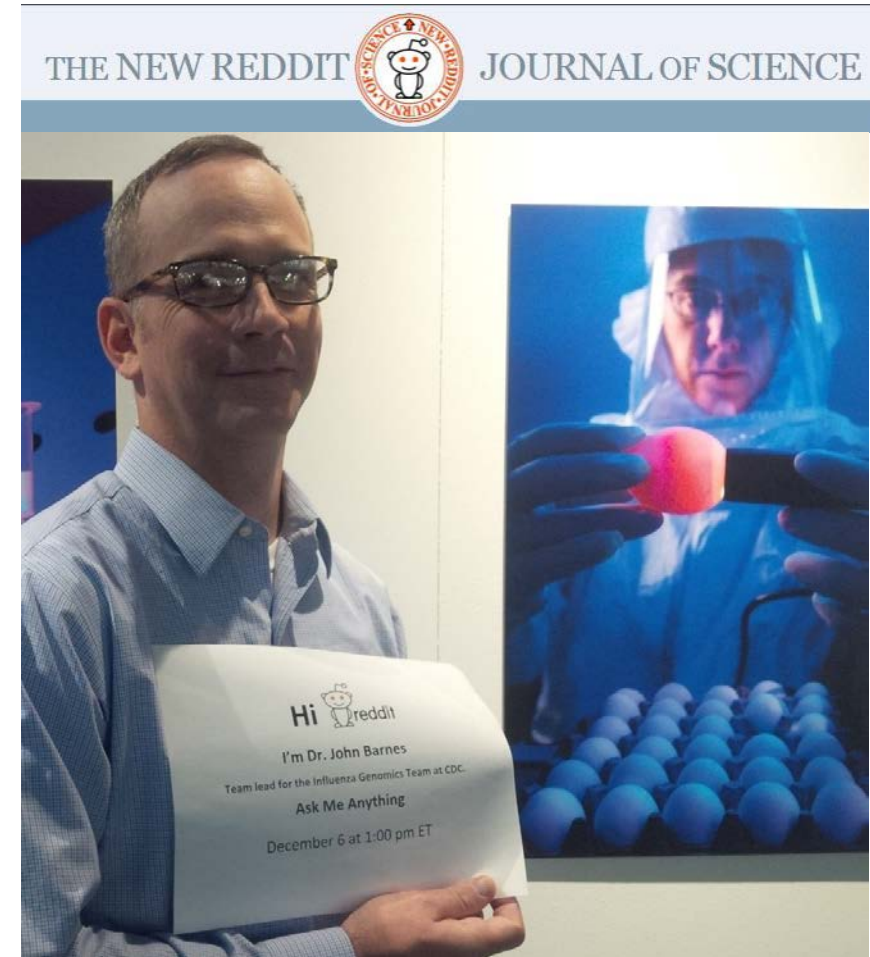


Reddit AMA

- Reddit Science “Ask Me Anything”
- 229 comments
- 76 questions received
 - 35 answered by Dr. Barnes, 9 community answers
 - 17 repeat topics
- 1350 submission score, 84% upvoted



The screenshot shows a Reddit AMA page titled "Flu Vaccine AMA" by user "Dr_John_Barnes". The page is part of the "Science AMA Series" and is set in the "Medicine" subreddit. The header includes the "THE NEW REDDIT JOURNAL OF SCIENCE" logo and navigation options like "comments" and "other discussions (2)". The main content area features a banner image of red and white capsules. The post text includes a greeting, a bio of Dr. Barnes as the team lead for the Influenza Genomics Team at the CDC, and a detailed description of the team's work using Advanced Molecular Detection (AMD) technology. A login form is visible on the right side of the page, and the top 200 comments section is partially visible at the bottom.



Hashtag Challenge: #PutFluInAFilm

- 10,132 mentions
- 3,906 users
 - 63% of the users sent 1 hashtag tweet
 - 37% sent more than 1 hashtag tweet
- 58.4 million impressions

- #5 U.S. trend in 9 minutes
- Peaked at #2 in U.S. and Canada
- Top 10 trend for 6 hours

United States Trends - [Change](#)

[#PearlHarborRemembranceDay](#)

@WhiteHouse and @fema are Tweeting about this

[#PutFluInAFilm](#)

