

2019 National Foundation for Infectious Diseases (NFID) Annual Influenza/Pneumococcal News Conference

Thursday, September 26, 2019
National Press Club, Washington, DC



Expert Panel Delivered Impactful Messages and Led By Example

US Health Officials Urge Influenza and Pneumococcal Disease Vaccination



Moderator

William Schaffner, MD
NFID Medical Director

Protecting The Nation Against Influenza and Pneumococcal Disease

Alex M. Azar II
US Secretary of Health and Human Services

Preventing Childhood Influenza

Patricia N. Whitley-Williams, MD
NFID President-Elect, Professor of Pediatrics and Division Chief, Allergy, Immunology, and Infectious Diseases, Rutgers Robert Wood Johnson Medical School

The Dangers of Influenza in Adults with Chronic Health Conditions

William B. Borden, MD
Associate Professor of Medicine and Health Policy, George Washington University, and Chief Quality and Population Health Officer, GW Medical Faculty Associate

NFID National Survey: Attitudes about Flu and Pneumococcal Disease Prevention

Attitudes about Influenza and Pneumococcal Disease Prevention

A National Foundation for Infectious Diseases (NFID) survey¹ conducted among US adults uncovered insights about influenza (flu) and pneumococcal disease knowledge, as well as attitudes and behaviors around vaccination



FLU

60%

agree the flu vaccine is the best preventive measure against flu-related deaths and hospitalizations



Top reasons for NOT getting a flu vaccine²



- 51%** don't think flu vaccines work very well
- 34%** are concerned with side effects of the vaccine
- 22%** are concerned about getting flu from the vaccine

but, only **52%** said they plan to get vaccinated against flu this season



1 in 4 who are at greater risk for flu-related complications said they were not planning to get vaccinated³



71% of US adults say they trust their doctor a great deal/a lot⁴

Healthcare professionals are trusted for flu vaccine information far more than other sources



70% do not trust social media as a source of information about flu vaccines

60% agree that social media platforms should implement policies to reduce inaccurate information about flu vaccination

PNEUMOCOCCAL DISEASE

46%

of high-risk individuals were unfamiliar with pneumococcal disease⁵



70%

of individuals at high-risk for pneumococcal disease said they were not planning on getting vaccinated

Top reasons for NOT getting a pneumococcal vaccine²



- 42%** are concerned with side effects of the vaccine
- 20%** don't like needles
- 12%** don't think pneumococcal vaccines work very well

Nearly

60%

of high-risk individuals report that they have never been advised to get vaccinated against pneumococcal disease⁶



Vaccination is the best way to protect against flu and pneumococcal disease and related complications. Visit www.nfid.org to learn more about how you can #FightFlu and #PreventPneumo.



¹ The nationwide survey was conducted August 15-18, 2019, using the AmeriSpeak Panel, the probability-based panel of NORC at the University of Chicago. Online and telephone interviews using landline and cell phones were conducted with 1,000 adults age 18 years and over. The margin of sampling error is plus or minus 4.3 percentage points.

² Top reasons reflect survey respondents' answers when asked to select "all that apply."

³ Individuals at high risk for complications include those age 65+, who smoke or have diabetes, asthma, heart disease, or kidney disease.

⁴ Responses reflect survey respondents' ranking selections on scale of "trust a great deal/a lot," "trust somewhat," and "trust a little/not at all."



www.nfid.org

Leading by Example: #FightFlu



www.nfid.org/lbe

Collaboration and Support

Leading public health/medical groups demonstrated strong and unified commitment to influenza prevention



Top-Tier Media Coverage

Despite a heavy news day in Washington, DC, media placements secured in top-tier print/online/TV and radio outlets, resulted in **950+ million impressions***

- **37 press members** onsite or via telecast/webinar
- As of October 7: **500 stories** from the press conference, including **34 original stories**
- Highlights include: Associated Press (AP), CNN, ABC News, Daily Mail, NBC News, New York Times, and Everyday Health
- AP story **picked up by 382 outlets** reaching all 50 US states
- **2 original Spanish language placements** on top-tier radio stations: Spanish Public Radio and CNN Español



Health officials: It's time to give flu vaccine another shot

By LAURAN NEERGAARD September 26, 2019



Flu shot is critical, but only half of American adults plan to get it

By ERIN SCHUMAKER and DR. TULSIE N. PATEL Nov 26, 2019 11:20 AM ET



Only half of Americans plan to get a flu shot this year. Here's why that's a problem

By Jen Christensen, CNN
Updated 3:59 PM ET, Thu September 26, 2019



Australia Just Had a Bad Flu Season. That May Be a Warning for the U.S.



Daily **Mail**.com



*Online, print, TV, and radio figures are based on Cision; includes press release impressions from PR Newswire

AP Story Extended Key Messages Across the Country

“Getting vaccinated is going to be the best way to prevent whatever happens,” **Dr. Daniel Jernigan**, flu chief at the Centers for Disease Control and Prevention, told the Associated Press.

