2017 NFID Final Report:

NFID Influenza/Pneumococcal Awareness Initiative

2017 Annual News Conference
Thursday, September 28, 2017
National Press Club, Washington, DC
# Keeping the Nation Flu-Focused: Program Overview

## National Influenza Season Launch

- NFID annual news conference is an agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming flu season. As in prior years, NFID partnered with government, industry, and leading non-profits to reach wide-ranging audiences about influenza and pneumococcal disease.

## Flu 101 Media Webinar

- To address common questions about influenza and vaccination, NFID worked with CDC to develop a media-focused webinar with information about strain selection and effectiveness, surveillance, and common myths and misperceptions. Webinar and related materials are available as enduring resources throughout current and future seasons.

## Communicating Key Messages

- High-profile panel of experts and supporting organizations convey strong and unified commitment to reinforcing the call to action for everyone age 6 months and older to get vaccinated annually against influenza and convey CDC “Take 3” approach to flu protection. Messaging also addressed importance of preventing pneumococcal disease.

## Archived Information and Educational Resources

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

## Ongoing Outreach

- Strategic communications continued throughout the season, emphasizing key messages through media outreach and social media engagement.
Flu 101 Webinar

Experts Provide Primer on Flu

Moderator: William Schaffner, MD
NFID Medical Director
Professor of Preventive Medicine and Infectious Diseases
Vanderbilt University School of Medicine
Nashville, TN

Jacqueline Katz, PhD
Deputy Director, Influenza Division
NCIRD, CDC
Atlanta, GA

Brendan Flannery, PhD
Epidemiologist
Epidemiology and Prevention Branch, Influenza Division
NCIRD, CDC
Atlanta, GA

Alicia P. Budd, MPH
Epidemiologist, Epidemiology and Prevention Branch Influenza Division
NCIRD, CDC
Atlanta, GA

Agenda

- Creating Flu Vaccines: Strain Selection
- Assessing Vaccine Effectiveness
- Monitoring the Season: Flu Surveillance
- Flu Myths & Misperceptions

Archived version of webinar and downloadable slides available at bit.ly/flu101
Flu Awareness Night at Nationals Park (9/15/17)

Hitting Flu Out of the Ballpark!

- Washington Nationals vs. Los Angeles Dodgers
- 37,500 fans (sell out crowd)
- NFID Spirit Award (https://youtu.be/swyZbxij74E)
Collaboration and Support

20+ leading public health/medical groups demonstrated strong and unified commitment to influenza & pneumococcal disease prevention
Expert Panel Delivered Impactful Messages and Led By Example

US Health Officials Urge Annual Influenza Vaccination for All

William Schaffner, MD (Moderator)
NFID Medical Director

Protecting the Nation against Influenza and Pneumococcal Disease

Thomas E. Price, MD
US Secretary of Health and Human Services (Former)

The Importance of Protecting Children against Influenza

Patricia A. Stinchfield, RN, MS, CPNP, CIC
NFID Secretary; Senior Director of Infection Prevention and Control and Pediatric Nurse Practitioner in Infectious Disease/Immunology, Children’s Minnesota

Protecting Older Adults against Influenza and Pneumococcal Disease

Kathleen M. Neuzil, MD, MPH
Director, Center for Vaccine Development, University of Maryland School of Medicine
High-Level of Media Coverage

Media placements in print/online/TV and radio outlets, resulting in more than 2.6 billion*

- 65+ press members onsite or via telecast/webinar
- National broadcast highlights included C-SPAN (9/28/17)
- Google News ran flu as a top health news story for several days
- Nearly 250 non-media participants, including representatives of advocacy organizations and public health departments

*Online, print, TV and radio figures are based on Cision; includes press release impressions from PR Newswire
Almost all coverage included a strong call-to-action to get vaccinated this flu season.

**AP**

“Get your flu shots, US urges amid concerns about bad season”

**Forbes**

“Flu Shots Aren’t 100% Effective, But They’re The Best Protection Available”

**UPI**

“It is critical to maintain the highest level of vaccination coverage for older adults because they are disproportionately affected by flu.”

**AARP**

“Don’t Wait: Get Your Flu Shot”

**USA TODAY**

“Anyone over 6 months of age should be getting an annual flu shot, said Health and Human Services Secretary Tom Price at a news conference encouraging Americans to get vaccinated.”

This flu season could be a bad one, and Health and Human Services Secretary Tom Price got his flu shot Thursday and urged Americans to follow his example and get vaccinated.
Media Highlights Importance of Protecting Children against Influenza

Patricia A. Stinchfield, RN, MS, CPNP, CIC, senior director of infection prevention and control at Children’s Minnesota, said, “Our goal is to increase coverage for children of all ages as every child deserves to be protected,” according to the American Academy of Pediatrics.

Anyone over 6 months old is eligible to get a flu shot; children receiving their first-ever flu shot need a sequence of two shots, according to Patricia Stinchfield, a pediatric nurse practitioner in infectious disease/immunology at Children’s Minnesota.
“People 65 and over account for about 85% of flu-related deaths that occur in this country,” she [Kathy M. Neuzil, MD] says, and also for the majority of hospitalizations.