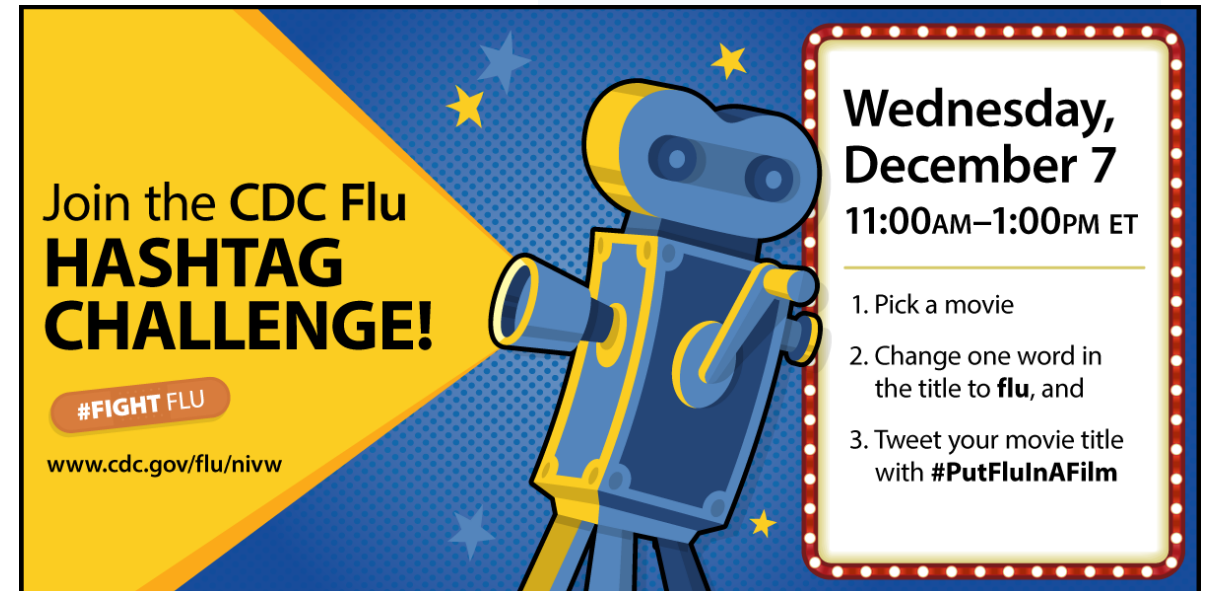
@CDC_NCBDDD, @ShotofPrev and 15 more are Tweeting about this

[Person of the Year](#)

Donald Trump is TIME's Person of the Year

[#wednesdaywisdom](#)

@CDCtravel is Tweeting about this



Join the CDC Flu
**HASHTAG
CHALLENGE!**

[#FIGHT FLU](#)

www.cdc.gov/flu/nivw

**Wednesday,
December 7**
11:00AM–1:00PM ET

1. Pick a movie
2. Change one word in the title to **flu**, and
3. Tweet your movie title with **#PutFluInAFilm**

Hashtag Challenge: #PutFluInAFilm


CDC Flu @CDCFlu · Dec 7
You've Got Flu. #PutFluInAFilm
Protecting yourself from #flu also protects the people around you. Get a flu vaccine.



Have a Kleenex.
GIF

7 30 27

Kristina Duda, RN @kristinaduda · Dec 7
"Flubusters": Who ya gonna call? Your doc to get a flu vaccine!
#PutFluInAFilm #NIVW #FightFlu @CDCgov @CDCFlu @Verywell



WHO YOU GONNA CALL?
GIF

1

You Retweeted
NIOSH @NIOSH · Dec 7
9 to Flu #PutFluInAFilm - A yearly #flu vaccine is the first and best way to protect against flu. #FightFlu #NIVW

9 4

GC Public Health @GreeneCOHD · Dec 7
Fantastic Beasts & Where to Find Flu. #PutFluInAFilm Your magic spell is a #flu shot, so cast one today & avoid flu! #FightFlu #CDC #gcph



1 3

You Retweeted
Vincent Iannelli, MD @AboutPediatrics · Dec 7
. @CDCFlu Despicable Flu #PutFluInAFilm Don't catch the #flu this season. #WhyIVax




1 4 8

AzEIN @AzEIN · Dec 7
How the Flu Stole Christmas. Don't let the flu steal your holiday. Get the flu shot to keep sickness away. #fightflu #PutFluInAFilm @CDCFlu



1 13 15

RI Elderly Affairs @The_RIDEA · Dec 7
"Meet me in St. Flu-ouis" #PutFluInAFilm - don't let the flu ruin your holidays: protect yourself by getting a flu shot today! #FightFlu



