2019-2020 Final Results Report

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

2019 Annual News Conference
Thursday, September 26, 2019
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 medical, scientific, and public health priorities relevant to upcoming influenza (flu) season. For 20+ years, NFID again partnered with government, industry, and leading non-profits to reach wide-ranging audiences about flu and pneumococcal disease.

### KAP Survey
- Nationally representative survey strategically used to generate strong media hook encouraging more US adults to get vaccinated against flu and pneumococcal disease

### Communicating Key Messages
- High-profile panel of experts and supporting organizations convey strong, unified commitment reinforcing the call to action for everyone age 6 months and older to get vaccinated annually against influenza and follow CDC “Take 3” approach to flu protection
- High-profile leaders “Led by Example” and got vaccinated on camera, including Secretary of Health and Human Services Alex Azar II and former Outland Trophy winner Mark May. Media interviews were conducted with all panelists before, during, and after the press conference.

### Compelling Resources and Ongoing Outreach
- News conference and press kit archived online, enabling ongoing access throughout the season to a range of information for media and consumers including newly designed factsheets and infographics
- Strategic communications continued throughout the season, emphasizing key messages through targeted media outreach, social media engagement, national distribution of mat release, and public outreach activities at national events (sports/fashion)
Collaboration and Support
Leading public health/medical groups demonstrated strong and unified commitment to influenza prevention
Expert Panel Delivered Impactful Messages and Led By Example
US Health Officials Urge Influenza and Pneumococcal Disease Vaccination

Moderator
William Schaffner, MD
Medical Director, National Foundation for Infectious Diseases (NFID)

Protecting The Nation Against Influenza and Pneumococcal Disease
Alex M. Azar II
US Secretary of Health and Human Services

Preventing Childhood Influenza
Patricia N. Whitley-Williams, MD
NFID President-Elect, Professor of Pediatrics and Division Chief, Allergy, Immunology, and Infectious Diseases, Rutgers Robert Wood Johnson Medical School

The Dangers of Influenza in Adults with Chronic Health Conditions
William B. Borden, MD
Associate Professor of Medicine and Health Policy, George Washington University, and Chief Quality and Population Health Officer, GW Medical Faculty Associates
Leading by Example: #FightFlu

Vaccination is the best way to protect against flu and pneumococcal disease and avoid complications.

www.nfid.org/lbe
Top-Tier Media Coverage

Media placements were secured in top-tier print/online/TV and radio outlets, resulting in over 1.4 billion impressions during flu season*

- **37 press representatives** onsite or via telecast/webinar
- **506 stories** secured, including **40 original stories**
- AP story **picked up by 382 outlets reaching all 50 US states**
- **3 original Spanish language placements** including top-tier radio stations: Spanish Public Radio and CNN Español

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*Online, print, TV, and radio figures based on Cision; includes press release impressions from PR Newswire and mat release data from Brandpoint*
“Getting vaccinated is going to be the best way to prevent whatever happens,” Daniel Jernigan, MD, MPH, flu chief at the Centers for Disease Control and Prevention, told the Associated Press.

Parents wouldn’t “drive off with their child not restrained in a car seat, just in case they’re in an accident,” said Patricia Whitley-Williams, MD, a pediatrician with Rutgers Robert Wood Johnson Medical School. “So why would you not vaccinate your child against the flu?”

If people shrug at the risk, “it’s not just about you,” Azar said. “Vaccinating yourself may also protect people around you,” such as how newborns have some flu protection if their mothers were vaccinated during pregnancy.

For now, people who get vaccinated and still get sick can expect a milder illness — and a lower risk of pneumonia, hospitalization or death, stressed William Schaffner, MD of Vanderbilt University and the National Foundation for Infectious Diseases.
"While 60% of adults think that the flu vaccine is the best preventive measure against flu-related deaths and hospitalizations, only 52% said they planned to get one this season, according to a survey by the National Foundation for Infectious Diseases (NFID)."

"Schaffner cited a survey NFID conducted this summer on Americans' attitudes about the flu vaccine, which found that while 60% of adults believe that getting a flu vaccine is the best defense against flu-related hospitalization or death, only half of Americans plan to get the vaccine this year."

