#StopTheSpread: COVID-19, Influenza, and Pneumococcal Disease Awareness

2020-2021 Program Results
Building Awareness Throughout Respiratory Season: Program Overview

**Annual Influenza/Pneumococcal News Conference: October 1, 2020**
- National Influenza Season Launch
- Top-Tier Media Coverage
- Visually Compelling Factsheets/Backgrounders

**#LowerYourFluRisk: The Dangers of Influenza and COVID-19 in Adults With Chronic Health Conditions**
- Updated Call to Action & Toolkit
- Expanded Partner Outreach/Engagement
- Patient Point In-Office Distribution Channels
- Scientific American/Healio

**Season-Long Social Media Buzz**
- Twitter Chats
- Motion Graphics
- Leading by Example: #FightFlu

**National Influenza Vaccination Week**

**National Survey: Black Adult Perspectives on COVID-19 and Flu Vaccines**
Annual Influenza/Pneumococcal News Conference: October 1, 2020
National Influenza Season Launch
- NFID influenza/pneumococcal news conference serves as agenda-setting media event reflecting updated medical, scientific, and public health priorities relevant to 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
- Event converted to virtual format due to COVID-19 pandemic

KAP Survey
- Nationally representative survey used strategically to generate strong media hook encouraging more US adults to get vaccinated against flu and pneumococcal disease amid COVID-19 pandemic

Communicating Key Messages
- High-profile panel of experts convey strong and unified commitment to reinforcing call to action for everyone age 6 months and older to get vaccinated against influenza and follow CDC “Take 3” approach to flu protection
- Media interviews conducted with panelists before, during, and after the news conference

Compelling Resources and Ongoing Outreach
- News conference and press kit archived online, enabling access throughout the season to a range of information for media and consumers including factsheets and infographics
NFID Annual Influenza/Pneumococcal Disease News Conference

Thursday, October 1, 2020
Virtual Event

www.nfid.org/2020flunews
Expert Panel Delivered Impactful Messages
US Health Officials Urge Influenza and Pneumococcal Disease Vaccination

Why Vaccination is More Important than Ever this Season
William Schaffner, MD
Medical Director, National Foundation for Infectious Diseases

Protecting the Nation from Flu and Pneumococcal Disease
Anthony S. Fauci, MD
Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health

Protecting Older Adults and Those with Chronic Health Conditions
Federico M. Asch, MD
Director, Cardiovascular Core Labs and Cardiac Imaging Research, MedStar Health Research Institute, MedStar Heart and Vascular Institute

Increasing Vaccination Rates Among Children and Addressing Health Disparities
Patricia N. Whitley-Williams, MD
NFID President and Professor of Pediatrics; Chief of the Division of Pediatric Allergy, Immunology, and Infectious Diseases; and Associate Dean of Inclusion and Diversity, Rutgers Robert Wood Johnson Medical School
Leading public health/medical groups demonstrated strong and unified commitment to flu/pneumococcal disease prevention, including:
Top-Tier Media Coverage Resulted in 2.7+ Billion Impressions

- **40+ press** via webcast
- **640+ stories** secured, including **42 original stories**
- Online AP online story **picked up by 439+ outlets reaching 49 US states**
- CNBC shared a story and streamed the **event live** on their website, reaching wider audience
- iHeartMedia interview with Schaffner broadcasted in 8+ states

Media placements were secured in top-tier print/online/TV outlets:

- Health officials urge Americans to get flu vaccine as concerns mount over possible 'twindemic'
- High demand for flu shots? Experts hope to avoid 'twindemic'
- Fauci says public health measures to curb coronavirus spread could dampen flu season

*Online, print, TV, and radio figures are based on Cision, Critical Mention and Meltwater; includes press release impressions from PR Newswire*
“A flu vaccine only protects against influenza, not the coronavirus. And while its effectiveness varies from year to year, people vaccinated against flu don’t get as sick, avoiding pneumonia, hospitalization and death.”
—William Schaffner, MD

“Get yourself and your family vaccinated,” Fauci said. “I was vaccinated two days ago. I feel great, I’m glad I did it. Hopefully it will protect me and my family.”
—Anthony Fauci, MD

“We believe the more vaccinated, the more protected …”
—Marla Dalton, CAE
Coverage Underscored Importance of Protecting People at High Risk for Complications

It is “our personal responsibility to protect ourselves. But we also have a responsibility to protect the vulnerable around us, including young children, pregnant women, adults, 65 years of age or older and those with underlying chronic health conditions.”

