

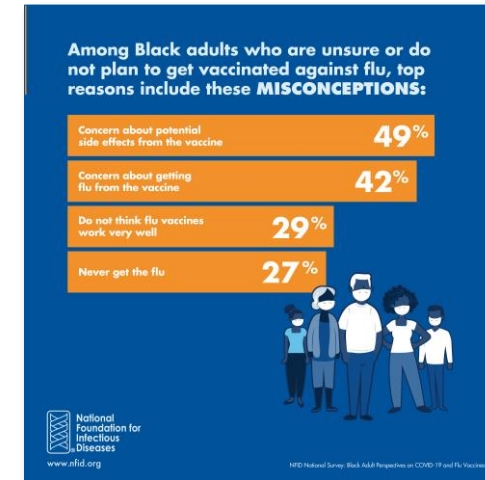
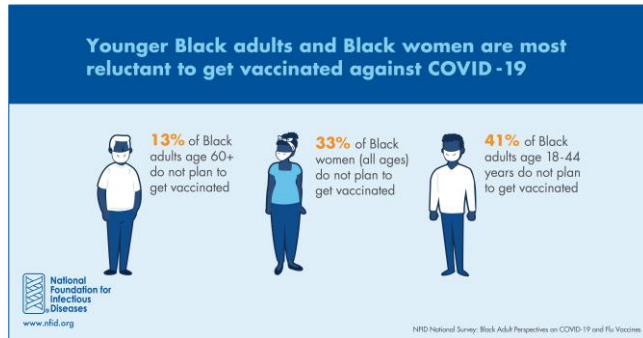
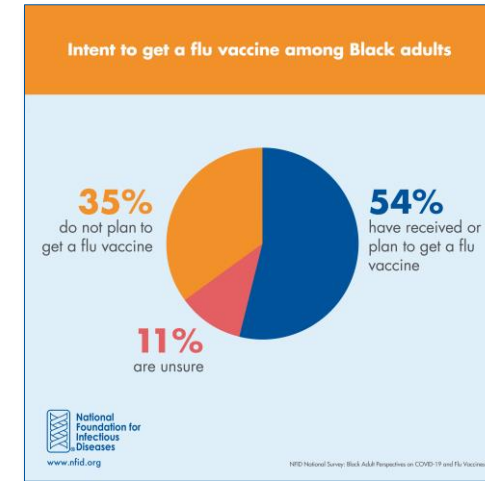
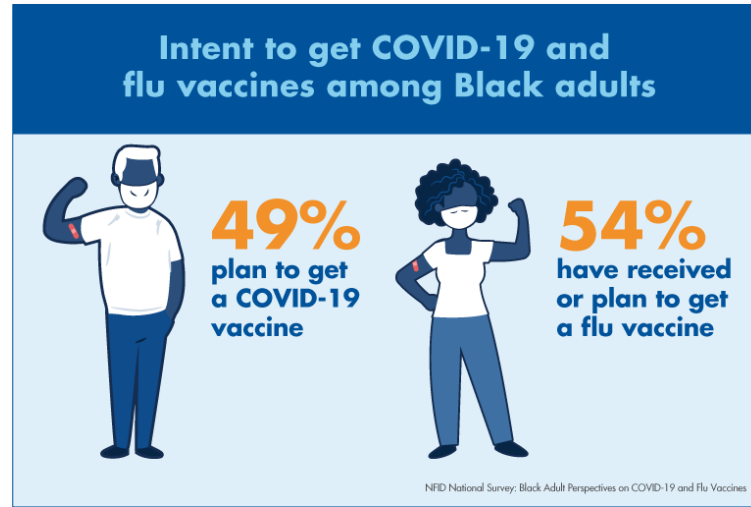
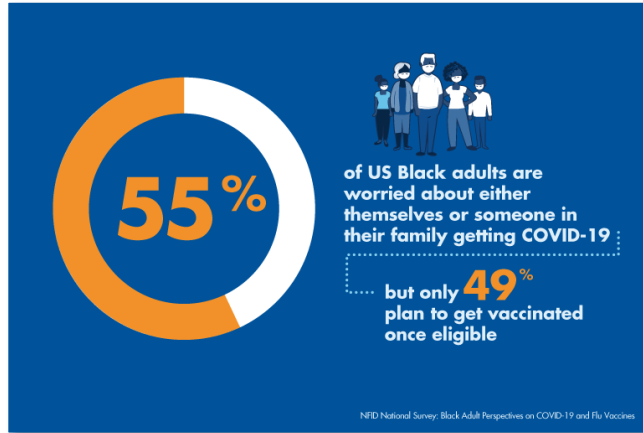
#ShowUp and #FightFlu Campaign Update

