



2021-2022 Flu Vaccination Campaign Update and National Influenza Vaccine Week

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2021-2022 Flu Vaccine Campaigns

- “I Get It” digital media campaign (collaboration with Weber-Shandwick) targeting people 40-64 with a chronic medical condition. Secondary audiences: pregnant people, children, adults 65+
- Year 2 of “No Time For Flu” comprehensive TV, digital, OOH campaign (collaboration with Ad Council, AMA) aimed at the general population, with additional focus on Black/Hispanic audiences 25-54 years.
 - New secondary social media campaign “Flu FOMO”



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Seasonal Flu Vaccination Campaign Timeline

	August	Sept	October	November	December	January
Media/social media outreach and key points distribution	ONGOING					
Annual R&R Publication	Aug. 27					
CDC Digital Media Campaign Soft Launch		Mid-Sept				
NFID Press Conference			Oct. 7			
Ad Council Campaign Launch			Oct. 12	FluFOMO		
Weekly FluView Reports w/social and media outreach			Oct. 15			
Web spotlight/media outreach on start of "flu season"				TBD		
Communications roll-outs: Key studies & Data releases	ONGOING					
National Influenza Vaccination Week					Dec. 5- Dec. 11	

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“I GET IT” FLU VACCINATION PAID CAMPAIGN: RESULTS AT-A-GLANCE

Overall, the campaign is performing well across display, paid social, paid search, and boosted organic social posts.

18.9
IMPRESSIONS

25K
CLICKS

26.74%
CONVERSION RATE

Objective: Considering the impact of the COVID-19 pandemic, elevate flu as a continued, significant public health concern educating audience on the benefits of vaccination while helping increase vaccination rates.

Primary Target Audience: Adults (40-64 years of age) living with certain chronic health conditions (asthma, heart disease/stroke, diabetes)

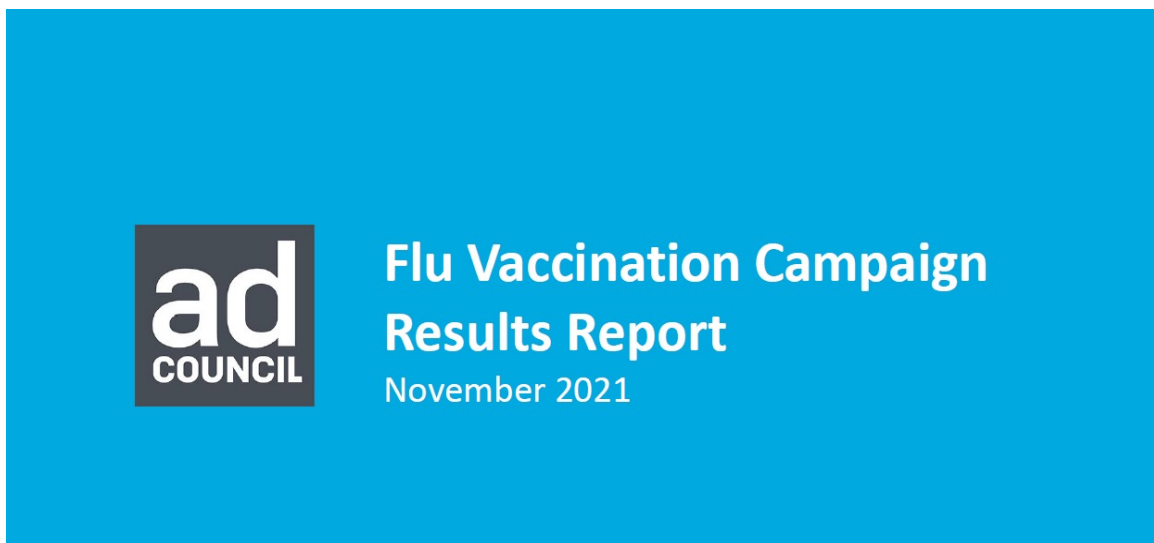
Campaign Timings: September 27, 2021 – January 31, 2022

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“I GET IT” CAMPAIGN METRICS: MEDIA