"...a new survey from the National Foundation for Infectious Diseases (NFID) found that only 52 percent of Americans plan to get the vaccine this year. Oddly, 62 percent of people in the US believe that the flu shot is the best defense against influenza-related hospitalizations and deaths, yet significantly fewer actually intend to afford themselves that protection."
“The virus is even more nasty than you thought,” Schaffner said. “Flu initiates a whole-body inflammatory reaction. The damage from flu continues even after one recovers from the acute flu illness ... It’s why many people feel wiped out for two weeks or more after they’ve stopped coughing. This lingering inflammation can involve blood vessels, particularly the blood vessels to the heart and the brain.”
Coverage Emphasizes Need for Children and Those with Chronic Conditions To Get Vaccinated

Unfortunately flu infection is often just the beginning of the problem for certain patients with chronic health conditions,” Borden said. “An often unrecognized danger of the flu is that the resulting inflammation may last for several weeks after the acute infection.”
“Although each season’s vaccine is formulated to protect against three of four strains of flu virus, in some years it still isn’t a good match for the strains that actually circulate. But it’s worthwhile to get vaccinated regardless: If you contract the flu, the illness will be less severe and of shorter duration. That could be the difference between missing a week of work and a protracted stay in the hospital.”

It's not a perfect vaccine because there are a number of flu strains that circulate, but it does provide some protection. If you happen to get sick, the vaccine cuts down on how long your symptoms last and it should protect you from the major complications that come with the flu, such as pneumonia.
**Key Message Pull-Through**

100% of coverage from the news conference and throughout flu season included at least one key message; 93% included NFID attribution.

<table>
<thead>
<tr>
<th>Key Message</th>
<th>Percent of Articles with Key Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flu is highly contagious and can lead to serious complications</td>
<td>88%</td>
</tr>
<tr>
<td>Burden of disease (severity and duration of season)</td>
<td>25%</td>
</tr>
<tr>
<td>KAP survey</td>
<td>53%</td>
</tr>
<tr>
<td>Best way to prevent flu is vaccination</td>
<td>98%</td>
</tr>
<tr>
<td>Steps to fight flu</td>
<td>68%</td>
</tr>
<tr>
<td>Chronic conditions</td>
<td>63%</td>
</tr>
<tr>
<td>NFID</td>
<td>93%</td>
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</tbody>
</table>
Spokesperson Quotes

Almost all coverage included a quote from at least one spokesperson and nearly half of all coverage included NFID spokesperson quote.
The Flu Goes Viral: Social Media Buzz

- **2,000+ social media posts and 170 unique authors** mentioned NFID news conference and/or used hashtags #FightFlu or #PreventPneumo generating **potential reach of 27 million +**
- Tweets from top-tier and healthcare media helped extend the reach of key messages
- Immunization partners and healthcare professionals joined together with ‘one strong voice’

*Tweets from September 26-October 3, 2019*
Digital Screens Have Impact

Screens extended the reach of key messages in traditional and social media.

The New York Times

Vaccination is the best way to protect against flu and pneumococcal disease and related complications.

Alex M. Azar II, the health and human services secretary, receiving a flu vaccine last month in Washington. Lauren Neergaard/Associated Press

Health officials: It’s time to give flu vaccine another shot.

A recent study showed that annual #flu #vaccination reduced the risk for cardiovascular events by 53% among people who had a heart attack in the last year via William B. Borden, MD, Associate Professor of Medicine and Health Policy @GWMSHS #FightFlu

#NID #Pneumococcal

Received my annual flu vaccine at the National Foundation for Infectious Diseases (NFID) 2019 Influenza/Pneumococcal News Conference. Happy to be here with @outlandtropy and @NFIDvaccines #FightFlu

*CDC recommends that everyone age 6 months & older get a flu shot each year.
Extending Messaging:
Flu Awareness Night at Nationals Park (9/13/19)

- 8th annual event
- Washington Nationals vs. Atlanta Braves
- 37,500 fans (sold out attendance)
- NFID Flu Bugs and #TravelingFluBug made on-field appearance
- Nationals Spirit Award presented to NFID
Extending Messaging: NFID Outland Trophy Sponsorship