March 2023



2020 NFID National Survey: US Black Adults

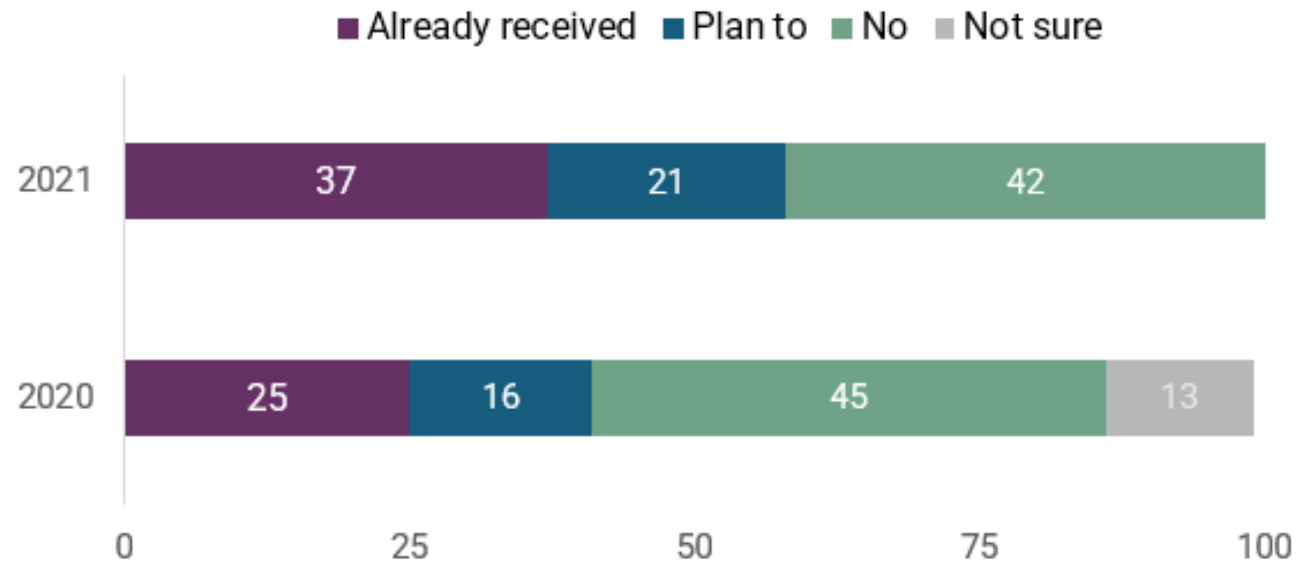
Perspectives on COVID-19 and Flu Vaccines



www.nfid.org/flu

2021 NFID Survey: US Black Adults (18-49 years)

Have you received or do you plan to get a flu vaccine?
Percent of African American adults age 18-49



Question: Have you received or do you plan to get a flu vaccine during the 2021-2022 flu season? You can say if you are not sure.

Source: NFID/NORC Poll conducted December 17, 2021-January 5, 2022 with 1,003 African-Americans nationwide.

Top Reason To Get Vaccinated:

- Protect themselves and/or their families

Reasons for Hesitancy:

- Concerns about side effects
- Never get sick with flu
- Vaccine efficacy

Partner Consultations

- In March-April 2022, NFID conducted consultations with partners with deep connections to US Black audiences, to share survey results, obtain feedback, and discuss collaboration



“We know that we win when we take care of ourselves and continue to follow risk mitigation behaviors.”

