Final Results Report

National Foundation for Infectious Diseases (NFID)
20th Annual Influenza/Pneumococcal News Conference

Thursday, September 29, 2016
National Press Club, Washington, DC
# Keeping the Nation Flu-Focused: Program Overview

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

## Collaboration and Support
- For 20 years, NFID 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 all to get vaccinated against influenza and convey CDC “Take 3” approach to flu prevention.
- 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

Leading public health/medical groups demonstrated strong and unified commitment to influenza prevention
Expert Panel Delivered Impactful Messages, Leading by Example

Outlook 2016-2017: What You Should Know About Flu & Pneumococcal Prevention This Season

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

Protecting All From Influenza: Putting Available Vaccines to Good Use
Tom Frieden, MD, MPH
Director, Centers for Disease Control and Prevention

The Importance of Protecting Children Against Influenza
Patricia N. Whitley-Williams, MD
Division Chief and Professor of Pediatrics at Rutgers-Robert Wood Johnson Medical School and NFID Vice President

The Need to Increase Vaccination Rates in Adults 65+
Wilbur H. Chen, MD
Associate Professor, Chief of Adult Clinical Studies section at Center for Vaccine Development, University of Maryland School of Medicine
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
Headline New: Get Vaccinated!

Nearly all coverage (99%) included the following key messages:

Health officials urge EVERYONE age 6 months and older to get vaccinated against influenza as soon as possible

Health officials are concerned by a decline in vaccine coverage rates, especially among those 65+

CDC Urges Americans To Get A Flu Shot As Soon As Possible

CDC to Americans: Get your flu shot, now

CDC Director Recommends Receiving Flu Shot Before End of October

Flagging Flu-Shot Rate Worries CDC
Decline among vulnerable older adults is of particular concern

'Concerning' drop seen in the number of older adults getting flu vaccinations

Flu Vaccination Rates Decline Among Older Adults
Focus on Pregnant Women & 65+ Populations

**THE HUFFINGTON POST**

This Year’s Flu Shot Recommendation Includes One Major Change

**Flu shots save lives**

Unlike the common cold, the flu can progress from congestion and fatigue to more serious symptoms, like fever, chills and muscle aches that can knock you out for several days.

Medical complications caused by the flu include pneumonia, blood infections, diarrhea and seizures. In worst case scenarios, the flu can lead to death, especially for the very young or the very old.

While the CDC does not directly count deaths related to influenza, their analyses estimate that they can range from 3,000 to about 49,000 people per year. Vaccines can prevent this. During the 2012-13 season, over 100 children died of the flu or flu-related complications, but 90 percent of those children did not receive the flu vaccine.

The vaccine is also extremely important for pregnant women, who are at an increased risk of hospitalization and death from flu. In addition to protecting them from the flu, the vaccine is also linked to the prevention of preterm delivery and gives young infants immunity during the first six months of their life, when they are too young to get the vaccine themselves.

There’s also a risk for people who have asthma, diabetes, heart disease, or chronic lung disease. People also have a risk for pneumonia and other flu-related complications. In fact, the flu is the most common cause of death among people 65 and older each year.

People who are pregnant, 65 and older, and those with chronic medical conditions are at higher risk for complications from the flu and should be vaccinated. The vaccine is also extremely important for pregnant women... the vaccine gives young infants immunity during the first six months of their life, when they are too young to get the vaccine themselves.

**Dr. William Schaffner, of [NFID], said the trend among older adults was concerning... The flu vaccine guidance is different for adults 65 and older, whom officials also recommend receive the vaccine to prevent pneumonia.**

Frieden said last year’s vaccine didn’t hit these targets and suggested that may be a reason why fewer older adults opted to get the vaccine.

Despite this, officials say there’s no excuse to skip the flu shot.

"It’s the best we have," said Dr. Wilbur Chen, director of the Travelers’ Health Clinic of the University of Maryland School of Medicine in Baltimore. "A vaccine partially protective is better than no vaccination at all."
US officials hope for improved flu vaccine uptake

In an annual push to build awareness and support for seasonal flu vaccination today, US health officials and they hoped the absence of the nasal spray vaccine doesn’t erode slowly rising immunization rates in kids and noted rising uptake in healthcare personnel, especially those working in long-term care settings.

Experts, including Centers for Disease Control and Prevention (CDC) Director Tom Frieden, MD, MPH, spoke at a media briefing hosted by the National Foundation for Infectious Diseases (NFID). Now in its 20th year, the NFID event typically sketches out the lay of the land with flu vaccine developments and officials’ views of how upcoming flu season could unfold.

Frieden said flu vaccines aren’t perfect, but can cut the risk of flu by at least half; far better than any other method for preventing the disease. Among sobering statistics about flu, he said 90% of children who die from their infections weren’t vaccinated and in a bad year the virus can kill 49,000 Americans.

He said about 4.4 million of a slight decline from the 2015-16 season, 53% of the nation’s vaccinated seniors, by age 65, and matched to one of the CDC recommendations last season.