2

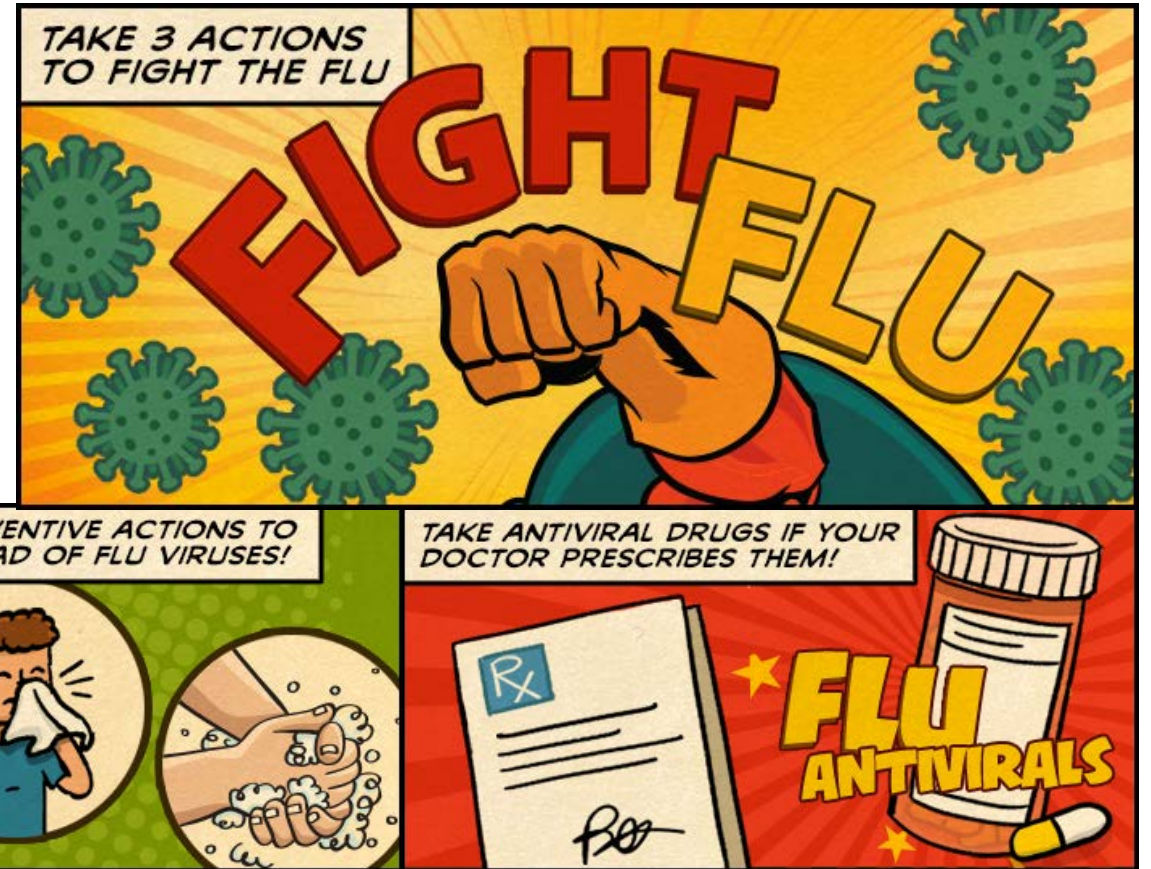
You Retweeted
Minority Health @MinorityHealth · Dec 7
Back to the FLUTURE #PutFluInAFilm @CDCgov



2 29 47

Listicle

- Graphic that highlights Take 3 messages
- Article presented as a list with content related to each item on the list.
- Available in pieces and as an infographic



Media Outreach

- Targeted states with lowest vaccination rates
- 5 morning show interviews
- Alaska – 2 interviews in Anchorage (KTUU and KTVA)
- Wyoming – Casper (KTWO) and Cheyenne (KGWN)
- Idaho – Pocatello Falls (KPVI)



Available Resources

- Digital Toolkit
 - Sample social media
 - Sample newsletter content
 - Digital events
- Key messages
- Matte articles
- Posters
- Badges
- Social media graphics
- Media toolkit
- Animated video (GIF)



Challenges

- New activities
- Approvals for new activities
- Clearance
- New team & learning curve
- Surprising amount of blogs to promote
- No big news hook
- Press release problems



Lessons Learned

- Share CDC resources early – by Thanksgiving if possible.
- Include more Spanish language resources, including social media
- Engage partners early, including state and local health departments
- Start local media outreach before Thanksgiving



Questions?

Cate Shockey – cshockey@cdc.gov