



Summit National Award Winners

“Corporate Campaign” Award

Recipient: **“Get My Shot”**


American Lung Association & Sanofi Pasteur



 | **MyShot**

Campaign Overview

A public education campaign designed to reach people 50 and older on the potential dangers of flu. Brought to you by the American Lung Association in collaboration with Sanofi Pasteur.



Campaign Goals

MyShot



MyShot



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- **Conducted in collaboration with Sanofi Pasteur and launched during the 2018-19 flu season**
 - Lung Association Mission: To save lives by improving lung health and preventing lung disease
 - Sanofi Pasteur Credo: A world in which no one suffers or dies from a vaccine preventable disease
- **Educate adults 50 years of age and older about the potential dangers of flu and the importance of annual flu vaccination**
 - 70% of adults 50 years of age and older have at least one chronic medical condition, such as lung disease, heart disease or diabetes
 - When combined with the flu, these conditions can become worse and lead to serious illness
 - 50+ immunization rates well below Healthy People 2020 goals

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Call to Action

MyShot

For adults with chronic conditions
there is a greater need to get an
annual flu shot.



The impact of influenza may vary among individuals.
Talk to your doctor about flu shot options, and visit
GetMyShot.org for more information.

Before flu meets
lung disease,
it's time for MyShot.



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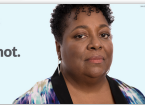
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Personal Flu Stories










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Extensive Reach







Microsite and Educational Resources







Lung Association Network and Partner Support







News Stories





Social Media Google and Banner Ads





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What's Next?

MyShot



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