

2021 NFID Influenza/Pneumococcal Disease News Conference Highlights



 National Foundation for Infectious Diseases
www.nfid.org/flu

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Expert Panel Delivered Impactful Messages October 7, 2021

US Health Officials Urge Vaccination Amid Concerns About Influenza Resurgence During Ongoing Pandemic



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Preparing for a Challenging Respiratory Virus Season
William Schaffner, MD
NFID Medical Director

Protecting the Nation from Flu and Pneumococcal Disease
Rochelle P. Walensky, MD, MPH
Centers for Disease Control and Prevention Director

Panel Discussion & Media Q&A

Laura E. Riley, MD, Obstetrician and Gynecologist-in-Chief, NewYork-Presbyterian/Weill Cornell Medical Center; Chair, Department of Obstetrics and Gynecology, Weill Cornell Medicine

Cedric “Jamie” Rutland, MD, CEO of West Coast Lung and COVID-19 Medical Director, Private Health Management

Patricia A. (Patsy) Stinchfield, RN, MS, CPNP, NFID President-Elect; Pediatric Nurse Practitioner, Children’s Minnesota (retired); Affiliate Faculty, School of Nursing, University of Minnesota

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NFID National Survey Results

44%
OF US ADULTS

are unsure or do not plan to get vaccinated against flu during the 2021-2022 season

Source: 2021 NFID National Survey: Attitudes about Influenza, Pneumococcal Disease, and COVID-19

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1 in 4
Nearly (23%) who are at **higher risk** for flu-related complications **do not** plan to get vaccinated

Source: NFID 2021 National Survey: Attitudes about Influenza, Pneumococcal Disease, and COVID-19

Top reasons for being unsure or not planning to get a flu vaccine

- 39%** do not think flu vaccines **work very well**
- 36%** said that they **never get the flu**
- 25%** are concerned about potential **side effects** from the vaccine
- 20%** do not think flu is a **serious illness**
- 19%** are concerned about **getting flu** from the vaccine

Source: NFID 2021 National Survey: Attitudes about Influenza, Pneumococcal Disease, and COVID-19

www.nfid.org/2021flusurvey

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Top-Tier Media Coverage

Media placements in top-tier print/online/TV outlets **resulted in 4 billion+ impressions***

- 37 press members joined webcast
- As of 10/21/21: **700+ stories**, including **45 original stories**
- Highlights include ABC News, Associated Press, Axios, Forbes, Healio, Healthline, The New York Times, The Washington Post, and USA Today
- AP online story picked up by **226+ outlets** reaching **45 US states**

AP **US health experts urge flu shots to avoid 'twindemic'**

Ahead of an unpredictable flu season, public health experts urge nation to sign up for flu shot

abc NEWS

Flu practically vanished last year. Now doctors are bracing for potential 'twindemic' of flu and covid-19 spikes.

The Washington Post

The C.D.C. urges flu shots to ease strain on pandemic-stretched hospitals.

The New York Times

More than 40% of Americans may not get a flu shot this year. That could spell trouble during COVID.

USA TODAY

*Online, print, TV, and radio figures based on Cision, Critical Mention, Meltwater, and PR Newswire

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Media Outlets Extended Message Reach on Social

NBC News
As the U.S. gears up for a bad **flu** season, on top of the ongoing pandemic, CDC director Dr. Walensky says getting your **flu** shot is "doubly important this year."

Axios
The CDC warned this week that a "potentially severe" **flu** season could be on the way, as public health officials once again urge people to get their **flu** shots.

The Boston Globe
US health experts urge **flu** shots to avoid 'twindemic'

The New York Times
Health officials urged Americans to get their **flu** shots this year, fearing a more serious **flu** season this fall and winter.

USA TODAY
A new survey found that more than four in ten Americans aren't sure about or aren't planning on getting a **flu** shot this year — a worrying trend public health experts say could exacerbate a worse-than-average **flu** season.

Good Morning America
The **flu** season is notorious for being difficult to predict. However, **flu** trends from last year and from other parts of the globe can help us make informed estimates.

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NFID Flu Vaccine Clinic October 5, 2021

US Department of **Health and Human Services (HHS)** Secretary **Xavier Becerra** got vaccinated at NFID Headquarters, along with partner organization representatives

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Why #FightFlu?
www.nfid.org/blog

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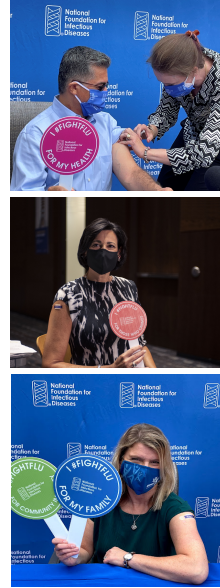
Support NFID #FightFlu Campaign

Join NFID **Leading By Example** initiative to show your commitment to flu prevention

Share flu vaccination photos on social media using **#FightFlu** and tag **@NFIDvaccines**
(NFID paddles and masks make great props!)

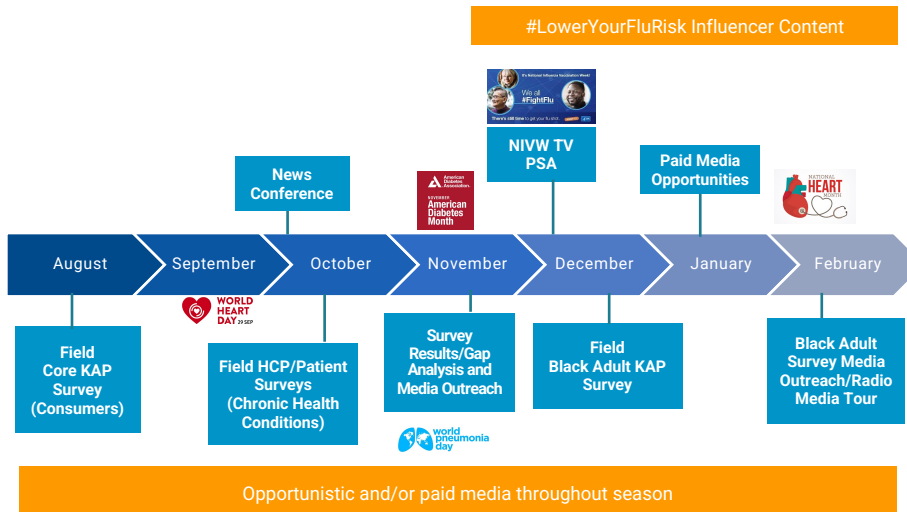


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Building and Sustaining Strong Momentum Throughout the Season



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For more information, including a recording of the news conference, visit:

www.nfid.org/2021flunews