“Prevention is becoming a part of the everyday lifestyle.”

Empowering Trusted Messengers

- Leveraging survey results, developed communications to raise awareness of the importance of disease prevention and treatment, and to increase vaccination rates among US Black adults
- Tested concepts in collaboration with partner organizations (cultural authenticity)

KEY MESSAGES

There are important factors specific to Black adults that have led to disparities in health outcomes and may influence decision-making about getting vaccinated against flu. The following key messages can help support enhanced communication about flu with the Black community:



Role of Self & Protection

You cannot be there for others if you do not show up for yourself first. Getting an annual flu vaccine not only protects you, but also your family members, especially if they have a chronic health condition that places them at higher risk.

Getting an annual flu vaccine allows you to #ShowUp at your best for those who matter most.



Disparities in Flu Burden

Historically, communities of color have been disproportionately impacted by flu. Black and Hispanic adults in the US have **higher flu hospitalization rates and lower flu vaccination rates** than White adults. [1]



Vaccine Safety

Flu vaccines are safe. For more than 50 years, hundreds of millions of individuals in the US—from diverse backgrounds, races, ethnicities, and geographic areas—have safely received seasonal flu vaccines.



Vaccine Side Effects

You cannot get flu from a flu vaccine and severe side effects are extremely rare. Mild side effects may include a sore arm, low-grade fever, or fatigue.

A national NFID survey among US Black adults age 18-49 years and consultations with Black-serving partner organizations [2] found that perceived risk of vaccine side effects is a significant predictor of vaccine uptake. Among Black adults who do not plan to get a flu vaccine, one of the key barriers is a concern that the vaccine causes adverse reactions.



Vaccine Effectiveness

Getting an annual flu vaccine is the best way to help protect yourself and others.

Even in cases when flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness.

And even if you do get flu, getting vaccinated helps protect against severe complications, including hospitalization and death.

#ShowUp and #FightFlu Toolkit: www.nfid.org/show-up



Get your annual flu vaccine today

www.nfid.org/flu


National Foundation for Infectious Diseases

#ShowUp #FightFlu



#ShowUp and #FightFlu Partner Toolkit:


Helping You Show Up For Your Family and Your Community



I got my annual flu vaccine to #ShowUp for myself and my family

National Foundation for Infectious Diseases

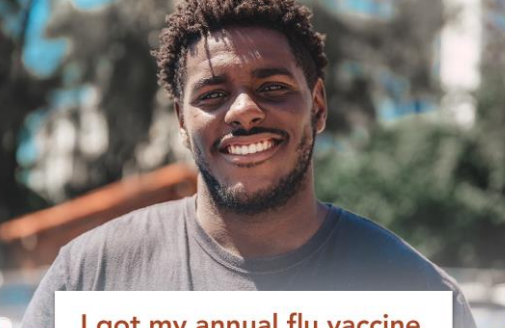
www.nfid.org/flu #ShowUp #FightFlu



I got my annual flu vaccine to make sure I can #ShowUp for all of life's moments

National Foundation for Infectious Diseases

www.nfid.org/flu #ShowUp #FightFlu



I got my annual flu vaccine to #ShowUp for myself and my family

National Foundation for Infectious Diseases

www.nfid.org/flu #ShowUp #FightFlu



Keep flu away from the ones you love

Get your annual flu vaccine today

www.nfid.org/flu

#ShowUp #FightFlu

Dissemination: NIVW and Beyond

NFID @NFIDVaccines

Fighting flu starts with you. Get your annual flu vaccine so you can #ShowUp for those who need you most this holiday season. Learn more: [nfid.org/flu](https://www.nfid.org/flu) #FightFlu

Get your annual flu vaccine today

www.nfid.org/flu

#ShowUp #FightFlu

NFID @NFIDVaccines · Dec 9, 2022

Now is a good time to get your annual flu vaccine, so you can #ShowUp for your family and help protect the ones you love this holiday season.