- The [5 Truths About Flu Vaccines mat release](#), focused on adults with those chronic health conditions that place them at a higher risk of developing serious complications from flu, went live on Monday, Oct. 11. This mat release **garnered 996 placements**, including all 10 of the largest DMAs in the U.S., and has multiple editor downloads directly from the Brandpoint content hub. It is performing particularly well across the Midwest.
- The [Flu Can Still Make Children Sick mat release](#), which focuses on message points for parents of young children, went live on Thursday, Oct. 14. This mat release has **garnered 999 placements**, including all 10 of the largest DMAs in the U.S.
- The [Flu Shots for Two mat release](#), highlighting messaging for pregnant people, went live on Oct. 21 and has **garnered 998 placements**, again including all 10 of the largest DMAs in the U.S. It too is performing particularly well across the Midwest and editors have directly downloaded this content from the Brandpoint hub as well.
- The [Flu Shot Recommended for People 65 and Older mat release](#), highlighting the criticality for older adults to get their flu shot as soon as possible, went live on Oct. 25. This mat release has **garnered 989 placements** and multiple editor downloads from the content hub.

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MEDIA TOUR RESULTS

The campaign kicked off with a virtual, national satellite and radio media tour on October 12th, featuring hits in both English and Spanish, and reaching several key regional markets. While the media tour performed well and is still outperforming other recent Ad Council media tours, the overall reach was lower than last year, a result of the news cycle and fewer national placements. Requests are still incoming for additional interviews with CDC and AMA spokespeople. A second round of PR pitching will take place the week of 11/18 targeting ad trades to cover the release of the Flu FOMO work.

1.5M

Total broadcast impressions

5.5M

Total digital impressions

78

Total placements



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INITIAL CAMPAIGN HIGHLIGHTS

\$200K

Preliminary donated media

17.5K

Unique visitors to campaign sites



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INITIAL TOP DONATED MEDIA SUPPORTERS

Broadcast + Digital



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INFLUENCER ENGAGEMENT – MAIN STREET ONE

Instagram posts from microinfluencers are driving strong reach and engagement. Of the 40 pieces we expect from this effort, 27 are active and exceeding engagement rate benchmarks (1-2%). To date, we've exceeded the reach we achieved through last year's influencer campaign. Highest performing posts, by engagement are featured below.

27

Live Microinfluencer Posts

361K

Total reach

3.37%

Average Engagement rate



9.82% Engagement Rate



9.6% Engagement Rate



6.89% Engagement Rate

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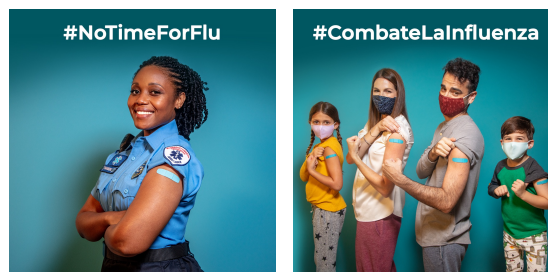
Flu FOMO Assets



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Ad Council Toolkit

- [Campaign Toolkit](#)
 - [Radio, TV, Out of Home, and Web PSAs](#)
 - [Key Messages & Social Media Graphics](#)
- **English web site:**
<https://getmyflushot.org/>
- **Spanish web site:**
<https://vacunatecontralainfluenza.org/>



Logo Placement Guide for Customizable Assets



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National Influenza Vaccination Week