“Any vaccine is better than no vaccine,” she says.
Officials encourage vaccination ahead of flu season

She emphasized that the virus can be deadly at any age but said older adults tend to have chronic health conditions that can make such illness complications like pneumococcal pneumonia more dangerous.

“This year, I'd like to see more people get vaccinated,” she said. “There can be a delay in the vaccine because the FDA still has to approve the vaccine for use. We're working with the flu vaccine to start working.”

Neuzil said the immunity the vaccine provides for people over 65 is not as strong as for younger adults. New vaccines developed in the past two years have performed better, she said, and strengthens the vaccine’s power. She said she expects the flu vaccine to be effective in preventing flu illness.

All vaccines are shots this year, as the CDC does not recommend the nasal spray, which is being replaced after showing little effectiveness in past seasons.

The experts also said seniors need a pneumococcal pneumonia vaccination, which protects against a common and deadly complication of the flu.

“‘The experts also said seniors need a pneumococcal pneumonia vaccination, which protects against a common and deadly complication of the flu,’” said Rita Rubin, contributed to Forbes.

Flu Shots Aren't 100% Effective, But They're The Best Protection Available

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A Canadian study of people published in August in The Journal of Infectious Diseases, found the flu vaccine, which contains inactivated influenza viruses, was not effective. They also noted the protection against flu hospitalization decreased.

“If you are 65 or older, or if you're younger and smoke or have a disease such as diabetes or a lung disorder, you also need pneumococcal vaccination to protect against a severe type of pneumonia that is often a common and deadly complication of the flu.”
Importance of Antiviral Treatment

Stagnant flu vaccine rates worry U.S. health officials

"We have got a lot of room for improvement," U.S. Secretary of Health and Human Services Tom Price said Thursday during a news conference in Washington D.C.

He followed his remarks by rolling up his sleeve and getting a flu shot.

Treatment for ... those who contract the seasonal flu, ... include[s] a regimen of antiviral medication.
Thought Leaders Reinforce Key Messages

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

“In general, as your age increases and as your frailty increases, you are more likely to have the severe consequences of influenza.”
- Kathy M. Neuzil, MD

“With the ‘pretty good’ vaccine we can do an awful lot of good.”
- William Schaffner, MD

“I have to remind everyone that children do die of influenza.”
- Patricia Stinchfield, RN, MS, CPNP, CIC

“Each flu season, flu causes millions of illnesses, hundreds of thousands of hospitalizations, and thousands and sometimes tens of thousands of deaths.”
- Tom Price, MD

“I’m often asked: How severe will the season be? It will be severe, and there will always be a flu season.”
- William Schaffner, MD

“Our goal is to increase coverage for children of all ages as every child deserves to be protected.”
- Patricia Stinchfield, RN, MS, CPNP, CIC
Flu Messages Pull Through Political Coverage

- In addition to health-focused coverage, there was some non-healthcare coverage of Dr. Price that also included information about the news conference.

- Although photos from the news conference including Price’s vaccination were included in articles that had nothing to do with influenza, flu prevention messages within the photos and captions were strongly incorporated.
The Flu Goes Viral: Social Media Buzz

- **2,300+** tweets or social media mentions posted during* the event using the hashtag #FightFlu, generating a total estimated reach of **16.7 million**
- Partners from the immunization community, healthcare professionals, media, and others joined together with ‘one strong voice’
- On-site vaccine clinic with **50+ participants** boosted social media buzz as attendees shared photos of themselves and communicate the importance of influenza vaccination

*During 3-day window (September 28–October 1, 2017)
Shaping the Social Media Conversation

Thunderclap

- **479 participants** posted a flu prevention message that reached **6.4+ million** people
- Influential participants included: US Department of Health and Human Services, CDC Flu, and AAP News
National Influenza Vaccination Week (NIVW)

Twitter Chat

NFID partnered with Wendy Sue Swanson, MD, MBE, chief of digital innovation at Seattle Children’s Hospital, and CDC to host a live #FightFluChat on Twitter to discuss flu prevention and vaccines

- 3 million+ accounts reached
- Nearly 20 million impressions
- Discussion included:
  - Impact of flu
  - Flu prevention strategies including the importance of annual vaccination
  - Influenza vaccines specifically designed to increase immunity in older adults age 65 years and older

Guest Blog Relay

- NFID featured guest blogs from experts including Wendy Sue Swanson, MD, MBE, John Merrill-Steskal, MD, Lisa S. Ipp, MD, and Families Fighting Flu
- Updated Gift of Health campaign with holiday themed memes around flu and pneumococcal disease prevention
Supporters

Influenza/pneumococcal awareness activities, including annual news conference, sponsored by NFID and supported, in part, by:

- AstraZeneca
- Centers for Disease Control and Prevention
- Genentech
- GSK
- MedStar Visiting Nurse Association
- Merck & Co., Inc.
- Pfizer Inc.
- Sanofi Pasteur
- Seqirus

NFID policies prohibit funders from controlling program content
Additional information, including news conference recording available at:

www.nfid.org/2017flunews