



Maintaining Influenza Prevention During the Ongoing COVID-19 Pandemic

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3 Actions to Protect Against Seasonal Flu

- Take 3 Communications platform
 - #1 Get a flu vaccine.
 - #2 Take everyday preventive actions.
 - #3 Take antiviral drugs if prescribed.
- CDC recommends everyone 6 months and older get a flu vaccine every season.



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When to Get Vaccinated

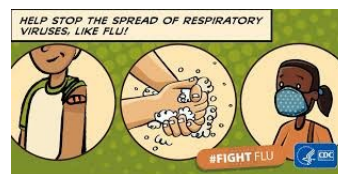
- Get a flu vaccine before flu activity begins in your community.
- September and October are good times to be vaccinated.
- Although vaccination by the end of October is recommended, if you have not been vaccinated by that time, you should still get vaccinated.
- Vaccine given in December or later, even if influenza activity has already begun, is still beneficial.

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2019-2020 Flu Vaccination Campaign during the COVID-19 Pandemic

Take 3 Communications platform

- Get a flu vaccine
 - During the 2020-2021 cold and flu season, getting a flu vaccine is more important than ever to protect yourself, your loved ones, your community, and the global community from flu.
- Take everyday preventive actions.
 - To include preventive actions to prevent COVID-19.
- If you do become sick with flu, take antiviral drugs if prescribed.



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Testing & Findings -- Concepts

- Two concepts were strongly favored among the general population; those were concepts we called “Community” and “Family.”
- This pattern was similar for adults who did not receive a flu vaccine in the last 12 months.
- Adults who said they did NOT PLAN to get a flu vaccine this fall preferred a third concept that highlighted reducing the burden on the health system.

2020 Flu Knowledge, Attitudes, and Beliefs Survey

- Online survey
- Fielded between July 10 and July 15, 2020
- General population adults ages 18 and older.
- 502 general population adults
 - Sex
 - 242 men (48%)
 - 260 women (52%)
 - Age
 - ages 18–44 (46%)
 - ages 45–54 (54%)
 - Race
 - 370 White (74%)
 - 71 Black or African American (14%)
 - 10 American Indian (2%)
 - 1 Alaska Native (<1%)
 - 41 Asian (8%)
 - 5 Islander (1%)
 - 24 Other (5%)
 - Ethnicity
 - 83 Hispanic (16%)
 - 419 Non-Hispanic (84%)

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Research Findings – Most Motivational, General Public

- Getting a flu vaccine is the best way to protect yourself and your loved ones from flu this winter.
- The more people vaccinated, the more people protected. Do your part. Get a flu vaccine this fall.
- Getting a flu vaccine is something everyone can do to reduce the impact of flu this flu season.
- Reduce your risks from flu this season. Get vaccinated to protect yourself and your loved ones from flu this winter.
- Protect yourself, your community, and medical providers on the front lines by getting a flu vaccine.

Research Findings – Most Motivational, Do NOT plan to get a vaccine

- A flu vaccine is an easy way to help 'flatten the curve' of flu-related respiratory illnesses this fall and winter.
- A flu vaccine helps protect essential workers & preserve valuable healthcare resources in your community.
- A flu vaccine also helps protect the frontline healthcare workers.
- Getting vaccinated can help save doctors' and nurses' time and critical supplies like facemasks, hospital beds and ventilators.
- A flu vaccine protects you, your community, and medical providers on the front lines.

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2019-2020 Flu Season

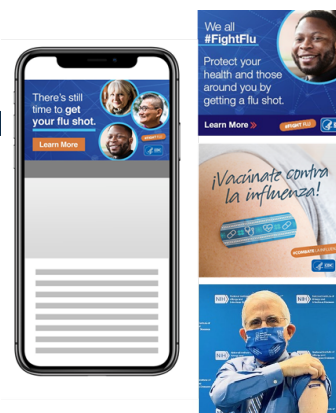
- This season, flu vaccine is more important than ever.
 1. Flu vaccine protects you, your loved ones, and your community from flu.
 2. Flu vaccine also can flatten the curve of flu illnesses, save medical resources, and protect essential workers from flu.
- The more people vaccinated against flu, the more people protected from flu.
- #MaskUp, #LatherUp, and #SleeveUp