Vaccine development

Flu vaccine makers expected 44 million doses have already been shipped, the Advisory Committee on Immunization Practices recommended influenza vaccination for children, a finding that suggests the supply of flu vaccine for the 2016-2017 season will be sufficient.

Though a few local flu outbreaks will develop and said so far, the vaccine coverage rate in the US was capped at 53.2% in 2015-2016.

When asked about the epidemic fears for the 2017 Southern Hemisphere flu season, Frieden said the CDC’s National Center for Influenza and Respiratory Diseases, said traditional testing showed the most recent flu seasons didn’t drift much, but newer serologic tests showed that some age-groups could be seen in a switch to a different vaccine strain.

Concerns about uptake in kids, seniors

Patricia Whitley-Williams, MD, JD, chief president and pediatrics professor at Robert Wood Johnson Medical School at Rutgers University, said vaccine uptake in children is about 75%, which exceeds public health goals. She added that the highest levels are in youngsters ages 6 months to 23 months, but that levels decline as children get older.

"I've seen firsthand the devastation and hope that parents who normally opt for their children to receive the nasal spray not to use its absence from the list of options this season as a reason to pass on getting the vaccine..."

-Patricia Whitley-Williams

For a lot of kids, it's certainly preferable to getting a shot, so we hope this option will be available in the future. The CDC recommends receiving an influenza vaccine by the end of October. The problem is, a vaccination deferred is often a vaccination forgotten...

-Tom Frieden, MD, MPH

The CDC reported declining rates of influenza vaccination among older Americans, including a 5.3 percentage point dip among those aged 65 years and older to 62.4%. For those aged 50 to 64 years, the rate dropped 3.4 percentage points to 43.8% coverage.

"Despite all of the benefits, we're not seeing the kind of trends we would like," Frieden said.

But there was good news, including a nearly 4 percentage point rise in the vaccination rate for health care workers between 2013-2014 and last season to 70%. The rate climbed from 64% to 50% among staff at long-term care facilities, an all-time

Infectious Disease News

Experts hope for better vaccination rates for 2016-2017 flu season

WASHINGTON — Influenza kills thousands of people each year, yet vaccination rates remain mostly stagnant despite widespread agreement that the influenza vaccine is the best way to prevent infection. So each year health care providers, parents and patients must work together to get as many people immunized as possible.

"For a lot of kids, it’s certainly preferable to getting a shot, so we hope this option will be available in the future. The CDC recommends receiving an influenza vaccine by the end of October. The problem is, a vaccination deferred is often a vaccination forgotten..."

-Tom Frieden, MD, MPH

Medical director and professor of preventive medicine at University of California, Los Angeles, said during the...
Thought Leaders Reinforced Key Messages

Majority of print/online coverage included direct quotes or cited NFID expert, panelist, or partner organization, emphasizing key messages

"Other ways to prevent the flu include frequent hand-washing, sneezing into your elbow instead of hands, and staying home from work when sick. Taking anti-viral medications at the first sign of flu can help reduce the severity of disease."

--William Schaffner, MD

"Flu shots have proven to be effective, and parents need to make sure their children are protected."

--Patricia Whitley-Williams, MD

“For hospitalizations, 50 to 70% of hospitalizations due to flu occur in the 65+. So the older adult population is an important population for us to target, not just for influenza but for pneumo vaccination”

--Wilbur Chen, MD

“I don't want parents who normally opt for their children to receive the nasal spray flu vaccine to use this as a reason to pass on getting their child immunize.”

--Patricia Whitley-Williams, MD

“Flu is serious. Flu is unpredictable. Flu often does not get enough respect”

--Tom Frieden, MD, MPH

“Vaccination not only reduces the chance that older adults will get the flu, it can help keep them out of the hospital by reducing the severity of the infection and related complications if they do get the flu.”

--William Schaffner, MD
Social Media Buzz

- **2,500** tweets or social media mentions posted using the hashtag #FightFlu, generating a total estimated reach of **459 million**
- Partners from immunization community, healthcare professionals, media, and others joined together
- On-site flu vaccination clinic boosted social media buzz, as attendees shared photos of themselves to communicate the importance of annual flu vaccination

*Between September 28-30, 2016*
Driving the Social Media Conversation

**Thunderclap**

- **505 participants** posted flu prevention message reaching more than 6 million
- Influential participants included: WomensHealth.gov (@womenshealth), LIVESTRONG (@livestrong), and American Diabetes Association (@AmDiabetesAssn)

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

- Twitter chat held on 10/18/16 on flu prevention in partnership with CDC and ABC News generated over 3,000 mentions with a reach of 66.2 million
- Influential participants included: Cleveland Clinic (@ClevelandClinic), AANP (@AANP_News), and Liz Szabo (@LizSzabo)
#NIVW: Maintaining Momentum

Continued outreach through #NIVW social media activities reaching the public and healthcare professionals

- 5 new guest blog posts authored and posted by NFID leaders daily during NIVW
- Hosted #FightFlu social media caption contest
- Co-sponsored NIVW Flu Facebook Forum in collaboration with Vaccinate Your Family
For additional information, including a recording of the news conference, visit:

www.nfid.org/2016flunews