



## **Campaign Plans & Strategies 2017-2018 Flu Season**

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**Seasonal Flu Campaign**

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## **Objectives of CDC's Flu Vaccination Campaign**

Increase the number of health care providers making a strong  
flu vaccine recommendation

Increase awareness and dispel misconceptions about the  
flu vaccine among providers and the general public

## Key Messages

### Consumers

- Flu is a serious illness
- The flu vaccine is the best protection available against flu. Talk to your doctor about getting the flu vaccine for your family
- The flu vaccine is very safe (myth busting)



### Health Care Providers

- Flu is a serious illness
- The flu vaccine is the first and most important step to give your patients the best protection this flu season.
- Every visit with your patient is an opportunity to recommend the flu vaccine.



## Addressing Misconceptions

- A very safe vaccine – millions of doses given every year
- Emphasize that flu vaccine cannot cause the flu
- Recognize that people may experience “side effects” (e.g., slight fever) after influenza vaccination and explain why
- Put side effects of vaccination into context with the potential risks and outcomes of influenza
- Anyone can get the flu – even healthy people
- Flu vaccine can help protect those around you from getting the flu
- Highlight other potential “costs” of influenza



## Mark Your Calendar

- NFID Influenza Vaccination Kick-Off
  - **September 28, 2017**
  - MMWR releases
  - Press conference
  - Thunderclap (9/28)
  - Flu vaccination campaign begins
  
- National Influenza Vaccination Week (NIVW)
  - **December 3-9, 2017**
  - MMWR releases
  - It's Not Too Late digital events



## Digital Events

- #FightFlu
- Social Media Blitz
  - Kickoff Thunderclap
  - AMA on Reddit's Medicine page
  - Twitter stories (hashtag event)
  - Facebook Frame
  - Flu Fighter Stories
- Medscape Facebook Live (October)
- Blog Relay (November)



## Digital Toolkit: “Campaign in a Box”

One-stop-shop for seasonal flu vaccination materials, including:

- Important Dates and Events
- Messages to Share (sample social media and newsletter content)
- Print Ready Materials (posters and fact sheets)
- Social Media Images and GIFs
- Web material (badges, widgets, microsite)

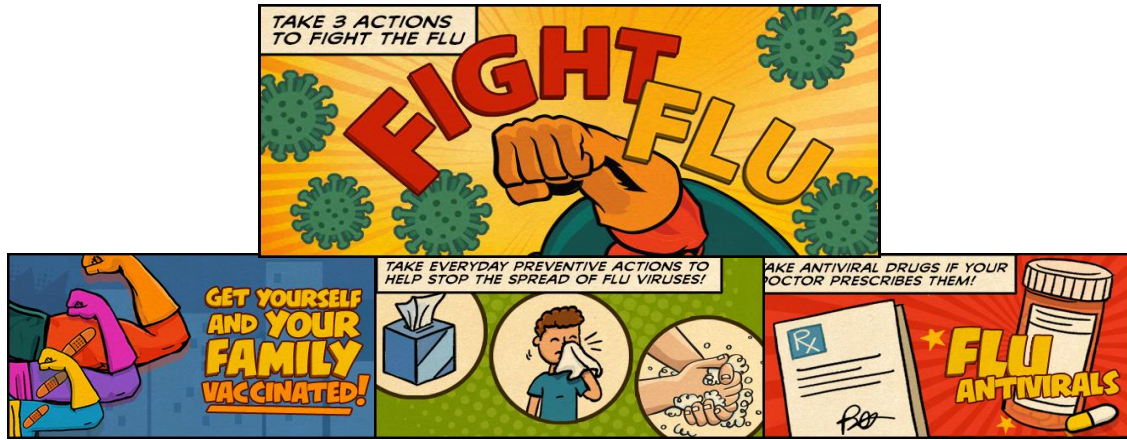


## Campaign Element: Partnership Engagement

- Share CDC key points, weekly updates
- Toolkit available with sample social media, newsletter content, and digital assets
- Access to a suite of both print and digital offerings that partners can use
- Increase visibility of partners’ influenza vaccine promotion activities
- Provide CDC influenza subject matter experts
- Web page tailored for partners
- Build capacity and sustainability



## Take 3 Messaging



Questions?

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