



National Center for Immunization & Respiratory Diseases

CDC FLU VACCINE COMMUNICATIONS UPDATE

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2022-2023 Flu Vaccination Campaign

Campaigns with Weber Shandwick and the Ad Council/AMA **to address drops in flu vaccine uptake across key audiences** including:

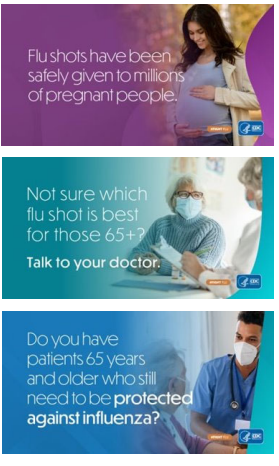
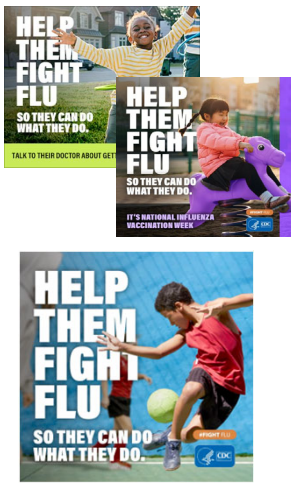
- Parents of children 6 months – 12 years
- Pregnant women
- Other at-risk groups (adults 65+, and adults with certain chronic conditions)
- Black and Hispanic American adults



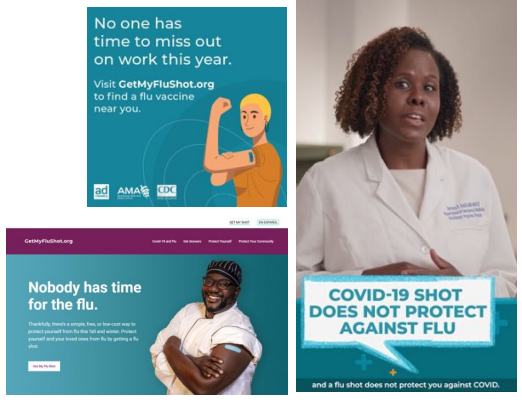
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graph TD; A((Earned Media)) --- B((Paid Media)); B --- C((Organic Social)); C --- D((Digital and Partner Activations)); D --- A; A --- E((CAMPAIGN AUDIENCES)); B --- E; C --- E; D --- E;
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Sample Creative

Weber Shandwick's "Help Them Fight Flu" + Supplemental Creative:



Ad Council's Flu Facts, No Time for flu, Flu FOMO



2022-2023 Campaign Impact: Black and Hispanic American audiences

Cumulative:

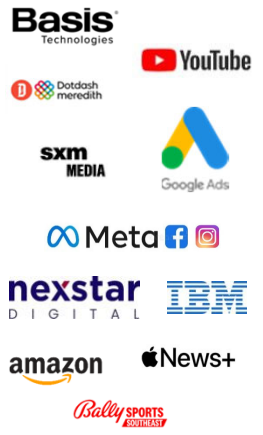
2022-2023 \$10.2 Million Donated Media	16.2 Million Views to New Flu Facts Videos	2020-2023 \$32.3M Donated Media
46% / 47% PSA Awareness Among Black /Hispanic Audiences	192,000 Campaign Site Views	702K Campaign Site Visits

