

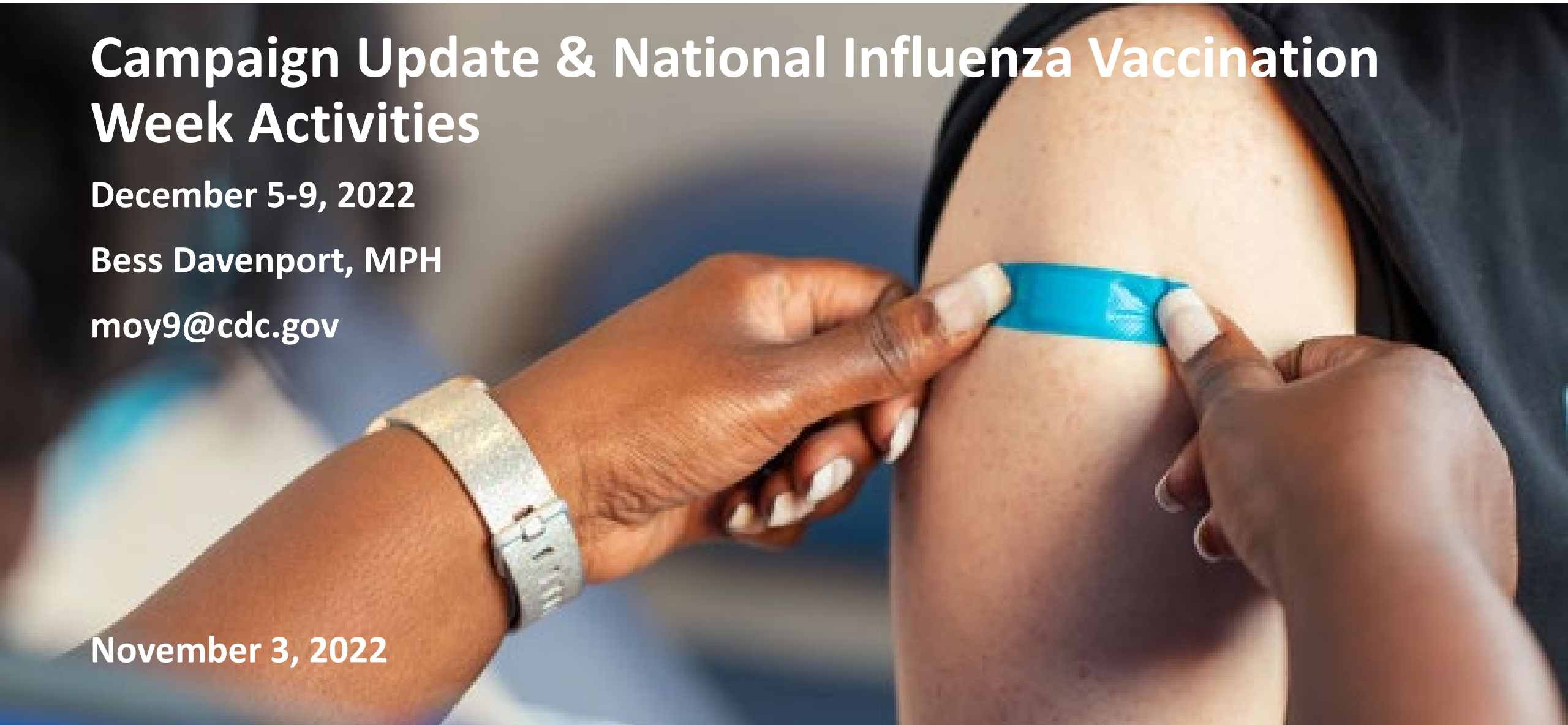
Campaign Update & National Influenza Vaccination Week Activities

December 5-9, 2022

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November 3, 2022



PRELIMINARY CAMPAIGN RESULTS

CDC's 2022-2023 flu campaign, "**Help Them Fight Flu**," officially launched in late-September 2022.

In the first week of the campaign (around NFID on October 4), we generated:

- ✓ **8.79M** paid media impressions
- ✓ **4.79K** link clicks

Through October 25, we generated:

- ✓ **12.8M** paid media impressions
- ✓ **7.6K** link clicks
- ✓ **4.6K** placements reaching an average site audience size of **95.67M** across six mat releases (English and Spanish)



*Note: These results do not include results from CDC organic social media content reaching secondary audiences.

2022 NFID PRESS CONFERENCE

Tuesday, October 4, 2022

- Media placements in top-tier print/online/TV/radio outlets **resulted in 6.2B+ impressions***
- **819 social media posts** by **514 unique authors** generated estimated **24.5 million* impressions**
- **300+** attended news conference virtually and in-person
- Media Outlets Extended Reach of Messaging on Social