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Expanding Campaign Reach

- NFID flu vaccination campaign kick-off press conference: >2.7 billion media impressions
- CDC paid media digital campaign: >100 million digital impressions
- HHS amplification of CDC digital assets: 429 million digital impressions
- Ad Council No One Has Time for Flu Campaign: ~341 billion impressions
- NIVW @CDCflu and CDC flagship accounts social media: 3.5M impressions






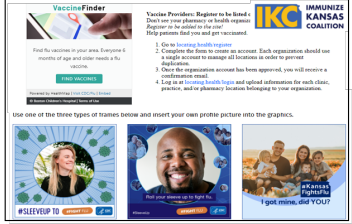


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#SleeveUp to Fight Flu

Add your own photo to our frames

Sleeve Up to Fight Flu—Partner Activation: Encourage your followers on social media to roll their sleeves up for an annual flu vaccine by featuring photos of yourself and others in your community getting a flu vaccine or showing off a bandage after getting a flu vaccine.

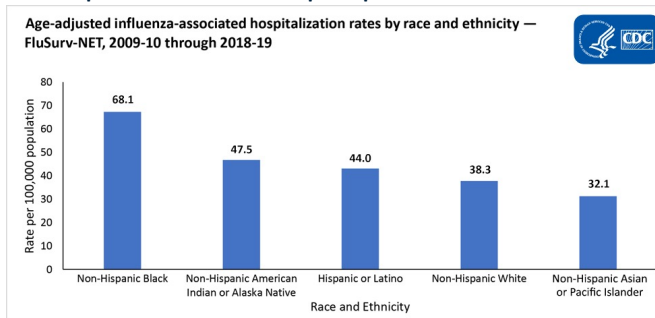
Unique Domains	Sample Organizations	Sample Site Content
92 27% Health Organizations Hospitals, health profession associations and other health service organizations	 <ul style="list-style-type: none"> Georgia Health News ENT & Allergy Saltzer's Extended Care Pharmacy - Senior The Kansas Health Foundation National Association of Hispanic Nurses -Illinois Chapter 	
25% Government State, county, town government or health departments	 <ul style="list-style-type: none"> Carboro NC San Diego County CA Montgomery, NJ Mecklenburg County NC Fairfax County VA 	
25% Education Organizations Schools, school districts, universities and other school affiliate organizations	 <ul style="list-style-type: none"> Calhoun County ISD Del Mar Union School District Arkansas Tech University School District of Ashland's School Health Services Waccamaw Intermediate School 	
23% Other Entities Other business, non-profit organizations, volunteer-based communities	 <ul style="list-style-type: none"> Ysail - Senior Christian Horizons - Faith-based Senior Living Barbara B. Jordan YMCA The Football Trails District Neighborhood Council Lewis-Clark Early Childhood Program 	

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Image shares on domains were captured through Google Vision API. Data pull date: February 10, 2021

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Flu Disparities Among Racial and Ethnic Minority Groups

- New CDC analysis of flu hospitalization data found that people from racial and ethnic minority groups are at higher risk for being hospitalized with flu. This includes non-Hispanic Black, non-Hispanic American Indian or Alaska Native, and Hispanic or Latino people.



*Rates are statistically adjusted to account for differences in age distributions within race/ethnicity strata in the FluSurv-NET catchment area. Rates are preliminary and not yet published. For more information on the methodology used this analysis, visit: [Influenza Hospitalization Surveillance Network \(FluSurv-NET\)](#).

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OBJECTIVE: Encourage the American public, and with an emphasis on Black and Latinx/Hispanic audiences to get vaccinated against the flu for the 2020-21 flu season.