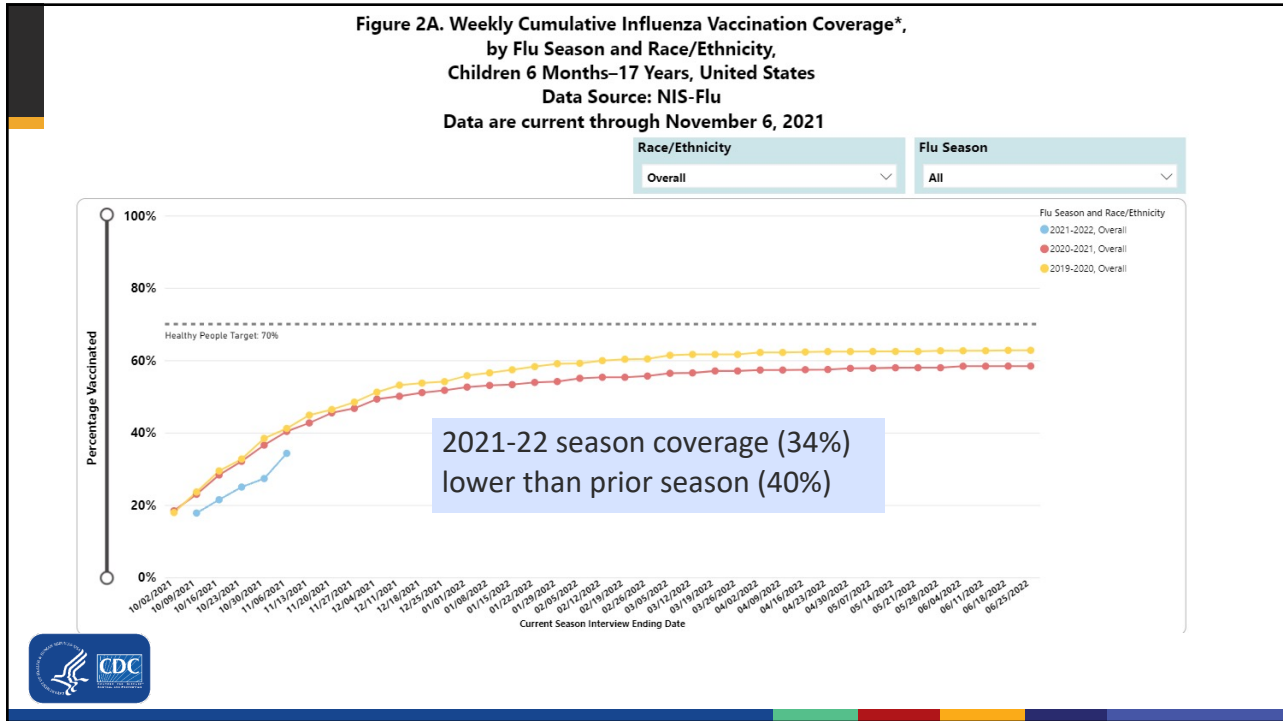
National Influenza Vaccination Week (NIVW) is a national awareness week focused on highlighting the importance of influenza vaccination.

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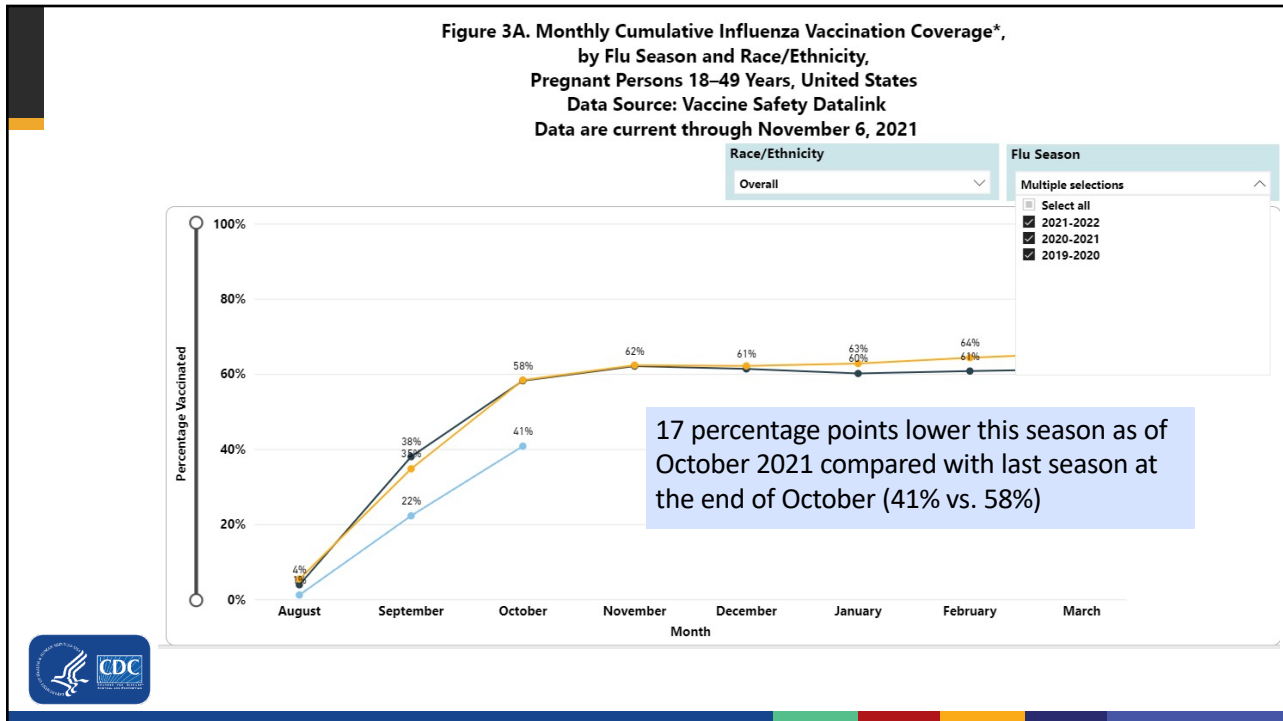
NIVW Key Points

