



Immunize Weekly Summary: September 24, 2026

- National Respiratory Communications Initiative
- Announcements

National Respiratory Communications Initiative – Rebecca Alvania, PhD, MPH, MA, Chief Executive Officer, National Foundation for Infectious Diseases (NFID)

Rebecca Alvania, PhD, MPH, MA, highlighted results from a national vaccine survey and summarized the National Respiratory Communications Initiative.

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Despite the availability of vaccines, COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease conditions continue to cause millions of illnesses, hospitalizations, and deaths. The 2024–25 respiratory virus season caused more pediatric deaths than any other non-pandemic influenza season since reporting started. NFID’s annual survey confirmed Americans broadly support vaccination as the best way to protect against illness and believe that the benefits far outweigh the risks. (See NFID’s [survey findings](#).) However, many people—as many as half of respondents, depending on the vaccine—do not think that influenza, COVID-19, RSV, or pneumococcal vaccines are recommended for people like them or do not know whether they are recommended.

Nearly 90% of survey respondents did not fully understand the burden of influenza, and fewer than half were aware that RSV is the leading cause of infant hospitalizations, which might explain why so many people put off vaccination. Health care providers remain the most trusted source of information, followed by state and local health departments and the Centers for Disease Control and Prevention, underscoring the need to make sure that providers in all settings have accurate information. About 48% of respondents have sought vaccination within the past 12 months, but 22% of those faced at least one barrier (e.g., vaccine was out of stock or they were referred to another site), and 18% of that group said they would be less likely to try again—which has implications for future vaccinations.

The findings reveal that most Americans do not need to be persuaded about the benefit of vaccines; rather, they need more information on how to take the next step, especially in the face of different messages from different sources at different times. The National Respiratory Communications Initiative is a collaboration led by NFID, the Association of Immunization Managers, Immunize.org, NAIIS, and Vaccinate Your Family to align and amplify messaging across public health and patient advocacy communities. It aims to provide clear, consistent, evidence-based information to providers and consumers in various outlets.

The initiative’s social media toolkit, available at [TameIt.org](#), has free, shareable, closely vetted, and clinically sound [materials](#) in English and Spanish that can be branded by users.

The initiative emphasizes that respiratory diseases can be tamed through vaccination, so that severe illness does not interfere with holiday plans, travel, or time with family, for example.

NFID requests that Summit partners (1) use and share the free Tame It social media materials; (2) let NFID know what works or what is needed; and (3) become a partner in the initiative as an amplifier or adviser.

[BACK TO TOP](#)

Announcements

- Immunize.org offers all the available vaccine locator tools in one place on its Vaccine Information website (<https://www.vaccineinformation.org/vaccine-basics/vaccine-finder/>).