2022-2023 Campaign Impact: Parents and Other At-Risk Groups

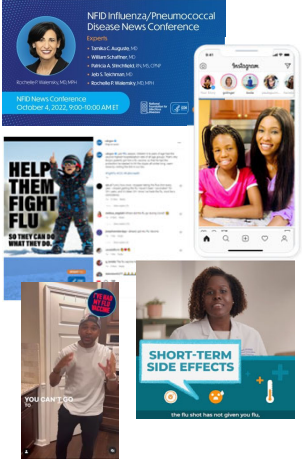


Snapshot of Campaign Tactics and Activations

Paid & Donated Media



Social Media



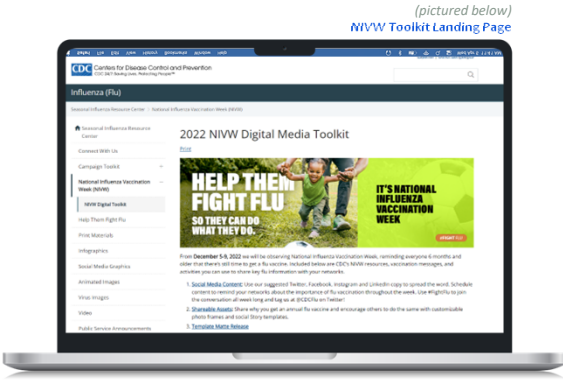
Partner Activations



Earned Media



Equipped Partners with Free Resources to Help Fight Flu



10K+
Total Toolkit
Downloads

26K
Visits to Toolkit
Pages

Top Downloads



NIW Toolkit
Poster – 8.5x11 Help Them Fight Flu
993 Downloads



Partner Toolkit
Facebook Frames – Help Them Fight Flu
604 Downloads

SPOTLIGHT: DIGITAL AND PARTNER ACTIVATIONS

Deepening Partner Engagement with Collaborative Content

Leveraging the Instagram “Point of View” trend, we collaborated with **five partners** to publish posts – or “flu-ettes” – highlighting the benefits of the flu vaccine for children.

23K
Engagements

1.8M
Views



POV: crossing one thing off your endless to do list because your kids just got their flu vaccines!

Sharing Inspiring Content Through Trusted Messengers

We engaged **10 microinfluencers** to help inspire fellow parents to consider the flu vaccine for their child by expanding the reach of critical flu messaging via authentic, emotive, and powerful stories.

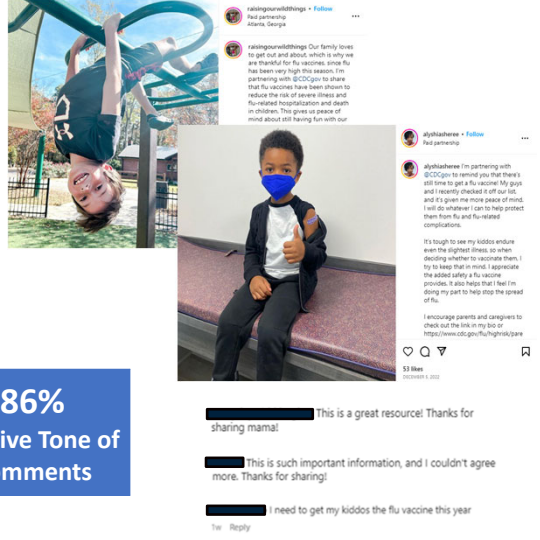
- **Primary Audience:** Parents with children ages 6 months to 12 years old
- **Platforms:** Instagram
- **Total Campaign Delivery:** 30 pieces of content

408K
Unique Users Reached

11.6K
Engagements

4.6%
Engagement Rate

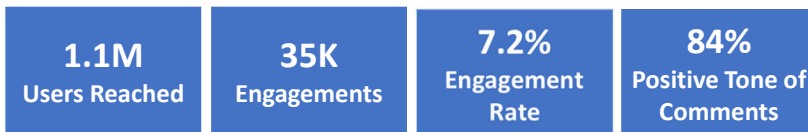
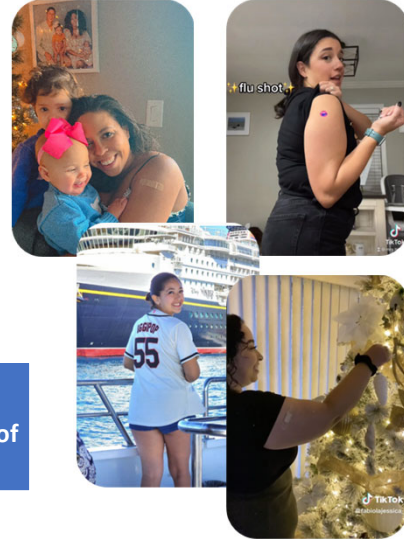
86%
Positive Tone of Comments



Sharing Inspiring Content Through Trusted Messengers (cont.)

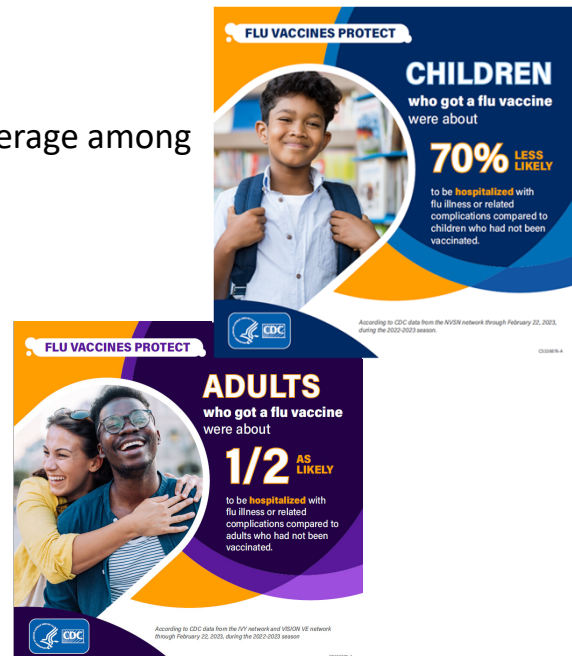
In partnership with the Ad Council and People First, we engaged a **diverse set of influencers** to help spread awareness and encourage people to get the flu vaccine.

