NFID Overview
NFID Vision

Healthier lives through effective prevention, diagnosis, and treatment of infectious diseases
About NFID

Non-profit 501(c)(3) organization dedicated to educating the public and healthcare professionals about causes, treatment, and prevention of infectious diseases across the lifespan

- Reaches consumers, health professionals, and media through:
  - Coalition-building activities
  - Public and professional educational program
  - Scientific meetings, research, and training
- Longstanding partnerships to facilitate rapid program initiation and increase programming impact
- Flexible and nimble organization
Strategic Plan (2015-2018)

Healthier lives through effective prevention, diagnosis, and treatment of infectious diseases.

The mission of NFID is to educate the public and healthcare professionals about the causes, prevention, and treatment of infectious diseases across the lifespan.

Core Values
- Evidence-based
- Integrity
- Transparency
- Collaboration

Goals
- Enhance Educational Impact
- Amplify Communication
- Foster Organizational Excellence

Objectives
1. Ensure the ongoing value and sustainability of current educational programs
2. Expand educational programming to include new audiences, topics, and methods based on needs
3. Distill and disseminate timely and relevant infectious disease information
4. Strengthen NFID campaigns and channels, including social media, to increase public and professional awareness of infectious diseases
5. Seek and implement high-impact collaborations that will amplify NFID key messages
6. Expand and diversify NFID operational funding sources while assessing alternatives to secure long-term financial independence
7. Identify, recruit, and engage emerging leaders, volunteers, and advocates
8. Refine and enhance internal competencies in development, medical science, communications, and technology

Strategic Initiatives
- Professional Program Development: Conduct needs assessment and gap analysis, develop and implement pilot program(s)
- Media and Public Outreach: Develop an effective network of spokespersons, evaluate and expand public education campaigns, optimize social media
- Organizational Management: Assess operational infrastructure, evaluate and optimize governance, scale and align staffing
- Fund Development: Conduct feasibility study, develop and implement funding strategy

Outcomes
- Greater impact in advancing the knowledge and practice of effective infectious disease interventions
- Increased utilization of NFID informational and educational resources
- Increased brand awareness and perceived value among priority audiences
- Higher levels and increased diversity of funding
NFID Leadership

Walter A. Orenstein, MD  
Emory Vaccine Center  
Emory University  
President

Joseph A. Bocchini, Jr., MD  
Louisiana State University Health Sciences Center  
President-Elect

Patricia N. Whitley-Williams, MD  
Rutgers Robert Wood Johnson Medical School  
Vice President

Patrick Joseph, MD  
University of California, San Francisco  
Immediate Past-President

Georges Peter, MD  
Warren Alpert Medical School of Brown University  
Treasurer

Patricia A. Stinchfield, RN, MS, CPNP, CIC  
Children's Minnesota  
Secretary

H. Keipp B. Talbot, MD, MPH  
Vanderbilt University School of Medicine  
CPE Committee Chair

William Schaffner, MD  
Vanderbilt University School of Medicine  
NFID Medical Director
Key Strategies

Reaching healthcare professionals, media, and consumers with action-oriented information, tools, resources, and education about infectious disease prevention & treatment

NFID: Multi-Channel Approaches

- Issue Response & Calls To Action
- Consensus and Coalition Building
- Shaping Public and Medical Opinion: Guest Articles/Editorials
- Consumer Media & Public Outreach
- Professional Education
- Diverse/Ethnic Communications
- Social Media/Websites
Collaborative Partnerships

- NFID is a respected, credible authority on infectious diseases
- ‘One strong voice’ through collaborative partnerships with stakeholders [consumers, healthcare providers, medical groups, government, and industry]
- Goals include:
  - Increasing professional knowledge and providing tools to aid in patient/caregiver communications
  - Empowering consumers by providing easy access to powerful and actionable information
Professional Education

- Providing healthcare professionals with live and online courses, tools, and resources to enhance knowledge and improve patient care

- Accredited provider (with commendation) of continuing medical education (CME)
Driving News: Flu Messaging throughout Season

- NFID Annual Influenza/Pneumococcal News Conference (20+ years)
  - Milestone media event established as flu season kick-off, in partnership with CDC
  - Setting the tone with clear, consistent messages
  - Convene influential public health and medical organizations to advocate for universal recommendation
  - Leading By Example initiative
- Continued messaging throughout flu season
High-Level of Media Coverage

Thousands of media placements in print/online/TV and radio outlets, resulting in nearly one billion impressions*

- ~50 press members onsite or via telecast/webinar
- National broadcast highlights included: AP Video and NBC Nightly News with Lester Holt
- Local stations in key markets include ABC (Northwest Florida) and CBS (Madison, WI)
- Google News ran flu as a top health news story for several days
- ~250 non-media participants, including representatives of advocacy organizations and public health departments

*Online, print, TV and radio figures are based on Meltwater; includes press release impressions from PR Newswire
Continued Messaging Throughout Flu Season
High intent to vaccinate among mothers, but misconceptions still cause some to avoid vaccination for children

Physician recommendation key driver to increased vaccination rates

Disconnect between what doctors think they say in terms of vaccine recommendations and what patients hear
NFID Awards

- Jimmy and Rosalynn Carter Humanitarian Award
- Maxwell Finland Award for Scientific Achievement
- John P. Utz Leadership Award
- Dr. Charles Mérieux Award
- Maurice R. Hilleman Early-Stage Career Investigator Award
NFID Publications
Public Service Announcements

900,000 US adults contract pneumococcal disease annually.

About 1 in 3 adults will get shingles.
Connect with NFID

facebook.com/nfidvaccines

twitter.com/nfidvaccines

pinterest.com/nationalfoundat

bit.ly/NFIDLinkedIn

youtube.com/NFIDVideos

nfid.wordpress.com

instagram.com/nfid_vaccines/
NFID Priority Areas

- **Vaccine-Preventable Disease Education and Awareness**
  - Adolescent Immunization
  - Adult Immunization
  - Childhood Influenza Immunization Coalition
  - Clinical Vaccinology Course
  - Disease-Specific Programs
    - HPV, Influenza, Meningococcal, Tdap, Pneumococcal, Shingles, RSV, Hepatitis
  - Vaccine Research Conference
  - Vaccine Safety

- **Antimicrobial Resistance and Stewardship**

- **Causes, Treatment, and Prevention of Infectious Diseases**
  - Travel Health
  - Emerging Infectious Diseases
  - Healthcare Associated Infections
Value Statement

- NFID programs and partnerships provide innovative thought leadership in tackling challenges and minimizing impact of infectious diseases on the nation’s health.

- Since 1973, leading non-profit organization focused on educating the public and healthcare professionals about the causes, treatment, and prevention of infectious diseases across the lifespan.

- National focus on health and wellness continues with increased emphasis on prevention and preventive services.

www.nfid.org