2018 Final Results Report

National Foundation for Infectious Diseases (NFID)
Influenza/Pneumococcal Disease Awareness Initiative

2018 Annual News Conference
Thursday, September 27, 2018
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. For 20+ years, NFID has partnered with government, industry, and leading non-profits to reach wide-ranging audiences about influenza and pneumococcal disease.

Communicating Key Messages

• High-profile panel of experts and supporting organizations convey strong and unified commitment to reinforcing the need for everyone age 6 months and older to get vaccinated annually against influenza and convey CDC “Take 3” approach to #FightFlu
• US Surgeon General Vice Admiral Jerome M. Adams, MD, MPH, former administrator of the US Food and Drug Administration Scott Gottlieb, MD, and former NFL football player and Outland Trophy winner Joe Thomas all led by example and were vaccinated on-camera

Archived Information and Educational Resources

• News conference video and press kit materials are archived online, enabling continued access throughout the season for media and consumers

Ongoing Outreach: Strategic Messaging Throughout the Season

• Strategic communications continued throughout the season, emphasizing key messages through media outreach, social media engagement, and public outreach activities at national sporting events
Collaboration and Support

More than 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 Emphasize Importance of Influenza and Pneumococcal Disease Prevention

A New View of Flu & Flu Vaccines
William Schaffner, MD (Moderator)
NFID Medical Director

Protecting the Nation against Influenza & Pneumococcal Disease
Vice Admiral Jerome M. Adams, MD, MPH
US Surgeon General

Keeping Kids & Families Healthy this Flu Season
Wendy Sue L. Swanson, MD, MBE
Chief of Digital Innovation, Digital Health, Seattle Children’s Hospital; American Academy of Pediatrics Representative

The Importance of Influenza Vaccination During Pregnancy
Laura E. Riley, MD
Given Foundation Professor and Chair, Department of Obstetrics and Gynecology, Weill Cornell Medicine; American College of Obstetricians and Gynecologists Representative

Influenza & Pneumococcal Vaccination as an Essential Part of Managing Chronic Diseases
William Schaffner, MD
Media Kit & Additional Resources
High-Level of Media Coverage

Media placements in print/online/TV and radio outlets, resulting in 739 million+*

- 44 press members onsite or via telecast/webinar
- 50+ stories resulting from news conference coverage, including 35 original stories
- Highlights include: Washington Post, USA Today, CNBC, CNN, UPI, HealthDay, NBC News, NPR, BuzzFeed, Fox 5 DC, and Everyday Health
- Record high of 412 non-media participants, including representatives of advocacy organizations and state/local public health departments

*Online, print, TV and radio figures are based on Cision; includes press release impressions from PR Newswire
Headline News and Key Themes

Majority of coverage included strong call-to-action to get vaccinated during respiratory season

UPI

With the vaccine now available, US government officials led by example by getting their own flu shot in front of assembled media Thursday in Washington, DC. CDC recommends everyone age 6 months and older get vaccinated against the flu each year.

USA TODAY

After the deadliest flu season in decades, US public health officials Thursday called on the public to get vaccinated against the disease before this year’s season hits with full force. “One flu death is too many,” Dr. Adams says. “That’s why it’s so important for everyone 6 months and older to get a flu vaccine every year.”

The Washington Post

As a new flu season gets underway, public health officials say last year’s toll underscores the importance of getting a flu vaccine each year. The shot can prevent infections and reduce the severity of complications from the disease.
“I’m tired of hearing people say, ‘Well, I didn’t get sick and I didn’t get the flu shot,’ or, ‘I don’t like it, my arm hurts,’” said Dr. Adams. “Those 80,000 people who died last year from the flu, guess what? They got the flu from someone. So it’s critically important that we impress upon folks that it is not just for them. It’s their social responsibility to get vaccinated.”

“Getting vaccinated is the socially responsible thing to do. While protecting yourself, you’re also protecting those around you [...]. Creating community immunity,” Dr. Schaffner said.
Panelists Driving Coverage

Dr. Riley said, “Pregnant women are more likely to be hospitalized by the flu and more likely to have severe respiratory illnesses. Getting vaccinated not only protects them, but they can pass that immunity onto their infants, protecting them until they’re old enough to get a flu shot themselves.”

“Among the 180 children who died from the flu last season, 8 in 10 weren't vaccinated…” stated Dr. Swanson.

“Some of the lethality of last season's flu can be attributed to a particularly bad strain of the virus, called H3N2, which was especially devastating in older adults,” said Daniel B. Jernigan, MD, Influenza Division Director, Centers for Disease Control and Prevention.
“The bottom line is the flu shot is safe and effective...I’ve got a two-week-old daughter who can’t get vaccinated [so] it’s important to protect her and get all of the people around her vaccinated,” says Thomas.
CDC recommends that all pregnant women get a flu vaccine during any trimester. Pregnant women can pass the antibodies to the baby, so they are protected for the first 6 months of life, when they are too young to get a flu vaccine.

Data show that pregnant women who received flu vaccination were 40% less likely to be hospitalized for the flu, she noted. The American College of Obstetricians and Gynecologists recommends flu vaccination as safe during any trimester, and valuable to both mothers and newborns because it provides protective antibodies during the first 6 months of life before babies can receive their own vaccination.
"The decline in coverage in this age group is very, very worrisome," Dr. Adams said. “80% of the 180 children who died from the flu last season in 2017-2018 weren't vaccinated.”

