Influenza, COVID-19, and Pneumococcal Disease Awareness

2021-2022 Program Results
Building Awareness and Sustaining Strong Momentum Throughout Respiratory Season

- **Opportunistic and/or paid media throughout season**

**LowerYourFluRisk: Chronic Health Conditions**

- **Field HCP/Patient Surveys (Chronic Health Conditions)**
- **Field Core KAP Survey (Consumers)**
- **Survey Results/Gap Analysis and Media Outreach**
- **Field US Black Adult Survey**
- **Paid Media Opportunities**
- **Black Adult Survey/Partner Collaboration**

**Timeline:**
- **August:** Field Core KAP Survey (Consumers)
- **September:** Field HCP/Patient Surveys (Chronic Health Conditions)
- **October:** Survey Results/Gap Analysis and Media Outreach
- **November:** Field US Black Adult Survey
- **December:** Paid Media Opportunities
- **January:** Black Adult Survey/Partner Collaboration
- **February:**

**Events:**
- **News Conference (10/7/21)**
- **NIVW (12/5-11/21)** TV PSA
- **NATIONAL INFLUENZA WEEK** (NIVW)
- **WORLD HEART DAY 29 SEP**
- **Opportunistic and/or paid media throughout season**
US Department of Health and Human Services (HHS) Secretary Xavier Becerra got vaccinated at NFID Headquarters, along with representatives from partner organizations.
Keeping the Nation Flu-Focused: Program Overview

**National Influenza Season Launch**
- NFID news conference serves as 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.

**KAP Survey**
- Nationally representative knowledge, attitudes, and practices survey results strategically generated strong media hook encouraging more US adults to get vaccinated against flu and pneumococcal disease amid the COVID-19 pandemic.

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

**Compelling Resources and Ongoing Outreach**
- News conference and online press kit enabled ongoing access throughout the season to a range of information for media and consumers including designed factsheets and infographics.
Virtual News Conference: Expert Panel Delivered Impactful Messages

Promoting Influenza and Pneumococcal Disease Prevention during the COVID-19 Pandemic

William Schaffner, MD (Moderator), NFID Medical Director
Rochelle P. Walensky, MD, MPH, CDC Director
Laura E. Riley, MD, Obstetrician and Gynecologist-in-Chief, New York-Presbyterian/Weill Cornell Medical Center; Chair, Department of Obstetrics and Gynecology, Weill Cornell Medicine
Cedric “Jamie” Rutland, MD, CEO of West Coast Lung and COVID-19 Medical Director, Private Health Management
Patricia A. (Patsy) Stinchfield, RN, MS, CPNP, NFID President-Elect; Pediatric Nurse Practitioner, Children's Minnesota (retired); Affiliate Faculty, School of Nursing, University of Minnesota

www.nfid.org/2021flunews
Leading public health/medical groups demonstrated strong and unified commitment to flu/pneumococcal disease prevention, including:
Outreach Resulted in Top-Tier Media Coverage: 4B+ Impressions

Despite a heavy news day including coverage about COVID-19 vaccine for children, media placements in top-tier print/online/TV outlets resulted in 4 billion+ impressions*.

- 37 press members joined via webcast
- 700+ stories secured, including **46 original stories**
- Core AP online story picked up by **226+ outlets** reaching 45 US states

*Coverage from September 20 - October 22, 2021; Online, print, TV, and radio figures are based on Cision, Critical Mention, and Meltwater; includes press release impressions from PR Newswire
AP Story and Video Helped Drive US-Wide Coverage

AP coverage included broadcast and online placements including USA Today
Coverage Emphasized ‘Flu Vaccination is Critical and Provides Protection from Serious Complications’

“Even in cases where flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness and prevent serious complications, including hospitalization and death,” Dr. Schaffner said.

Dr. Walensky said that though people are "tired of talking about vaccines,” it is "doubly important" to get their flu vaccine this year. Walensky, who received her own flu shot earlier this week, added that "we are preparing for the return of the flu."

“And with the uncertainty of the coming flu season looming, CDC and other government health officials are now encouraging all eligible people to sign up for a flu vaccine, and help prevent a possible ‘twindemic’—a bad flu season in the midst of the COVID-19 pandemic.”
“About 44 percent of US adults are unsure or don’t plan on getting vaccinated against the flu this season, health officials from CDC and National Foundation for Infectious Diseases said during an October 7 news conference.”

“The top reasons cited for not getting vaccinated were not believing influenza vaccines work (39%), concern over adverse effects from the vaccine (25%) and concern about getting influenza from the vaccine (19%), which does not occur. An additional 36% cited never getting influenza as their reason.”