—Anthony Fauci, MD

“We need to increase the number of people getting vaccinated and focus especially on communities of color, which often bear a disproportionate burden of serious flu illness.

—Daniel Jernigan, MD

“Bottom line, prevention through annual flu vaccination must be a part of overall disease management for older adults and people with chronic medical conditions.”

—Federico Asch, MD
100% of news conference coverage included at least one key message; 98% of coverage included NFID attribution.
Flu & COVID-19: #StopTheSpread

Understanding Influenza (Flu)

Influenza flu is a contagious viral infection that can cause mild to severe symptoms and life-threatening complications, including death, in unhealthy children and adults. Influenza viruses are thought to spread mainly from an infected person through coughs or sneezes, then are also spread through touching a contaminated surface and then touching his mouth, nose, or eyes. Initial contact with a person occurs from 1 to 4 days before symptoms and for a week or more after symptoms begin.

Flu Severity and Symptoms

The severity of each flu season varies depending on the specific influenza viruses circulating. The best way to prevent flu and its potentially serious complications is through annual flu vaccination recommended for everyone aged 6 months and older. Proper hygiene can also provide protection by detecting the severity and duration of disease.

- Fever
- Joint pain, body, and muscle aches
- Chills
- Sore throat
- Gastrointestinal (diarrhea, nausea)
- Headache

Flu is not just a common cold. It usually comes or subsides, and people with flu may have some or all of the following symptoms:

Impact of Flu

Unlike many other viral or bacterial infections, while most mild, death occurs in fewer than 1% of cases. Flu-related complications can lead to severe outcomes and death:

- Pneumonia
- Bronchitis
- Children younger than age 5 and elderly people are especially vulnerable.

References:

Understanding Pneumococcal Disease

Pneumococcal Disease and Influenza (Flu)

- Pneumococcal disease can cause pneumonia, meningitis, and sepsis, and is a serious complication of flu.

The Impact of Pneumococcal Disease

- In the U.S., pneumococcal pneumonia causes at least 150,000 hospitalizations each year, and about 5% of those who are hospitalized from it will die. The death rate is even higher in more vulnerable age groups.

- Pneumococcal meningitis can cause lifelong disabilities such as hearing loss, seizures, blindness, and paralysis.

- Sepsis is a possible complication among patients hospitalized with pneumococcal pneumonia.

Pneumococcal Disease Symptoms

- Pneumococcal disease can either begin suddenly without warning. Depending on whether the infection causes pneumonia, sepsis, or meningitis, individuals may experience some combination of the following:
  - Very sudden onset of fever, chills, cough, shortness of breath, chest pain, soft neck, and dizziness
  - Symptoms may be less specific in older adults. Older adults may experience confusion or loss of awareness

References:
2. Centers for Disease Control and Prevention (2021). Pneumococcal Disease by the Numbers. Available at: https://www.cdc.gov/pneumococcal/numbers.htm
#LowerYourFluRisk: The Dangers of Influenza and COVID-19 in Adults With Chronic Health Conditions
#LowerYourFluRisk: The Dangers of Influenza and COVID-19 in Adults With Chronic Health Conditions

Targeted activities included:

**Updated Call to Action on Flu/COVID-19 & Chronic Health Conditions**
- Convene key national stakeholders/experts to reach consensus
- Issue updated Call to Action and disseminate via partners

**Engage Partners to Take Action: Focus on Flu/COVID-19 in Adults with Chronic Health Conditions**
- Leverage existing NFID partner network and engage new partners
- Update existing materials & create new materials based on partner feedback

**Traditional and Social Media Campaign**
- Incorporate messages into NFID Annual Influenza News Conference
- [Press release](10/15/20)
- Ongoing multi-faceted digital/social campaign
Virtual Roundtable: Engaging New/Existing Partners

Representatives from ~35 organizations, including cardiology, diabetes, and public health groups, participated in virtual roundtable focused on:

- Potential effects of flu/COVID-19 co-circulation on public health/ER capacity
- How complications from flu/COVID-19 co-infection will be harmful, particularly in adults with chronic health conditions
- Challenges in maintaining flu vaccination rates this season, with stay-at-home orders and social distancing measures
Updated Call to Action: The Dangers of Influenza and COVID-19 in Adults with Chronic Health Conditions