Partnering with Football Writers Association of America

Program Activities

- Mark May serving as 2019-2020 Outland Trophy NFID Flu Ambassador
  - Got vaccinated on-camera at NFID News Conference
  - NY media tour (9/28/19) resulted in coverage on national sports media outlets, including NFL Network, CBS Sports Radio, WFAN-Radio

Total Mentions: 179
Total Reach: 98M
Extending Messaging: 3 Key Steps to #FightFlu

NFID ad placement in college football programs and NFL/NBA yearbooks
- 1,100+ college home games
- 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


**Atlanta Hawks, Boston Celtics, Chicago Bulls, Denver Nuggets, Golden State Warriors, Houston Rockets, Miami Heat, Minnesota Timberwolves, New York Knicks, Washington Wizards
Influenza Awareness: Flu Is Not Fashionable

- NFID sponsored Metropolitan Fashion Week Los Angeles
- Public awareness campaign focused on ‘Take 3’ approach to #FightFlu
- Press Release (10/2/19)
- Los Angeles Closing Gala and Award Show (10/5/19)
- NFID logo placement & on-stage mentions

**Media:**
- 54.5 million total reach
- $23.4K publicity value

**NFID Social Media:**
- 1,150,000+ impressions
- 916,177 reach
- 6,000+ impressions

World Pneumonia Day: November 12, 2019

NFID participation in annual observance via Twitter, press release, and NFID blog post to help raise awareness about pneumococcal disease prevention

Press Release Pick-ups: 139
Potential Audience: 80M
National Influenza Vaccination Week (NIVW): December 1-7, 2019

NFID blog post and social media posts on Twitter, Instagram, and Facebook to help raise awareness of the dangers of influenza and the importance of annual vaccination for adults with chronic health conditions.
#FightFlu #LowerYourFluRisk Twitter Chat

NFID hosted Twitter Chat during NIVW
Total Impressions: 8,055,540
Additional NIVW Activities

**PR Newswire Release**
Total Pick-Up: 144
Total Potential Audience: 94M

**Scientific American Article**
Impressions: 200K+

**Mat Release**
Total Placements: 1,059*
(above average 900-100 for online releases)
Impressions: ~212M

*Placements earned in top 10 Designated Market Areas in the US: NYC, LA, Chicago, Philadelphia, Dallas-Ft. Worth, San Francisco-Oakland-San Jose, Washington, DC, Houston, Boston, and Atlanta
Extending Reach Throughout The Season: Flu Twitter Chats

- Everyday Health #ItsStillFluSeason (1/21/2020)
- National Hispanic Medical Association #NHMAFluChat (1/29/2020)

Discussed dangers of flu and importance of annual vaccination, with an emphasis on adults with chronic health conditions (heart disease, lung disease, and diabetes).
Extending Reach Throughout The Season: American Heart Month

During **American Heart Month** (February 2020), NFID shared resources highlighting the importance of flu vaccination for individuals with heart disease

NFID leveraged Twitter chats to share resources on the dangers of influenza (flu) for people with heart disease, including:

- #LoveYourHeartChat (2/19/20)
- #SaludTues Heart Disease (2/25/20)

[Image: www.nfid.org/loweryourflurisk]

**THE DANGERS OF INFLUENZA (FLU): WHY PEOPLE WITH HEART DISEASE NEED TO GET VACCINATED**

- **28+ million adults** have heart disease, and one of 6 increased risk of heart attack within 7 days of flu infection
- **SERIOUS COMPLICATIONS MAY INCLUDE:**
  - Increased risk of heart attack
  - Hospitalization
  - Increased risk of stroke
  - Permanent physical decline/loss of independence
  - Higher risk of death

[Image: American Heart Month]

www.nfid.org/loweryourflurisk
Supporters

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

- AstraZeneca
- Genentech
- GSK
- MedStar Visiting Nurse Association
- Merck & Co., Inc.
- Sanofi Pasteur
- Seqirus

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

www.nfidi.org/2019flunews