Final Results Report

National Foundation for Infectious Diseases (NFID)
2015 Influenza/Pneumococcal News Conference

Thursday, September 17, 2015
National Press Club, Washington, DC
Keeping the Nation Flu-Focused: Program Overview

National Influenza Season Launch
• NFID news conference is agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming flu season

Collaboration and Support
• For nearly 20 years, NFID has partnered with government, industry, and leading non-profits to reach wide-ranging audiences with critical messages about influenza and pneumococcal disease

Communicating Key Messages
• High-profile panel of experts and supporting organizations convey strong and unified commitment reinforcing the call to action for everyone to get vaccinated against influenza and convey CDC “Take 3” approach to flu protection
• Share messaging about impact and burden of flu and pneumococcal disease and importance of prevention through vaccination

Archived Information and Educational Resources
• Materials archived online, enabling ongoing access throughout the season to wide range of information for both media and consumers

Ongoing Outreach
• Continue strategic communications throughout the season emphasizing key messages through media outreach and social media engagement
Collaboration and Support

More than 16 leading public health/medical groups demonstrated strong and unified commitment to influenza prevention
Expert Panel Delivered Impactful Messages and Led By Example

Outlook 2015-2016: Preparing for the Upcoming Season

William Schaffner, MD (Moderator)
Medical Director, National Foundation for Infectious Diseases (NFID); Vanderbilt University School of Medicine

Safeguarding the Nation from Influenza
Tom Frieden, MD, MPH
Director, Centers for Disease Control and Prevention

Influenza Prevention: Everyone Can and Should Play a Role
Kathleen Neuzil, MD, MPH, Professor of Medicine and Director, Center for Vaccine Development, University of Maryland School of Medicine

Wendy Sue Swanson, MD, MBE, Pediatrician, Blogger and Executive Director of Digital Health, Seattle Children's Hospital; American Academy of Pediatrics

What is Pneumococcal Disease, Who Should Be Vaccinated and Why?
William Schaffner, MD
High-Level of Media Coverage

Thousands of media placements in print/online/TV and radio outlets, resulting in more than two billion impressions*

- Nearly 100 press members onsite or via telecast/webinar
- National broadcast highlights include: Good Morning America, Fox and Friends and CBS News. Local stations in key markets include Fox (Fresno, CA) and ABC (Minneapolis, MN and Houston, TX).
- Google News ran flu as top health news story for several days
- More than 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
Headline News: Get Vaccinated!

Almost ALL coverage (99%) included the message*:

Health officials urge EVERYONE age 6 months and older to get vaccinated against influenza.

*Analysis based on random sample of media coverage
Media Announces Many Available Options; Vaccine Updated to Match Drift

95% of print/online, TV, and called out the many vaccine options or that the vaccine was updated/officials predict it will be more effective this year*

“At the moment, we have reasonable confidence that we are going to have a good match between the circulating virus of what’s out there and what’s in the vaccine.”
-William Schaffner, MD

“The vaccine is available in a variety of forms, including a shot, a nasal spray and an ultra-thin needle called an intradermal flu vaccine. People allergic to eggs can get an egg-free vaccine and seniors can get a high-dose vaccine.”
-Tom Frieden, MD, MPH

*Analysis based on random sample of media coverage
Thought Leaders Reinforced Key Messages

More than 65% of print/online coverage included direct quotes or cited NFID expert, panelist, or partner organization, emphasizing key messages*

"Vaccination is the single most important step people can take to protect themselves from influenza."
- Dr. Tom Frieden

“So far, as we track influenza viruses this year, the ones that are causing very early disease are exactly as was predicted, so looks to me as though [those who take] the vaccine will be well protected.”
- Dr. William Schaffner

“There is no question that it is essential that doctors, nurses, and all health care workers get vaccinated for flu themselves, engage patients in conversations about vaccines, and make a strong recommendation.”
- Dr. Wendy Swanson

“Even young, healthy people can die from the flu. Protecting others – young kids, seniors and vulnerable people with conditions such as cancer and lung disease – is another reason to get vaccinated.”
- Dr. Kathleen Neuzil

...In addition to getting vaccinated, Frieden also urged people who get sick from the flu to stay home and to start taking antiviral drugs as soon as they can. “Antiviral drugs can minimize the symptoms and help people get better faster...”
- Dr. Tom Frieden

“...Dr. Schaffner noted that the vaccine [pneumococcal] is recommended for people aged 65 and older... There are two types of pneumococcal vaccines: conjugate and polysaccharide. Patients should consult with their clinician to see which type is best for them.”
- Dr. William Schaffner

*Analysis based on random sample of media coverage
The Flu Goes Viral: Social Media Buzz

- **808** tweets posted during the event using the hashtag #FightFlu, generating an estimated **12.6 million** impressions
- Hashtag adopted by diverse users (third party organizations, media, individual supporters) whose tweets resulted over **778,323** impressions
- Partners from the immunization community, healthcare professionals, media and others joined together to communicate the importance of influenza vaccination
- On-site vaccine clinic boosted social media buzz as attendees shared photos of themselves

**Thunderclap**

- **294 participants** posted a flu prevention message that reached more than **6 million** people
- Influential participants included: WomensHealth.gov (@womenshealth), LIVESTRONG (@livestrong), and the American Diabetes Association (@AmDiabetesAssn)

**ABC News/NFID/CDC Twitter Chat**

- Flu prevention Twitter chat held on 9/29/15 in partnership with CDC and ABC News generated **2,794 tweets and 69.6 million impressions**
- Influential participants included: American Academy of Pediatrics (@AmerAcadPeds), Every Child By Two (@EveryChildBy2) and Cleveland Clinic (@ClevelandClinic)
Continued Momentum: #FightFlu Videos

- 20 new videos recorded onsite to create a steady drumbeat of social media content to share throughout the influenza season
- Engaged NFID partner organization representatives who shared soundbites about influenza prevention
- Rolled out videos through NFID channels including YouTube, Facebook, Twitter, and NFID News (blog)

Click here to watch the videos.
For additional information, including a recording of the news conference, visit:

www.nfid.org/2015flunews