Leveraged key findings from virtual roundtable to develop Call to Action:

- Outlined best practices, strategies, and tactics for administering flu vaccines in conjunction with COVID-19 mitigation efforts
- Highlighted dual threat of flu and COVID-19 for adults with chronic health conditions, despite limited data available at time of publication
- Detailed importance and benefits of flu vaccination during 2020–2021 season and beyond
- Call to Action supported by ~40 specialty/public health advocacy groups and medical societies
Earned Media Placements

- Distributed press release via EurekAlert!
- Placements including Newsday, Medical Xpress, News Medical, Pharmacy Times (4.98 MM impressions)
- Healio published co-authored perspective from NFID Medical Director William Schaffner, MD

Publications

- Op-ed in Diagnostic & Interventional Cardiology featuring NFID Medical Director William Schaffner, MD and Allen Taylor, MD (representing ACC)
  - Emphasized importance of cardiologists prioritizing flu vaccination during COVID-19 pandemic (reaching 26K healthcare professionals)
- Call to Action to be published in Infectious Diseases in Clinical Practice (reaching 17K+ healthcare professionals)
Patient Point In-Office Distribution Channels

Distribution targeting patients and healthcare professionals (HCPs) through digital screen placements in the following settings:

### Patient Settings
- Primary Care
- Women’s Health
- Rheumatology
- Cardiology
- VA

### HCP Settings
- Gastroenterology
- Neurology
- Oncology
- Primary Care

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Season-Long Social Media Buzz
The Flu Goes Viral: News Conference Social Media Buzz*

- 4,986 social media posts and 2,524 unique authors mentioned the press conference, used #FightFlu, or #PreventPneumo—generating reach of 85M+
- Partners, immunization community, & HCPs helped spread the word
- Tweets from Secretary Azar & HHS extended reach of #FightFlu messages

*Time Period: September 28–October 9, 2020
Leading By Example: #FightFlu

www.nfido.org/lbe
#LowerYourFluRisk Digital Engagement

**Social Media:**
Leveraged animated graphics
Amplified posts among key target audiences
- 2.1MM+ impressions
- 16K+ clicks

**Website:**
21K+ page visits to NFID flu and CHC online toolkit

www.nfid.org/LowerYourFluRisk
Flu Awareness during American Heart Month

Raised awareness about the dangers of influenza for adults with heart disease via Twitter and NFID Blog (in partnership with American Heart Association)

Why Adults with Heart Disease Need an Annual Flu Vaccine

In the US, one in four deaths is caused by heart disease, making it one of the leading causes of death. To help raise awareness about the importance of heart-healthy lifestyles, including annual influenza (flu) vaccination, American Heart Month is observed each February...
National Influenza Vaccination Week
December 6-12, 2020
National Influenza Vaccination Week (NIVW)

- NFID Flu Facts and Fiction Quiz (online Tribune publications)
- Scientific American
- **Now More Than Ever, It Is Important To Get Vaccinated To #FightFlu** (12/7/20 Press Release)
- Social Media Activity
  - Twitter Chats
  - Guest Blog Posts
Flu Facts and Fiction Quiz

- Leveraged NIVW to reach consumers in key markets through paid media with information on flu and flu vaccination
- **Flu facts and fiction quiz** ran on 4 Tribune sites
- Combination of native ads, optimized for performance, and run-of-site NFID ads

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<th>TOTAL IMPRESSIONS</th>
<th>ENGAGEMENT</th>
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<td><strong>2.3 M</strong></td>
<td><strong>4,423</strong></td>
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**Did you Know...**

It's not too late to get vaccinated against flu

**Can a flu shot give you the flu? Take our quiz**

It's that time of year again — flu season. Arm yourself and learn the facts about flu and why flu vaccines are your best line of defense.

Sponsored Content by National Foundation for Infectious Diseases
Amplified key messages about the importance of flu vaccination for adults with chronic health conditions to scientific and medical professionals via Scientific American ad platform.

