



Seasonal Influenza Communication Challenges and Strategies

Preparing for 2019-2020

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National Adult and Influenza Immunization Summit

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Flu Seasons Are Unique and Unpredictable

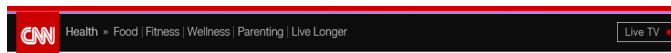
2018-2019

2017-2018

The New York Times

***Over 80,000 Americans
Died of Flu Last Winter,
Highest Toll in Years***

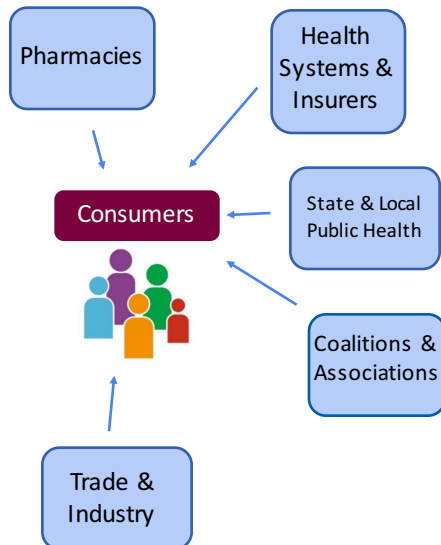
Among the dead were 180 babies, children and teenagers, more than in any year since the C.D.C. began tracking pediatric deaths.



This flu season is the longest in a decade, CDC says

Flu Communication Landscape is Complex

Summit Partners and Others



CDC's External Flu Communication

Science, Surveillance & Program	Scientific & Technical Communication	Media, Partner & Provider Communication
<p>MMWRs FluView ACIP Policy Notes Flu vaccine supply FluVaxView</p>	<p>Technical Key Points Vaccine Provider Training (ie: storage and handling) Clinician training and continuing education</p>	<p>Kick off Press Conference Fight Flu Resources Partner Toolkit Lifespan Immunization Campaigns Grantee emails CDC-INFO cdc.gov/flu Social Media Newsletters</p>

Flu Communication Challenges

- Flu is chronically underrated and viewed as commonplace
 - Belief that it is mild, unlikely to get sick
- Flu vaccine is also misunderstood
 - VE can be confusing and discouraging
 - Flu vaccine myths and misperceptions informed by personal experience – can be hard to correct
- Flu burden and VE can increase media coverage – but may have positive or negative effects on flu vaccine coverage



CDC's Flu Communication Objectives

- **Healthcare providers (HCPs)**
 - Increase the number of HCPs making a strong flu vaccine recommendation and support those HCPs already making flu vaccine recommendations to patients across the lifespan.
- **Consumers**
 - Improve consumer understanding of the burden and severity of flu and motivate them to get vaccinated against flu and take other actions to protect themselves and loved ones.
- **Partners**
 - Provide clear, consistent, and timely scientific, technical and programmatic information and communication resources to partners in support of their flu prevention and control activities.

Focus on Flu Burden and Severity...

CDC estimates that, from October 1, 2018, through May 4, 2019, there have been:

37.4 million – 42.9 million
flu **illnesses**



17.3 million – 20.1 million
flu **medical visits**



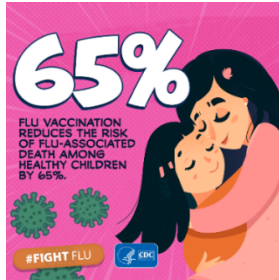
531,000 – 647,000
flu **hospitalizations**



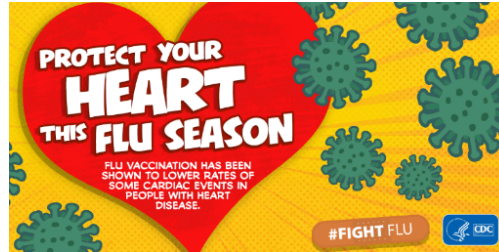
36,400 – 61,200
flu **deaths**



And on Flu Vaccine Benefits



Flu vaccines save lives in children.



Flu vaccines are an important part of managing your chronic disease.



Flu vaccines protect you and your baby.



Flu vaccines are part of your healthy lifestyle.

<https://www.cdc.gov/flu/prevent/vaccine-benefits.htm>

2019-2020 Flu Season

External Communication Activities

- NFID Seasonal Flu Vaccination Campaign Kick-off: September 26
- Focus on reaching healthcare professionals
 - Fight Flu materials will be updated and online
 - Website will include updated recommendations
 - Add to “How I Recommend” video library
 - Maintain and extend adult vax partnerships
- Continue media relations strategies and response to clinician and consumer inquiries

Include stories

Current Communication Research

- Testing communication tools to support provider/patient conversations
- Survey of adults with chronic health conditions
- Maternal clinician encounter observations during upcoming flu season



Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

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