“37% of adults are very or extremely worried about COVID-19, but only 19% are similarly concerned about flu.”
Key Message Pull-Through

Percent of Articles with Key Message

- **NFID attribution**
- **Flu is serious for those at high risk**
- **44 percent plan to vaccinate**
- **1 in 4 at high risk do not plan**
- **Vaccination the best way to fight flu**
- **Partial protection**
- **Flu vaccination in context of COVID-19**
- **Coadministration**
- **Safe/effective vaccines available**
- **Pneumococcal disease**

Key Messages
Leading By Example: #FightFlu
Leveraging CDC-NFID Partnership

Flu Fighters: NFID

Meet our Flu Fighters

Meet Dorothy, MS, CHES
Dorothy is a lead prevention manager for the National Foundation for Infectious Diseases (NFID) and works to educate and mobilize communities across the country on the importance of influenza prevention and management.

Meet Charles, MS, CHES
Charles is the manager of the Influenza Prevention Program at NFID. He has worked for the organization for over 10 years and is responsible for developing and implementing strategies to prevent and control influenza.

Meet Maria, MS, CHES
Maria is an education specialist at NFID. She develops and delivers educational materials on influenza prevention and control to healthcare providers, public health officials, and the general public.

www.cdc.gov/flu/resource-center/partners/nfid-fighters.html

NFID Blog

Time for an Annual Flu Vaccine

Special thanks to Debra Houy, MD, MPH, acting principal deputy director of the Centers for Disease Control and Prevention, for this guest blog post on the importance of annual influenza (flu) vaccination.

www.nfid.org/blog
Social Media Buzz

- **2,138+ social media posts** and **1,110 unique authors** used hashtags #FightFlu and/or #PreventPneumo generating potential reach of more than **41.5 million***
- Partners, immunization community, and healthcare professionals joined in to spread the word
- Reporters and partner organizations (Vaccinate Your Family and Families Fighting Flu) live-tweeted the event
- **Tweets from CDC Director and HHS Secretary** helped extend the reach

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*Hashtag use from October 4-15, 2022 (Twitter) only*
Media Outlets Extended Reach of Messaging on Social

The CDC warned this week that a "potentially severe" flu season could be on the way, as public health officials once again urge people to get their flu shots.

The flu season is notorious for being difficult to predict. However, flu trends from last year and from other parts of the globe can help us make informed estimates.

Health officials urged Americans to get their flu shots this year, fearing a more serious flu season this fall and winter.

A new survey found that more than four in ten Americans aren’t sure about or aren’t planning on getting a flu shot this year — a worrying trend public health experts say could exacerbate a worse-than-average flu season.

US health experts urge flu shots to avoid ‘twindemic’

As the U.S. gears up for a bad flu season, on top of the ongoing pandemic, CDC director Dr. Walensky says getting your flu shot is “doubly important this year.”

More than 40% of Americans may not get a flu shot this year. That could spell trouble during...
2021 Flu-Related NFID Webinars

- Closing the Gap: Protecting Adults with Chronic Health Conditions (12/9/2021)
- Strategies for Overcoming Barriers to Healthcare Personnel Immunization (11/30/2021)
- Coadministration of Influenza, COVID-19, and Other Routine Vaccines (10/19/2021)

1K+ Participants

www.nfid.org/webinars
#LowerYourFluRisk:
Patients with Chronic Health Conditions
Raising Awareness among Adults with Chronic Health Conditions

Survey
- Nationally representative survey results strategically generated strong media hook encouraging more US adults with chronic health conditions to get vaccinated against influenza, and healthcare professionals (HCPs) to strongly and consistently recommend annual flu vaccination to all patients with chronic health conditions

Earned Media Outreach
- Earned media outreach targeting health and HCP trades leveraged survey results and NFID Medical Director and spokesperson William Schaffner, MD, to reinforce messaging and reach adults with chronic health conditions and HCPs

Communicating Key Messages
- Experts and patients featured in media interviews to reinforce the call to action for adults living with chronic health conditions to get an annual flu vaccine

Public Service Announcement
- Nationally broadcasted PSAs emphasizing the serious complications of flu in patients living with chronic health conditions, featuring patients reinforcing the call to action to get vaccinated against flu each year
NFID commissioned two national surveys among healthcare professionals (HCPs) and adults with chronic health conditions.

While nearly **100%** of HCPs say they **recommend flu vaccines** to their patients with chronic health conditions at least some of the time...

Only **45%** of US adults with chronic health conditions say they **were vaccinated** against flu by early November 2021.