Parents wouldn’t “drive off with their child not restrained in a car seat, just in case they’re in an accident,” said **Dr. Patricia Whitley-Williams**, a pediatrician with Rutgers Robert Wood Johnson Medical School. “So why would you not vaccinate your child against the flu?”

The screenshot shows the top portion of an Associated Press (AP) news article. At the top left is the AP logo. The main headline reads "Health officials: It's time to give flu vaccine another shot" with a sub-headline "By LAURAN NEERGAARD" and the date "September 26, 2019". Below the headline is a photograph of a doctor in a white lab coat administering a vaccine to a man in a white shirt and tie. A blue banner overlaid on the photo says "Vaccination is the best way to protect against flu and pneumococcal disease and related complications". Below the photo are social media sharing icons and a "RELATED TOPICS" section listing "AP Top News", "Health Care Industry", "NIH", "General News", "Flu", and "U.S. News". The main text of the article begins with "WASHINGTON (AP) — The flu forecast is cloudy and it's too soon to know if the U.S. is in for a third miserable season in a row, but health officials said Thursday not to delay vaccination. While the vaccine didn't offer much protection the past two years, specialists have fine-tuned the recipe in hopes it will better counter a nasty strain this time around." It continues with a quote from Dr. Daniel Jernigan: "Getting vaccinated is going to be the best way to prevent whatever happens," Dr. Daniel Jernigan, flu chief at the Centers for Disease Control and Prevention, told the Associated Press. The article also mentions that last year's flu brought double trouble: a new strain started a second wave of illness just as the first was winding down, making for one of the longest influenza seasons on record. The year before that marked flu's highest death toll in recent decades.

If people shrug at the risk, “it’s not just about you,” **Azar** said. “Vaccinating yourself may also protect people around you,” such as how newborns have some flu protection if their mothers were vaccinated during pregnancy.

For now, people who get vaccinated and still get sick can expect a milder illness — and a lower risk of pneumonia, hospitalization or death, stressed **Dr. William Schaffner** of Vanderbilt University and the National Foundation for Infectious Diseases.

Digital Screens Extend Reach

In both traditional and social media, digital screens helped extend the reach of key messages

Axios @axios

Public health officials are urging Americans to get their seasonal flu vaccine early this year, in case the U.S. follows Australia's season in which the virus hit many people early.



Flu vaccine pushed by Alex Azar and other public health officials
Australia's early and tough flu season may be an indicator for the U.S. season.
axios.com

NFID @NFIDvaccines

Everyone in the household can be impacted by #flu, but everyone can also play a role in prevention. Parents, grandparents, babysitters, & caregivers can all help by getting #vaccinated via Patricia N. Whitley-Williams, MD, #NFID President-Elect #FightFlu nfid.org/flu



10:01 AM · Sep 26, 2019 · Twitter Web App

14 Retweets 16 Likes

The New York Times

HEALTH | Australia Just Had a Bad Flu Season. That May Be a Warning for the U.S.



Alex M. Azar II, the health and human services secretary, receiving a flu vaccine last month in Washington. Lauran Neergard/Associated Press

AP

Health officials: It's time to give flu vaccine another shot



NFID @NFIDvaccines

A recent study showed that annual #flu #vaccination reduced the risk for cardiovascular events by 53% among people who had a heart attack in the last year via William B. Borden, MD, Associate Professor of Medicine and Health Policy @GWSMHS #FightFlu nfid.org/flu



Mark May @mark_may

Received my annual flu vaccine at the National Foundation for Infectious Diseases (NFID) 2019 Influenza/Pneumococcal News Conference. Happy to be here with @outlandtrophy and @NFIDvaccines #FightFlu

*CDC recommends that everyone age 6 months & older get a flu shot each year.



10:52 AM · Sep 26, 2019 · Twitter for iPhone

2 Retweets 18 Likes

NFID Survey Drove Top-Tier Headlines



Flu shot is critical, but only half of American adults plan to get it

By ERIN SCHUMAKER and DR. TULSIE N. PATEL Sep 26, 2019, 10:20 AM ET



“Schaffner cited a survey NFID conducted this summer on Americans' attitudes about the flu vaccine, which found that while 60% of adults believe that getting a flu vaccine is the best defense against flu-related hospitalization or death, only half of Americans plan to get the vaccine this year.”

WATCH | Flu: The basics



With flu season around the corner, getting a flu vaccine is one of the best ways to protect yourself.

Interested in Flu Season? Watch this video.

Also: Flu Season as an annual event. The National Foundation for Infectious Diseases (NFID) has a new survey on flu season.



Only half of Americans plan to get a flu shot this year. Here's why that's a problem

By Jen Christensen, CNN

Updated 3:59 PM ET, Thu September 26, 2019



Seven questions about the flu shot 02:33

(CNN) — While 60% of adults think that the flu vaccine is the best defense against flu-related deaths and hospitalizations, only 52% said they planned to get one this season, according to a survey by the National Foundation for Infectious Diseases (NFID).