Forbes

The Boston Globe



THE WALL STREET JOURNAL



Doctors urge Americans to get flu shot and COVID booster

Experts warn we could be in store for a rough flu season

Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead

Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask

Worried about possibility of a tough flu season, officials urge vaccinations

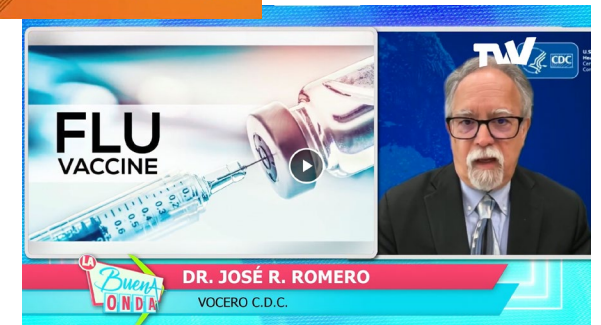
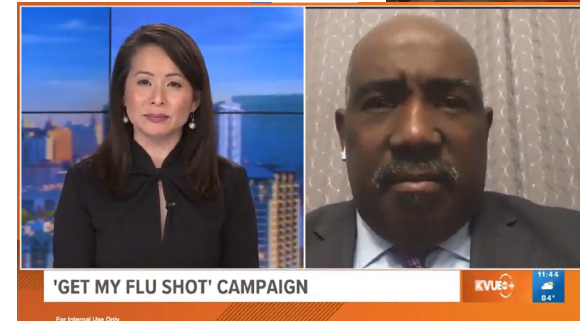
Less than half of US adults plan on getting the flu shot

When to Get Your Flu Shot and Other Advice for This Flu Season

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

AD COUNCIL/AMA/CDC CAMPAIGN

- “Get My Flu Shot” Campaign Phase 1: October 12, 2022
- **Media Tour** (English/Spanish); **Press Release** (English/Spanish); **Social Media**
 - **68** media placements
 - **5M** TV viewers (18+)
 - **194.4M** potential reach of MNR releases
 - Nearly **4,000** impressions on Ad Council social media channels



CDC FLU VITAL SIGNS

October 18

Telebriefing with Dr. Debra Houry, MD, MPH (Acting Principal Deputy Director of CDC) and MMWR authors Carla Black, PhD and Alissa O'Halloran, MSPH

Within first 24 hours:

- **71** media placements, including CNN, ABC News, Axios, and U.S. News & World Report
- October 18- 28, the flu Vital Signs webpage had over **10,000** visits
- MMWR had **809** views and **439** shares

Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–10 Through 2021–22 Influenza Seasons

Weekly / October 28, 2022 / 71(43);1366–1373

On October 18, 2022, this report was posted online as an MMWR Early Release.

Carla L. Black, PhD¹; Alissa O'Halloran, MSPH²; Mei-Chuan Hung, PhD^{1,3}; Anup Srivastav, PhD^{1,3}; P. Michael Jhung, MD²; Alicia Fry, MD²; Tara C. Jatlaoui, MD¹; Elizabeth Davenport, MPH²; Erin Burns, Surveillance Network ([VIEW AUTHOR AFFILIATIONS](#))

Article Metrics

Altmetric:



Views: 809

Views equals page views plus PDF downloads

Promote community-based vaccination

Use culturally responsive messages

Partner with trusted messengers

Emphasize flu vaccination

LEVERAGING NIVW TO REACH CORE AUDIENCES

This year's National Influenza Vaccination Week (NIVW) has a goal of **focusing public attention on the importance of flu vaccination through earned and owned activations, with opportunities to engage key partners.**



Earned Media

- Bylined article (*tentative*)
- Proactive, targeted outreach to key publications*



Partner Activations

- “Flu-etting” social activation on Instagram Reels in collaboration with key partners*
- Refreshed NIVW landing page and partner toolkit



Social Media

- Microinfluencer engagement
- Organic social content and graphics on CDC flagship handles (Twitter, Facebook, and Instagram)*

Activations will reach both our core campaign audience of **parents of children 6 months to 12 years old** and secondary audiences, which include **adults with chronic conditions, pregnant people, and adults 65 and older.**

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

DRIVING CONVERSATION ON OWNED CHANNELS



Examples of DRAFT Content for CDC Organic Channels – Still in Development; Not Fully Approved

SHARING CONTENT THROUGH TRUSTED MESSENGERS

- **Engaging microinfluencer creators to develop content** to be shared during NIVW and the weeks that follow.
- The creators, who are parents themselves, will **inspire fellow parents to consider the flu vaccine for their child** by sharing why they decided to vaccinate their own child(ren) and what it has meant for their family.



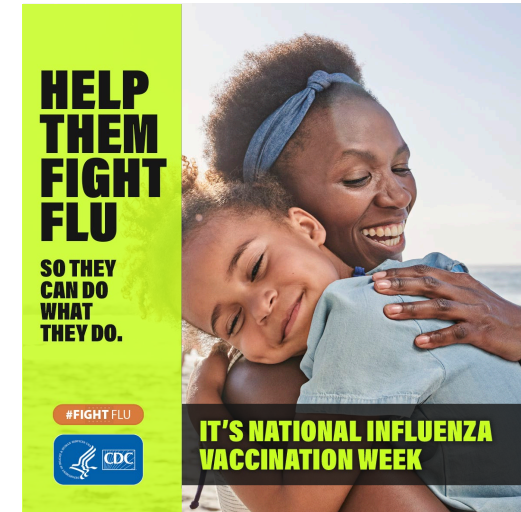
LEVERAGING PARTNER NETWORKS



Twitter, Facebook, Instagram and LinkedIn Content



Posters and Flyers



Frames for Twitter, Facebook and Instagram

Examples of DRAFT Partner Content – Still in Development; Not Yet Approved

Other partner content will include Instagram Story templates, a sample newsletter blurb, patient reminder messages, and a template matte release, all available in the **2022 NIVW Digital Toolkit**.

Thank you.

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For more information, contact CDC
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TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