### Digital Ads
- Complete site takeover: Ads placed across health stories and pages
- **543K+ impressions**
- Drove **1K+ visitors** to NFID #LowerYourFluRisk online toolkit

### Featured Ads in “Today in Science” Newsletter
- Ads in **8 newsletter distribution lists**
- Extended flu messaging and emphasized importance of getting an annual flu vaccination
- **112K+ impressions**

### eBlast to US Readers: Extending the Message
- Emphasized importance of flu vaccination for adults with heart disease **during American Heart Month** (February 2021)
- Extended flu messaging
- **98K+ impressions**

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**DID YOU KNOW?**
Flu can make chronic health conditions deadly

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**GetVaccinated to help FightFlu during National Influenza Vaccination Week**

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**National Foundation for Infectious Diseases**
Twitter #FluChat & Guest Blog Posts

NHMA/Salud America and Coalition to Stop Flu Twitter Chats (12/8/20)

- **1.3M** reach
- **1.6M** impressions
National Survey: US Black Adult Perspectives on COVID-19 and Flu Vaccines
## Black Adult Perspectives on COVID-19 and Flu Vaccines (National Survey)

### COVID-19 and Influenza (Flu) Vaccination Disparities Survey
- Nationally representative survey among US Black adults used to generate strong media hook highlighting perspectives of Black adults and willingness to be vaccinated against flu and COVID-19 in the context of persistent **disparities with COVID-19 vaccine rollout**

### Key Messages
- Leveraged expertise of NFID President Patricia N. Whitley-Williams, MD, to increase awareness of health disparities, while addressing **common misconceptions about COVID-19 and flu vaccines** and reinforcing the call to action to get vaccinated (when eligible)

### Media Outreach
- Outreach resulted in top-tier placements (NY Times, CNN, The Hill, AP, Consumer Reports, US News & World Report) with 16 original news stories, resulting in more than **1.3 billion impressions**

### Radio Media Tour
- NFID President Whitley-Williams interviewed on **12 Black-focused news stations** across the US to promote key messages around survey findings and the importance of COVID-19 and flu vaccination, reaching **25M+ listeners**

### Compelling Press Materials
- **Factsheet** and **infographics** deployed on NFID social channels/website provided valuable information for media and consumers
Top-Tier Outlets Highlighted Key Survey Results

More than half of Black adults in the US remain hesitant to get the COVID-19 vaccine and experts say new data underscores the need to prioritize equitable access and redouble efforts to build trust within communities...according to a new survey released Thursday by the National Foundation for Infectious Diseases.

More recently, a poll from the National Foundation for Infectious Diseases found a slight uptick with 49% of Black adults saying they planned to get vaccinated.

Younger Black adults are far more hesitant to get the vaccine than their elders, according to the new survey of 1,340 respondents released by the National Foundation for Infectious Diseases.
Radio Media Tour (RMT): Patricia N. Whitley-Williams, MD

- NFID President participated in RMT with 12 radio stations across the US reaching Black adults (2/5/21)

- National and regional stations included top designated market areas (DMAs) such as Dallas-Fort Worth, Houston, Minneapolis, and Charlotte
  - Total estimated audience reach: 25M+ listeners
Compelling Graphics Highlighted Survey Results

Among Black adults who are unsure or do not plan to get vaccinated against COVID-19, top 5 reasons cited include these MISCONCEPTIONS:

- Concern about developing side effects from the COVID-19 vaccine is a top reason for non-vaccination (66%).
- Concern that the vaccines would be harmful (83%).
- Concern about getting COVID-19 from the vaccine (23%).
- Do not think COVID-19 vaccines work very well (53%).
- Are not concerned about getting seriously ill from COVID-19 (44%).

55% of US Black adults are worried about either themselves or someone in their family getting COVID-19 but only 49% plan to get vaccinated once eligible.

Intent to get a flu vaccine among Black adults:

- 35% do not plan to get a flu vaccine.
- 11% are unsure.
- 54% have received or plan to get a flu vaccine.

Younger Black adults and Black women are most reluctant to get vaccinated against COVID-19:

- 13% of Black adults age 40-64 do not plan to get vaccinated.
- 33% of Black women (all ages) do not plan to get vaccinated.
- 41% of Black adults age 18-44 years do not plan to get vaccinated.

Black adults lack confidence in COVID-19 vaccine development:

- Less than a quarter said they were “extremely/very confident” in:
  - Vaccine efficacy: 24%
  - Vaccine safety: 23%
  - Adequate testing among US Black adults: 20%
  - 49% plan to get a COVID-19 vaccine.
  - 54% have received or plan to get a flu vaccine.

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

- AstraZeneca
- Genentech
- GSK
- Merck & Co., Inc.
- Sanofi Pasteur
- Seqirus

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

www.nfid.org/2020flunews