As of August 25, CDC said 180 children died of flu, including four in Ohio, the worst outcome since CDC began tracking pediatric deaths from flu in 2004. CDC reported that about 80% of the children who died nationally had not been vaccinated against the flu.
Coverage Shows Need for Individuals with Chronic Conditions to Get Vaccinated

"Last year, more than 90% of adults hospitalized with influenza had an underlying condition that placed them at high risk," said Dr. Schaffner during the live event. "Flu can exacerbate chronic conditions."

Federal health officials said it’s particularly important for people who are vulnerable to complications, such as children, pregnant women, older adults, and people with chronic health conditions.

WASHINGTON – After about 80,000 flu deaths in the USA last season, Surgeon General Jerome Adams urged Americans on Thursday to get vaccinated this year.

The Centers for Disease Control and Prevention (CDC) estimates that preventable factors, including vaccination, could have saved more than 200,000 lives last season.

"That herd immunity is so, very important," he said at a news conference. "Community immunity is what we want to take home to Washington, D.C., they all got the flu from someone else."

The flu death toll in the USA last year was the highest in four decades, according to the CDC. Americans made about 900,000 hospital visits. Cases started to rise in November and peaked in January and February.

As measured by doctor and hospital visits, last year’s season was the most severe since the pandemic in 2009, according to the CDC.

Among the flu-related deaths last year were 180 children, about half of whom had underlying chronic conditions that put them at higher risk for serious cases of influenza. According to US Surgeon General Jerome M. Adams, MD, MPH, most of the children who died from influenza last year were unvaccinated. "As a father of 3 young children, this hits me hard," Dr. Adams added. "One flu death is too many."
Value of Pneumococcal Vaccination for Those At-Risk

"Those who are vaccinated [against flu] also are less likely to get pneumonia," Dr. Schaffner said, while encouraging pneumococcal vaccination, too.

U.S. Surgeon General urges people to get the flu shot

(NBC) — Federal health officials are urging everyone to get their flu shots after roughly 80,000 people died last winter from the virus.

During a press conference Thursday, physicians said everyone age six months and older should get their flu shots.

"One of the most frustrating things for me as a physician, as a health advocate, and as a surgeon general is when people die from preventable diseases," Dr. Adams said, "when there is something we can do about it. Flu vaccine, pneumococcal vaccine, we can prevent these deaths."

Health officials to long-term care workers: Get vaccinated against flu

Those who are vaccinated also are less likely to get pneumonia, Schaffner said. He encouraged pneumococcal vaccination, too.

Types of vaccines

For the 2018-2019 season, the Centers for Disease Control and Prevention recommends the use of any licensed, age-appropriate flu vaccine as soon as it is available. Options:

- Adjuvanted vaccine and high-dose vaccine for adults aged 65 or more years. Both types are designed to help initiate a more robust immune response.
- Cell-based and recombinant vaccine that provides alternatives to egg-based vaccine production.
- Standard influenza vaccine, which includes either three influenza viruses (trivalent — two influenza A and one influenza B) or four influenza viruses (quadrivalent — two influenza A and two influenza B).
- Live-attenuated influenza vaccine that is given via nasal spray.
Importance of Antiviral Treatment

In addition to getting vaccinated, Dr. Adams advised preventive actions—covering your mouth when you cough or sneeze and staying home if you’re sick—and taking flu antiviral medications if they are prescribed to help prevent the spread of flu.

“Follow daily preventive actions such as washing your hands, covering your cough, and staying home if sick, [Dr. Adams] said. “And get treated quickly and take antiviral drugs if your doctor prescribes them.”
Key Message Pull-Through

Majority of coverage included at least one key message: 80%+ included 4+ key messages/quotes from panelists
Flu Messaging Goes Viral: Social Media Buzz

- 3,200+ tweets or social media mentions posted during* news conference with more than 380 accounts using #FightFlu, generating total estimated engagement of 7,100+
- Partners from the immunization community, healthcare professionals, media, and others all joined together with ‘one strong voice’

*During 3 day window (September 27–September 30, 2018)
Extending Messaging: Flu Awareness Night at Nationals Park (9/21/18)

- Washington Nationals vs. New York Mets
- 37,500 fans (sell out crowd)
- Flu Bugs and #TravelingFluBug on-field appearance
- NFID received [Spirit Award](https://youtu.be/DtdK9tle2e4)
Extending Messaging: NFID Outland Trophy Sponsorship

Partnering with Football Writers Association of America

**Program Activities**

- Joe Thomas, former Cleveland Browns offensive tackle, serves as Outland Trophy NFID Flu Ambassador
  - Got vaccinated on-camera at NFID News Conference
  - NY media tour resulted in coverage on national sports media outlets, including NFL Network, CNBC, & CBS Sports Radio

**Total impressions:** 1.37M+
Extending Messaging: 3 Key Steps to #FightFlu

NFID ad placement in college football programs and NFL/NBA yearbooks
- ~1200 college home games
- 16 major Bowl games
- College Playoffs & National Championship Games
- 20 NFL team yearbooks
- 10 NBA team yearbooks
- Total primary circulation: ~1.9M

Total audience/impressions: ~6.4M
National Influenza Vaccination Week (NIVW): 12/2-8/18

- NFID social media outreach
- 12/5 NFID Webinar: Flu Myths & Communications Tips
- 12/6 NFID News Guest Blog: Football Fans: #GetVaccinated to Help #FightFlu this Year & Every Year (by Joe Thomas, NFID Outland Trophy #FightFlu ambassador)
Supporters

NFID awareness activities, including annual news conference, supported in part by:

- AstraZeneca
- 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/2018flunews