- NIVW is an annual observance in early December to remind everyone 6 months and older that there's still time to get vaccinated against flu to be protected during the upcoming holidays and winter months.
- While overall influenza (flu) activity is still low nationally, CDC surveillance systems continue to detect increases in activity that could mark the beginning of the flu season.
- On November 24, CDC issued a [Health Alert Network](#) advisory to clinicians encouraging influenza vaccination, use of influenza antiviral drugs as recommended and appropriate everyday preventive actions to help control the spread of flu.
- As of November 19, 2021, 166.9M doses of flu vaccine have been distributed in the US, but preliminary in-season estimates of flu vaccine coverage suggest that flu vaccine uptake is lower this season than last.
 - These preliminary estimates show drops in vaccine coverage among children and pregnant people—6 and 17 percentage-point decreases respectively—and are concerning because both groups are at higher risk of developing potentially serious flu complications.
- With flu activity just picking up, there is still time to benefit from a flu vaccine this season.
- Influenza vaccine can be given with COVID-19 vaccine for patients who are eligible, including everyone 5 years and older. Everyone 6 months and older can get a flu vaccine.
- Both COVID-19 and influenza vaccines are needed this winter.

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LEVERAGING NIVW TO REACH CORE AUDIENCES

Building on momentum from current campaign efforts, we are leveraging **National Influenza Vaccination Week (NIVW) starting on December 5** as a moment to elevate flu as a significant public health concern and make a critical push for vaccination by driving home that “there’s still time” to get a flu vaccine.

Goal: Re-focus public attention on the importance of flu vaccination through earned and owned activations with opportunities to engage key partners

Core campaign audience: Adults 40-64 with chronic conditions that put them at higher risk for flu-related complications

Secondary audiences: Parents of young children (≤5 years old), pregnant people, and adults 65 and older



Earned Media

- Distribute **mat release** reiterating critical messaging around flu vaccination for people with chronic conditions, and encouraging people to get their flu shot this holiday season
- Continue **proactive, targeted outreach** to key publications



Social Media

- Post **organic social content and graphics** to CDC flagship handles (including Twitter, Facebook, and Instagram)*



Partner Activations

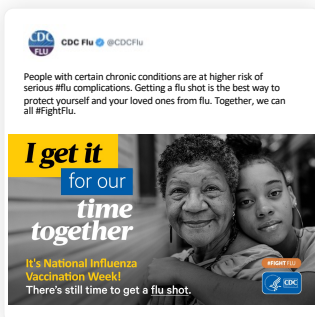
- Host “**flu-etting**” **social activation on Instagram Reels**, engaging key advocacy groups*
- Launch refreshed **NIVW landing page and partner toolkit**, including:
 - Updated landing page imagery
 - Sample social media content and graphics*
 - Customizable, shareable assets (photo frames, Instagram story)
 - Template patient reminder communications
 - Mat release content to repurpose for newsletters, etc.