Source: 2021 Chronic Health Conditions Surveys: Gaps between Healthcare Professionals and Adult Patients
Outreach Resulted in Top-Tier Media Coverage

Media placements in top-tier print/online/TV outlets resulted in more than 619 million impressions*

- **235+ stories** secured, including **8 original stories**
- Highlights include Breaking Med, CBS News, Healthline, and Medscape
- CBS interview reached **223+** local and regional affiliates

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Survey Shows Some Of The Most Vulnerable To Severe Flu Illness Aren’t Getting Vaccinated Against It

Surveys find disconnect between patients, healthcare providers on flu shot guidance: 7 notes

NFID: More Patients with Chronic Conditions Need Flu Jab

Operators need to adopt ‘not on my watch’ attitude toward flu: public health expert

Specialists Think It’s Up to the PCP to Recommend Flu Vaccines. But Many Patients Don’t See a PCP Every Year

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*Coverage from December 6 - December 20, 2022; Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater and Hypestat; includes press release impressions from PR Newswire*
CBS Newspath interview brought in 223+ regional placements among CBS, ABC, and Fox affiliates across 42 states*

“It’s very concerning because that’s exactly the group that’s at highest risk of the complications of influenza, particularly pneumonia,” said NFID Medical Director William Schaffner, MD. “There was so little flu last year and vaccination didn’t reach the usual levels. There’s concern that many of us may have built up some susceptibility to flu, all the more important to get vaccinated.”

“Having the flu and also having diabetes can add this really nasty, extra layer of issues that I would have to deal with.”

*Coverage from December 6-December 20, 2021
Coverage Emphasized that Flu Can Cause Serious Complications for Adults with Chronic Health Conditions

“A new survey from the National Foundation for Infectious Diseases shows that despite the recommendation that patients who have chronic illnesses receive annual flu vaccines, only 45% of these patients do get them. People with chronic diseases are at increased risk for serious flu-related complications, including hospitalization and death.”

“If left untreated, a case of the flu could progress into pneumonia or another serious complication. This is especially true for older adults, those with chronic conditions, and unvaccinated people.”

"It has been well established that all three of these background conditions [heart disease, lung disease, and diabetes] predispose [patients] to more severe aspects of influenza and the complications of influenza, most notoriously pneumonia."
Majority of Articles Mentioned Importance of HCPs Recommending Flu Vaccination to Adults with Chronic Health Conditions

"As with COVID-19, Schaffner said it’s important for senior living operators to continue to educate, answer questions, and provide reassurances to residents and staff members about the importance of flu vaccines. He called it an ‘ethical and professional responsibility’ to avoid introducing influenza into their communities or taking the virus home to families."

"NFID Medical Director William Schaffner, MD, said it’s crucial specialists start centering the need to make these recommendations, especially given they interact a lot with vulnerable older populations who often see these types of healthcare professionals more frequently than their primary care physicians, whom they might just see for that once-a-year physical."
Compelling Survey Graphics for NFID Social Channels

- Organic posts generated **2,610 impressions** on Facebook and Twitter
- Paid posts expanded engagement: 0.85% CTR on Facebook
Flu and Chronic Health Conditions

- Presented 3 Things You Need to Know about Flu & Chronic Health Conditions PSA at 2021 APHA Public Health Film Festival
National Influenza Vaccination Week: December 5-11, 2021

- 2 new National Surveys of HCPs and Adults with Chronic Health Conditions
- Flu Is Not A Game PSA videos
  - PSA campaign digitally distributed to 1,900 TV stations nationwide
- Coalition to Stop Flu Twitter Chat
- 12/9/21 NFID Webinar: Closing the Gaps
Flu Is Not A Game PSA Helped Drive Awareness

- Interviews with 4 patients with chronic health conditions
- Digitally distributed to 1,900 TV stations
- Videos placed on CNN, USA Today, and Fox News websites
- 11,990 TV airings
- 236,000 pre-roll views
- 41M+ Impressions

“People with respiratory conditions are at much, much higher risk from having a far worse outcome should they get the flu.”
Flu Is Not A Game Social Media Graphics

PEOPLE WITH DIABETES ARE 3X MORE LIKELY TO DIE FROM FLU-RELATED COMPLICATIONS

PEOPLE WITH HEART DISEASE ARE 6X MORE LIKELY TO HAVE A HEART ATTACK WITHIN 7 DAYS OF FLU INFECTION

FLU CAN TRIGGER ASTHMA ATTACKS AND MAKE COPD SYMPTOMS WORSE
Leveraging Observances to Help Raise Awareness

Leveraged American Heart Month, Black History Month, and other holidays/observances to raise awareness about the importance of prevention through vaccination.
Partnership with BuzzFeed to raise awareness of the importance of annual flu prevention

1.4M Impressions

32K Page Views

110.27% Delivery

0.23% Facebook Engagement Rate
(Benchmark: 0.21%)
2021 National Survey: US Black Adult Perspectives on Flu Vaccines
In December 2021, NFID conducted a new national survey assessing knowledge and attitudes toward flu and COVID-19 vaccination among US Black adults (age 18-49 years), including changes since 2020-2021 flu season and a deeper look into factors that influence vaccine uptake among younger adults.

Goal is to leverage survey results to develop targeted communications to help raise awareness of the importance of flu prevention and to increase flu vaccination rates among US Black adults during 2022-2023 flu season.
Supporters

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/2021flunews