

2026-27 Respiratory Season: Communications Update

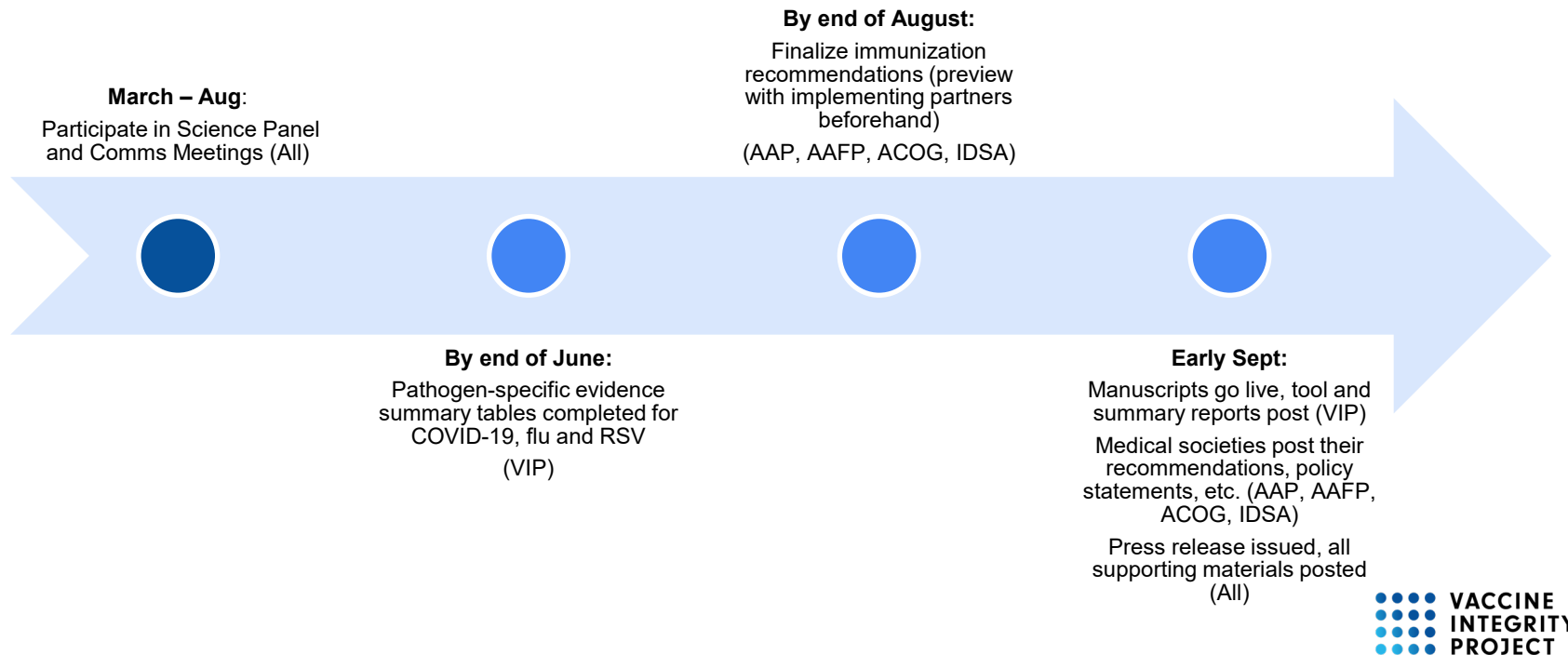
July 14, 2026



DELIBERATIVE DRAFT FOR DECISION-MAKING



Key Milestones | Evidence review and recommendation release



Respiratory Recommendation Crosswalk

	Pediatrics (0-18 years)	Adults (19+ years)	Immuno- compromised	Healthcare Personnel*	Pregnancy
RSV	AAP	AAFP	IDSA	AAFP	ACOG
Flu	AAP	AAFP	IDSA	AAFP	ACOG
COVID-19	AAP	AAFP	IDSA	AAFP	ACOG

*Assistance from IDSA

AMA Research and Dissemination Activities

- Supporting the specialty societies taking the lead in drafting recommendations by amplifying their work.
- Conducting market research with key stakeholders (physicians, patients, public health agencies, and payers) to understand their needs for immunization-related resources.
- Working to develop and launch a new immunization recommendations website.
- Working with a marketing agency to help with creative asset development and activation support for respiratory virus season.

Communication Plan | Goals and Objectives

Overarching Goal: Increase respiratory virus vaccination for the 2026-27 season

Increase **physician** and
health care professionals'
awareness and adoption of
recommendations

Increase **patient**
awareness and
adoption of
recommendations

Unified messaging and resource amplification within
the public health and healthcare community at large

Communication Plan | Launch / Rollout Activities

Increase
physician and
health care
professionals'
awareness and
adoption of
recommendations

- **Launch website** to consolidate all respiratory virus immunization recommendations and resources (Early Sept)
- **Develop resources and tools** to support understanding and adoption of recommendations (Early Sept, ongoing)
- **Host webinar** and education opportunities to promote new recommendations and evidence review process undertaken (mid-late Sept)

Communication Plan | Launch / Rollout Activities

Increase **patient** awareness and adoption of recommendations

- **Launch website** to consolidate all recommendations and resources into a single site (Early Sept)
- **Develop resources and tools** to help patients easily understand recommendations and address common concerns (Early Sept, ongoing)
- **Host media tour** to encourage the general public to get vaccinated (mid-late Sept)

Amplification and Stakeholder Engagement

Key Activity	Timing	Audience	Responsible/Leads
Share resources, messaging, social assets with health professionals	Early September	Health professionals	AMA
Share resources and messaging with public health, payor and community health-based networks	Early September	Media, General public	AMA and VIP
Share resources with health systems and academic medical centers	Early September	Physicians, health care professionals, patients	AMA
Joint sign-on letter opportunity for broad support	September TBD	Medical societies and other health care/public health orgs	AMA