*Denotes activities that will account for both core campaign and secondary audience(s)

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DRIVING CONVERSATION ON OWNED CHANNELS

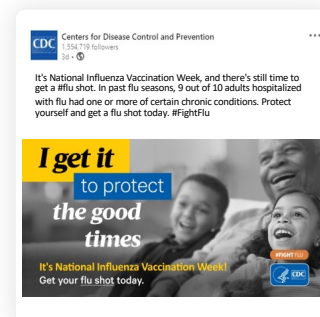
Throughout NIVW, **owned content is being deployed across flagship CDC channels**. All social graphics were developed within the “I Get It” campaign branding and align with NIVW content shared with partners to extend messaging reach.



Twitter



Facebook and Instagram



LinkedIn

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ENGAGING PARTNER NETWORKS

To spotlight the urgency of flu and flu vaccination amid NIVW, we **developed digital tools and activations to equip partner organizations with key flu messages** leading up to and throughout the week of NIVW.

Digital Toolkit



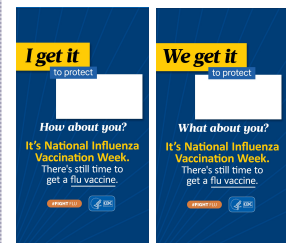
Twitter, Facebook, Instagram and LinkedIn Content



Posters and Flyers



Frames for Twitter, Facebook and Instagram



Instagram Story Frames

- Additional Toolkit Assets:**
- Template Mat Release
 - Sample Newsletter Content
 - Patient Reminder Messages
 - Twitter Chat with Coalition to Stop Flu

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Where to find CDC Resources

- Campaign and Social Media Toolkits:
 - [Campaign Toolkit](#)
 - [‘I Get It’ Campaign Resources](#)
 - [Social Media Toolkit](#)
 - [National Influenza Vaccination Week \(NIVW\)](#)
- Key Consumer Web Resources
 - [Know Your Flu Risk: Adults with Chronic Health Conditions](#)
 - [What You Need to Know for 2021-22 Flu Season](#)
 - [The Difference between Flu and COVID-19](#)
- Videos
 - [No Time for Flu](#)
 - [Roll Up Your Sleeve for Your Annual Flu Vaccine](#)
 - [Flu Can Be Very Serious – Flu Vaccine Protects](#)
- Multi-Language Resources:
 - [Multi-Language Factsheets](#)
 - [Spanish Communication Resources](#)



People with asthma, heart disease, diabetes, and a number of other chronic health conditions are at higher risk of developing serious flu complications, that can result in hospitalization or even death. In fact, during recent flu seasons, 9 out of 10 people hospitalized with flu had at least one underlying health condition – that’s why getting an annual flu vaccine is especially important for people with certain chronic health conditions.

Coadministration of COVID-19 and Flu Vaccines: Current guidance for the use of COVID-19 vaccines indicates that the vaccines can be coadministered with other vaccines, including flu vaccines.

Facts to Know about Flu and Chronic Conditions

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Healthcare Provider and Partner Resources

- [HAN: Increasing Seasonal Influenza A \(H3N2\) Activity, Especially Among Young Adults and in College and University Settings, During SARS-CoV-2 Co-Circulation](#)
- [Seasonal Influenza Vaccination Resources for Health Professionals](#)
- [Vaccination Guidance During a Pandemic](#)
- [Weekly National Flu Vaccination Dashboard](#)
- [CDC Fight Flu Toolkit](#)
 - Make a Strong Flu Vaccine Recommendation Fact Sheets
 - #HowIRecommend Videos
 - Appointment Reminder Email Template
 - Materials for Patients
 - Pharmacist Guide and Talking Points
 - Maintaining Childhood Immunizations and Well-Child Care During COVID-19 Pandemic



Additional Factsheets

- [Preparing for Questions Parents May Ask about Vaccines](#)
- [Talking with Parents about Vaccines for Infants](#)
- [Free print materials](#)

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Thank you!

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