- **Primary Audience:** U.S. Black and Hispanic creators between 18-55
- **Platforms:** Instagram, TikTok, and Facebook
- **Total Campaign Delivery:** 123 pieces of content



The Stage for 2023-2024 Season

- Declines in flu vaccinations
 - Significant drops in flu vaccine coverage among children and pregnant women
 - Ongoing racial/ethnic disparities
 - Growing rural/urban disparities
- Flu vaccine effectiveness during “well-matched seasons” ranges from 40% to 60% (about 50% last season)
- Ongoing COVID-19 vaccination
- Potential RSV vaccine
- Catch-up on all immunization



2023-2024 Flu Vaccination Campaign

Campaigns Plans

Again work with Weber Shandwick and the Ad Council/AMA **to emphasize the importance of flu vaccination among key audiences** including:

- Parents of children 6 months – 12 years
- Other at-risk groups (adults 65+, pregnant people and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural populations



2023-2024 Flu Vaccination Campaign

Activity	June	July	August	September	October	November	December	January
ACIP Meeting	June 21-22							
ACIP Recommendation Memo signed and posted		Early July						
Publication of R & R			August					
Weekly Key Points/Surveillance Updates/Burden Estimates			Ongoing					
First Wave Provider Outreach		July						
Outreach to Pregnant Women and Parents (and providers)		Ongoing						
Launch of CDC Digital Flu Campaign				Sept. 1				
• Ad Council Campaign Launch and Promotion To include 1-2 press events				Sept. 1 – End of Season				
• NFID Flu Vaccine Campaign Kickoff				Sept. 28				
• National Influenza Vaccination Week To include media tour							Dec. 4 - 8	

- **Thanks you!**
- **Questions?**
- eub5@cdc.gov

APPENDIX

Campaign Approach: Reaching Parents of Children and Other At-Risk Groups

We implemented a cross-channel, integrated approach, leveraging tailored messaging on flu vaccination, treatment and prevention to ensure we reached priority audiences throughout the entirety of flu season (end of September – February).

Paid Media

- **Paid social** (In-feed ads on Instagram, Facebook)
- **Programmatic, cross-device display** (Basis)
- **Site direct display** (Dotdash Meredith)
- **Streaming audio** (Pandora/SXM)
- **Search**, including text ads (Google Search)
- **Boosted organic social posts** reaching secondary audiences (Instagram, Facebook)
- In-platform and overlay **banner ads on contextually relevant video** (YouTube)

Digital & Partner Activations

- **Microinfluencer engagement** to share the importance of flu vaccination from trusted messengers
- **Flu-etting collaborations** with five partner organizations
- **Launch materials** for NFID press conference (social media content, shareable stories, photo frames for core and secondary audiences)
- **NIVW digital toolkit**, including:
 - Sample social media content
 - Customizable photo frames
 - Template mat release
 - Newsletter / website blurb
 - Patient reminder messages
 - Printable poster and flyer

Earned Media

- **High-impact mat releases** in English and Spanish for:
 - Parents
 - Pregnant people
 - Older adults
 - Adults with chronic health conditions
- **Targeted outreach** to key publications

Organic Social

- **Organic social content** and creative designed for core and secondary audiences for @CDCFlu and CDC flagship handles, including:
 - Twitter
 - Facebook
 - Instagram
 - LinkedIn
 - Pinterest
- NFID and NIVW **content amplification and support**
- Development of refreshed **FluView and Burden Estimates templates**

Higher Quality Engagements Drove Success in 2022-2023

Campaign Efforts in Collaboration with Weber Shandwick:

		2021-2022 (SEPT 2021 - MAR 2022)	2022-2023 (SEPT 2022 - FEB 2023)
Paid Media	Impressions	73.6M	66.2M
	Link Clicks	196K	189.7K
Partner Activations	Potential Reach	46.3M	761.1K
	Engagement	234	16.7K
	Toolkit Page Traffic	10.9K	26.0K
Earned Media	Asset Downloads	3,042	10,780
	Potential Reach	1.57B	1.49B
	Placements	5,792	7,526
Organic Social	Potential Reach	196M	205.4M
	Engagement	219.5K	40.1K

NOTE: While the numbers above give a sense of campaign performance year-to-year, it is important to note that the campaigns had key differences—including timing/pacing, tactics, and audience—that impact these outcomes.