“While 60% of adults think that the flu vaccine is the best preventive measure against flu-related deaths and hospitalizations, only 52% said they planned to get one this season, according to a survey by the National Foundation for Infectious Diseases (NFID).”

“... a new survey from the National Foundation for Infectious Diseases (NFID) found that only 52 percent of Americans plan to get the vaccine this year. Oddly, 62 percent of people in the US believe that the flu shot is the best defense against influenza-related hospitalizations and deaths, yet significantly fewer actually intend to afford themselves that protection.”

Daily Mail.com

Only 50% of Americans plan to get their flu shot as health officials warn that not getting vaccinated could mean another deadly season

- A new survey found that 62% of Americans believe the flu shot is the best defense against flu-related hospitalizations and deaths
- However, just 52% of adults plan to get vaccinated against influenza this year
- Health experts fear that low vaccination rates could lead to a season like 2017-18 during which nearly 80,000 Americans died
- All Americans over six months old are recommended to get an annual shot

Panelists Helped Emphasize Key Messages



Only 52% of US adults plan to get flu vaccine, survey shows

September 26, 2019

+ ADD TOPIC TO EMAIL ALERTS



Patricia N. Whitley-Williams

WASHINGTON — Although influenza vaccination rates have increased, new data released by the National Foundation for Infectious Diseases indicated that barely half of U.S. adults plan to get vaccinated against influenza this season.

is serious. It's a lot more than a few missed days from fever, body ache or just feeling lousy. ... It is a

serious, annual in CDC.

SEE A

'It's complicated flu shot for As widespread continues, dangerous

“This past year we saw high rates of pediatric hospitalization due to flu-related complications. This did not include just children with underlying illness, but also healthy children who were hospitalized and even died from flu-related complications,” said Patricia N. Whitley-Williams, MD, NFID president-elect”

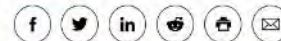
McKnight's

LONG-TERM CARE NEWS

September 30, 2019

Flu a menace for residents with heart disease, chronic conditions

Alicia Lasek



William B. Borden, M.D.

Fully 47% of adults age 65 and older are at high risk for serious flu complications, according to U.S. health officials. Those with heart disease and other chronic conditions are the most vulnerable.

In the 2018-2019 flu season, 93% of adults hospitalized for flu complications had an underlying condition, said William Borden, M.D., a population health officer at George Washington University. In those cases, the most common underlying conditions were cardiovascular disease and metabolic disorders like diabetes, obesity and chronic lung disease, he said during a National Foundation for news conference last week.

“Unfortunately flu infection is often just the beginning of the problem for certain patients with chronic health conditions,” Borden said. “An often unrecognized danger of the flu is that the resulting inflammation may last for several weeks after the acute infection.”

Panelists Helped Emphasize Key Messages

S&P Global

Market Intelligence

Biomedical community pursuing better flu vaccine, but US lax at getting shots

Alex Azar, secretary of Health and Human Services, led U.S. health officials and infectious disease experts in urging Americans to get their annual flu shots, emphasizing the virus kills tens of thousands of people across the nation every year.

"The first and best defense is to get a flu vaccine," Azar said just before rolling up his sleeve and getting his own influenza shot at a Sept. 26 press briefing hosted by the National Foundation for Infectious Diseases.

A new NFID-sponsored survey, however, showed that only 52% of U.S. adults plan to get a flu shot this season, despite 60% responding that the vaccine was the best way to protect themselves.

Even more...

"The first and best defense is to get a flu vaccine," Azar said just before rolling up his sleeve and getting his own influenza shot at a Sept. 26 press briefing hosted by the National Foundation for Infectious Diseases.



EVERYDAY
HEALTH

Flu Experts Urge Vaccination, Warn of 'Post-Flu Illness'

Federal health officials highlight an increased risk for heart attacks and stroke even after recovery from flu.

By Shari Roan

Last Updated: 9/27/2018



This year's vaccine is expected to provide better protection compared with last season. (Shutterstock)

People who get the flu are also at risk for serious health risks even after recovery, warned today at a news conference.

Flu can cause immediate complications, studies over the past decade show.

Don't Miss This

What's Behind Your Chronic Cough?

"The virus is even more nasty than you thought," Dr. Schaffner said. "Flu initiates a whole-body inflammatory reaction. The damage from flu continues even after one recovers from the acute flu illness. ... It's why many people feel wiped out for two weeks or more after they've stopped coughing. This lingering inflammation can involve blood vessels, particularly the blood vessels to the heart and the brain."

How You Can Help #FightFlu

1. Join the NFID Leading By Example (LBE) initiative
2. **Update your Facebook profile** with a #FightFlu frame: On your Facebook profile image, select Update Profile Picture, Add Frame, and search for #FightFlu



3. **Help spread awareness, not flu!** Take a photo with the Traveling Flu Bug in your hometown, on your travels, or near an interesting landmark, and post it on social media using **#TravelingFluBug** and **#FightFlu**