Learn more: [nfid.org/flu](https://www.nfid.org/flu) #FightFlu

Spend your holidays with the ones you love

Get your annual flu vaccine today

www.nfid.org/flu

#ShowUp #FightFlu

View in browser

National Foundation for Infectious Diseases

50 NFID

NFID Partner Update: #ShowUp and #FightFlu Toolkit and Other Resources

Stay healthy so you can show up for yourself and your family

Get your annual flu vaccine today

#ShowUp #FightFlu

BDO BlackDoctor.org

3) Flu vaccines are safe.

National Foundation for Infectious Diseases

Show Up & Fight Flu: A Conversation w/ Patricia N. Whitley-Williams, MD - Immediate Past-President of

SAMPLE EMAIL & EMAIL BANNER

Stay healthy so you can show up for yourself and your family

Get your annual flu vaccine today

#ShowUp #FightFlu

Use this Sample Email and Email Banner when sharing the partner toolkit and communicating with your constituents about the impact of flu in Black communities

Subject: Help us #ShowUp and #FightFlu
[Insert custom greeting]

The 2022-2023 flu season started early and could become one of the worst in years, and we are seeing too many people in Black families and communities getting sick and hospitalized. An annual flu vaccine is the best way to reduce your chances of getting flu and spreading it to others. The National Foundation for Infectious Diseases and [Insert Organization Name] are partnering to increase awareness of the importance of annual flu vaccination and its critical role in protecting our community and our families, and we need your help.

You cannot be there for others if you do not show up yourself. Getting a flu vaccine each year not only helps protect you, but also your family members. Please help us share this important message with your network. You can:

- Use the social media posts, newsletter blurb, and/or design elements (which are all co-brandable) included in the [campaign toolkit](#).

FACEBOOK LIVE: SHOW UP & FIGHT FLU

FEBRUARY 3, 2023
12:00-1:00 PM ET

Facebook.com/BlackDoctor.org/Live
Youtube.com/BlackDoctorOrg

Patricia N. Whitley-Williams, MD
Immediate Past-President
National Foundation for Infectious Diseases

Elia D. Dean
Head of Ambassador
BlackDoctor.org

Don't miss this one-on-one conversation with a leading infectious disease expert discussing the importance of annual flu vaccination and disparities among Black adults. Now is the time to show up for yourself, your family, and your community!

HOSTED BY

National Foundation for Infectious Diseases

BDO BlackDoctor.org

Next Steps: Get Involved

- Download toolkit (co-brandable)
- Share messaging
- Help build momentum for 2023-2024 respiratory season
- Contact NFID for more information at communications@nfid.org

SAMPLE SOCIAL MEDIA MESSAGES

We invite you to use the sample social media messages below to post on your social channels. You can customize and download corresponding campaign graphics [HERE](#).

Please be sure to use **#ShowUp** and **#FightFlu** when posting on social media so we can amplify your posts! You can also follow and tag NFID on:



@NFIDvaccines



@NFIDvaccines



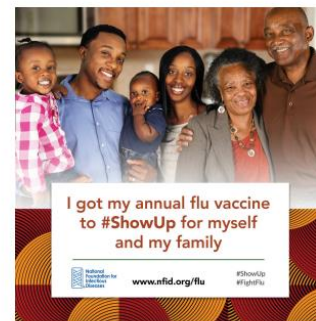
@NFIDvaccines



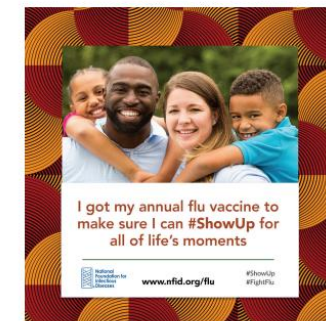
@nfid_vaccines



@NFIDVideos



"We are the hardest hit by flu." Black adults are more likely to be hospitalized for flu and less likely to be vaccinated, but we can change this! Learn more from CDC: www.cdc.gov/vitalsigns/flu-inequities/ #ShowUp #FightFlu



No, you can't get flu from a flu vaccine. What do you get? A whole lotta protection for you and your family. Get your annual flu vaccine today so you can #ShowUp for yourself and your loved ones. www.nfid.org/flu #FightFlu