**Keeping the Nation Flu-Focused: Program Overview**

### National Influenza Season Launch

- NFID news conference is an agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming flu season.

### Collaboration and Support

- For more than 15 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 convey strong and unified commitment reinforcing the importance of annual influenza vaccination for everyone six months and older and conveying CDC’s “Take 3” approach to flu prevention.

### Archived Information and Educational Resources

- Webcast and press kit archived online, enabling ongoing access throughout the season to range of information for media and consumers.

### Ongoing Outreach

- Continue strategic communications throughout the season emphasizing key messages through media outreach and social media engagement.
Collaboration and Support

Nation’s leading public health/medical groups demonstrated strong and unified commitment to influenza prevention
High-Profile and Persuasive Expert Panel

Influenza Outlook 2014-2015:
Preparing the Nation to Protect against Infectious Diseases Every Year

Influenza Prevention: Reaching Public Health Goals
Tom Frieden, MD, MPH
CDC Director

Flu Prevention and Pregnant Women: A Two-for-One Health Intervention
Laura E. Riley, MD
Director, Labor and Delivery, Massachusetts General Hospital; Associate Professor, Harvard Medical School

Parents’ Acceptance of Vaccines: Why Flu Vaccination Matters in Children
Paul A. Offit, MD
Professor of Pediatrics, Division of Infectious Diseases; Director, Vaccine Education Center at the Children’s Hospital of Philadelphia

Moderator
William Schaffner, MD
Past-President, NFID; Professor, Vanderbilt University School of Medicine
High-Impact Media Coverage

Significant increase in media coverage from prior year

4,292 media placements in print/online/TV and radio outlets, resulting in over 906,219,919 impressions*

- 50 reporters, 6 camera crews onsite including NBC, FOX, ABC, and CBS
- 300+ advocates participated via webcast or teleconference

- 438 print placements, 100+ original articles (e.g., Associated Press, US News & World Report, TIME, Boston Globe, CNN)
- 288 press release pickups

- 1,423 television and 129 radio segments aired
- 105 radio interviews conducted via radio media tour following event

- 1,984 online placements on news/health websites
- 306 #FightFlu tweets from diverse users resulting in 778,323+ impressions

*Newspaper circulation is based on BurrellesLuce; broadcast figures are based on Cision and Westat; online figures are based on Cision, Compete, and PR Newswire.
Headlines Urge Action

Almost all coverage (99%) included the Call to Action:

Health officials urge EVERYONE six month & older to get vaccinated against influenza as soon as vaccine is available in their community.

The Philadelphia Inquirer
Flu shot time is now, officials say

HealthDay
Almost Everyone Needs a Flu Shot: CDC
Vaccine is safe, effective for those 6 months and older, experts say

CNN Health
It's time to get your flu shot

CDC tells healthy adults not to forget flu vaccine

CDC: Now Is the Time for Everyone to Get a Flu Shot

Last flu season about 66 percent, or half of all Americans six months and older, were vaccinated against influenza, but only 34 percent of healthy 18- to 64-year-olds got the flu shot.
Young/Middle-Aged & Healthy Adults Called Out

96% of print/online coverage called out low vaccination rates among adults ages 18-64. 71% highlighted that young and healthy adults can be hit hard by flu. 51% stressed importance of vaccination for pregnant women.

“It is encouraging that over the past few years more people are getting their flu vaccine, but we need to encourage more young and middle-aged adults to get vaccinated because they can also suffer serious consequences from the flu,” CDC director Dr. Tom Frieden said in a press release.

But just a third of healthy adults ages 18 to 64 got vaccinated last year, the CDC said. And last winter, that age group had its highest rate of flu-related hospitalizations since the 2009 pandemic.

Health officials also stressed the importance of the flu vaccine for pregnant women, who are at increased risk of complications from flu, such as having a premature birth. Flu vaccination during pregnancy can also protect babies against the virus during the first six months of life, before they are old enough to be vaccinated.
New Recommendations Announced

77% of print/online coverage shared the new LAIV preferential recommendation for healthy children ages 2-8

50% of print/online coverage explained impact of pneumococcal disease and highlighted new vaccination recommendations for seniors

For the first time, CDC issues preferential recommendation for otherwise healthy children ages 2 to 8 years to receive a live intranasal flu vaccine (LAIV)

CDC advised that seniors should receive an additional pneumonia vaccine: first a shot of the pneumococcal conjugate vaccine (already in wide use for children) and then, six to 12 months later, the current polysaccharide vaccine.
Thought Leaders Reinforced Key Messages

Almost all (98%) print/online coverage included direct quotes or cited NFID expert, panelist, or partner organization, emphasizing key messages

“The best way to protect yourself against the flu is to get a flu vaccination.”
- Dr. Tom Frieden

“No otherwise healthy pregnant woman should ever have to go to the intensive care unit gasping for air and trying to save her newborn.”
- Dr. Laura Riley

“Influenza vaccines are safe, plentiful and we have more vaccine options than ever before—at least one is right for everyone. People should not wait to get vaccinated if their first choice is not available.”
- Dr. William Schaffner

“The riskiest thing about [influenza] vaccines is driving to the office to get them.”
- Dr. Paul Offit

“Influenza is constantly evolving, and it's unpredictable. That is why everyone 6 months and older should get a flu shot every year. What is it about 'everyone' that we don't understand?”
- Dr. William Schaffner

“We need to encourage more young and middle-aged adults to get vaccinated because they also can suffer serious consequences from the flu.”
- Dr. Tom Frieden
Flu News Takes Over the Airwaves

Broadcast segments aired on 1,582 stations, including national news programs. All broadcast coverage reiterated the number one message: get vaccinated.

NFID teamed up with CDC for radio media tour: Dr. William Schaffner and CDC experts Drs. Lyn Finelli, Seema Jain, Lisa Grohskopf, and Dan Jernigan participated in 105 segments which shared flu and pneumococcal prevention messages with local markets around the country.
Partners Amplified Messages via Social Media

- **306** tweets posted during the event and in the weeks following using #FightFlu
- Hashtag adopted by diverse users (third party organizations, media, individual supporters) whose tweets resulted over **778,323** impressions
NFID & Partners Leading by Example

Leading By Example to #FightFlu at Onsite Vaccination Clinic

- 90+ attendees got vaccinated onsite and displayed paddles showing why
- NFID publishes continuous stream of flu-related content on Twitter and Facebook
- Engages high-profile accounts; also announces new Leading By Example commitments by sharing photos or links each Tuesday with #FLUsday
- Leading by Example initiative has ~50 supporting organizations (www.nfid.org/lead)
Continued Momentum

Flu Twitter Chat
- NFID cohosted weekly Twitter with Richard Besser, MD to reach consumers with messages about influenza prevention and treatment

Organized donate-a-tweet campaign for #GivingTuesday through Thunderclap
- Reached more than 160,000 people

“Giving the Gift of Health”
- Created shareable visuals to spread the word about community immunity during the holidays (www.nfid.org/gift-of-health)