PROCESS:

- Research
- Campaign strategy development
- Campaign creative development
- Testing creative concepts with audience
- Production of TV, radio, OOH, print & digital assets, etc..
- 10/6 – Launch of website, toolkit, and radio assets
- Late October – Launch of television, OOH, print, and digital

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Ad Council Research & Testing Findings

- 40% of African-American respondents and 39% of Hispanic respondents fall into an “uncommitted” group.
- Inertia is a big factor in why people do not get a flu vaccine. The top reason for not getting vaccinated was “I never get the flu shot/not something I do.”
- Protecting yourself and loved ones rose to the top as a key motivator.
- The term “shot” should be used in place of “vaccine” in public-facing language as the latter conjures fears and misconceptions.
- The “No One Has Time For Flu” message conveys both a practical and emotional benefit that is especially motivating for viewers.
- Doctors and medical professionals are key trusted messengers for this audience.

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No One Has Time for Flu

[CDC and AMA Team up with the Ad Council to Urge Flu Vaccination to Reduce Deaths, Hospitalizations amid COVID-19 Pandemic](#)

English: <https://getmyflushot.org/>

Spanish: <https://vacunatecontralainfluenza.org/>

Ad Council Flu Vaccine Resources

- [Webinar covering Ad Council’s Flu Vaccination Campaign](#)
- Campaign Toolkit: <http://getmyflushot.adcouncilkit.org/>
- [No Time For Flu Video](#)
- [Nadie Tiene Tiempo para la Influenza \(Spanish Video\)](#)



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Ad Council Campaign Highlights

\$5.7M↑

Preliminary donated media
(up \$1.27M from January)

387K↑

Unique visitors to
campaign sites
(up 67K from January)

41%↑

Net PSA awareness among
Black/AA audience
(up from 36% in December)

37%↑

Net PSA awareness among
LatinX audience
(up from 36% in December)



3M+

Online video views

*All data through 2/28/2021

Ad Council

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2021-2022 Flu Vaccination Campaign

- Though the past season has low flu activity, there is no way to know what this flu season will bring.
- Flu vaccination will still be important.
- Core flu prevention messages:
 - 1) Get vaccinated, 2) take preventive actions, and 3) if you do get sick, take antivirals if prescribed
- CDC will conduct message testing over the summer.
- CDC is coordinating with HHS and other federal agencies to coordinate on messaging on COVID-19 and flu vaccination.

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Communications Goal & Special Target Audiences

- ***GOAL: Increase flu vaccine uptake, especially in people at higher risk of serious outcomes from flu.***
- ***SPECIAL TARGET AUDIENCES:*** People of any age with underlying health conditions (for example lung disease, heart disease, neurologic disorders, people with disabilities, weakened immune systems, diabetes), and African Americans and Hispanics
- Comprehensive plans for traditional media, digital and social media and partner outreach.
- Campaign for the public, plus ongoing public and clinician education activities by CDC.

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Healthcare Providers—Make a Strong Flu Vaccine Recommendation

- Healthcare providers, your strong influenza vaccine recommendation is one of the most important factors in patients accepting the vaccine.
- Healthcare providers have a critical role in helping parents and patients choose vaccines.
- Perceptions about the strength of a healthcare providers recommendations may have implications for vaccine uptake.



[#HowIRecommend video series](#)



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2021-2022 Campaign Timeline

- **Late Summer 2021** -- COCA call and MMWR: Prevention and Control of Seasonal Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices
- **September 2021** -- soft launch; digital campaign assets
- **October 7** -- NFID Seasonal Flu Vaccination National Press Conference Kick-off (*not yet formally announced*)
- **December 6-12, 2021** – National Influenza Vaccination Week

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Where to find flu vaccination material from CDC

- Campaign and Social Media Toolkits:
 - [Campaign Toolkit](#)
 - [Social Media Toolkit](#)
- Clinician Resources
 - [Fight Flu Toolkit](#)
 - [Make A Strong Flu Vaccine Recommendation](#)
 - [Tools to Prepare Your Practice for Flu Season](#)
 - [#HowIRecommend video series](#)
- Videos
 - [Roll Up Your Sleeve for Your Annual Flu Vaccine](#)
 - [Flu Can Be Very Serious – Flu Vaccine Protects](#)
- Key Consumer Web Resources
 - [Protect Your Health This Season](#)
 - [The Difference between Flu and COVID-19](#)
- Multi-Language Resources:
 - [Multi-Language Factsheets](#)
 - [Spanish Communication Resources](#)

