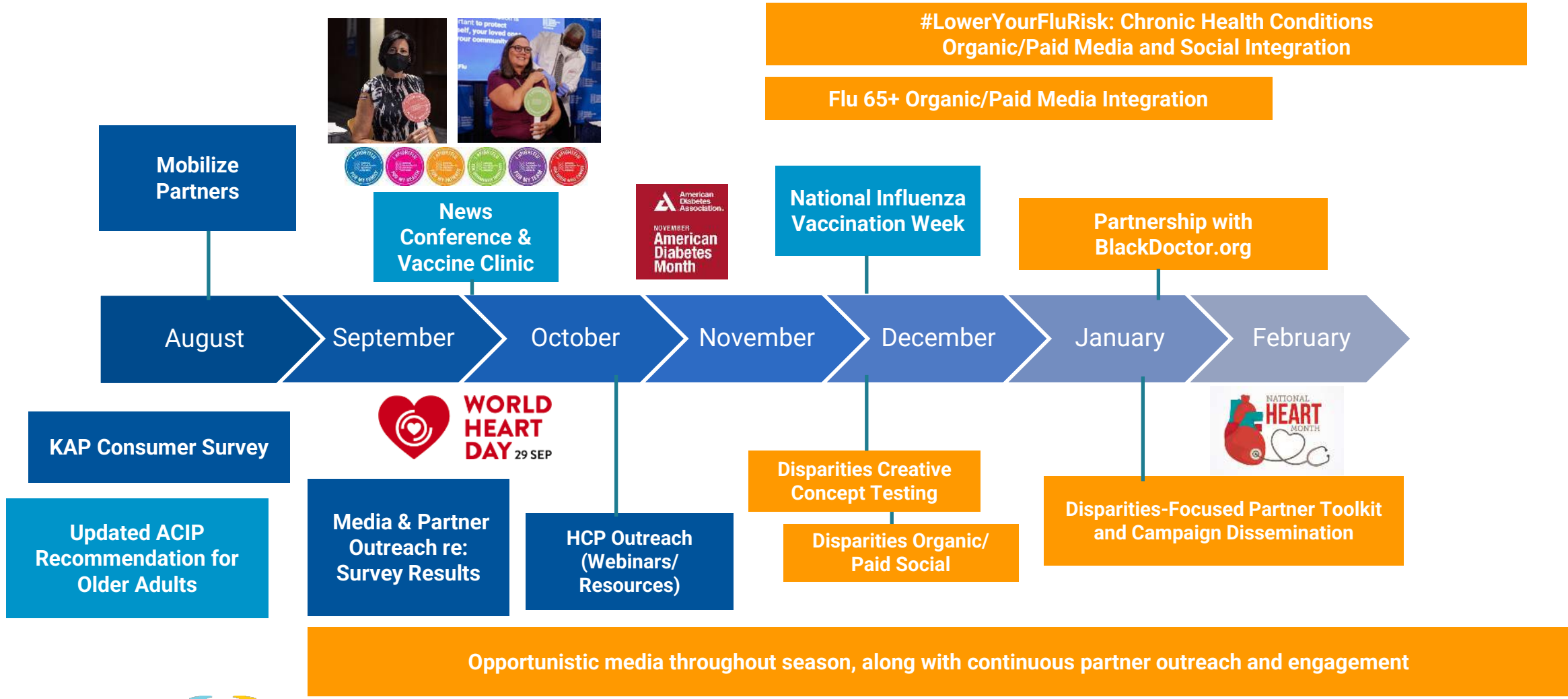


Influenza and Pneumococcal Disease Awareness Campaign

2022-2023 Program Results



Building Awareness and Sustaining Strong Momentum Throughout 2022-2023 US Respiratory Season



Annual Influenza/Pneumococcal Disease News Conference: October 4, 2022

Keeping the Nation Flu-Focused: Program Overview

National Influenza Season Launch

- NFID news conference as an agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming flu season. For 25 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 survey strategically used to understand attitudes and behaviors about vaccination against flu and pneumococcal disease in the context of the COVID-19 pandemic to help frame messaging and generate strong media hook

Communicating Key Messages

- High-profile panel of experts conveys strong and unified commitment to reinforcing the call to action for everyone age 6 months and older to get vaccinated against influenza each year 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 factsheets and infographics

Expert Panel Delivered Impactful Messages

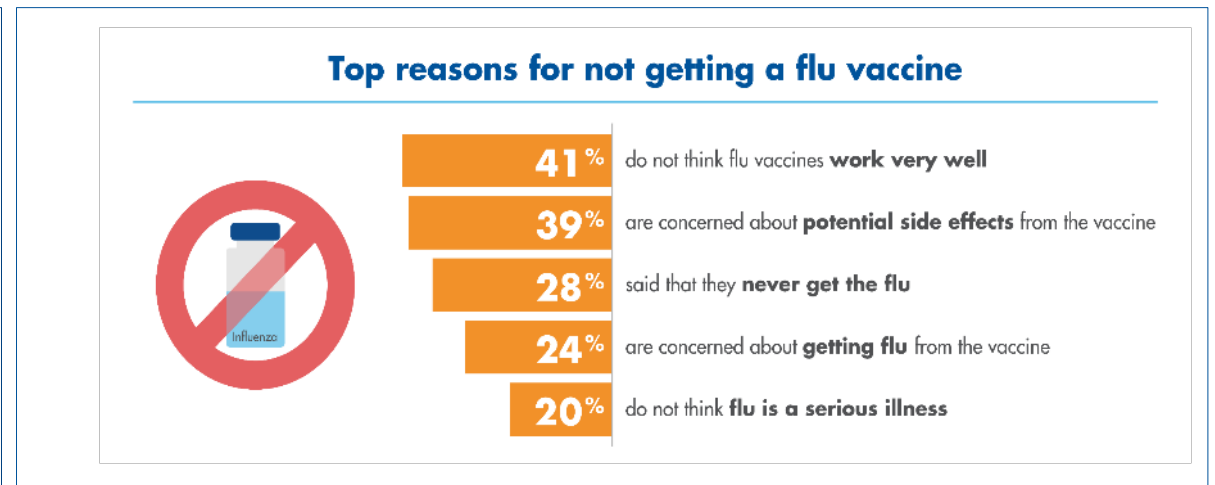
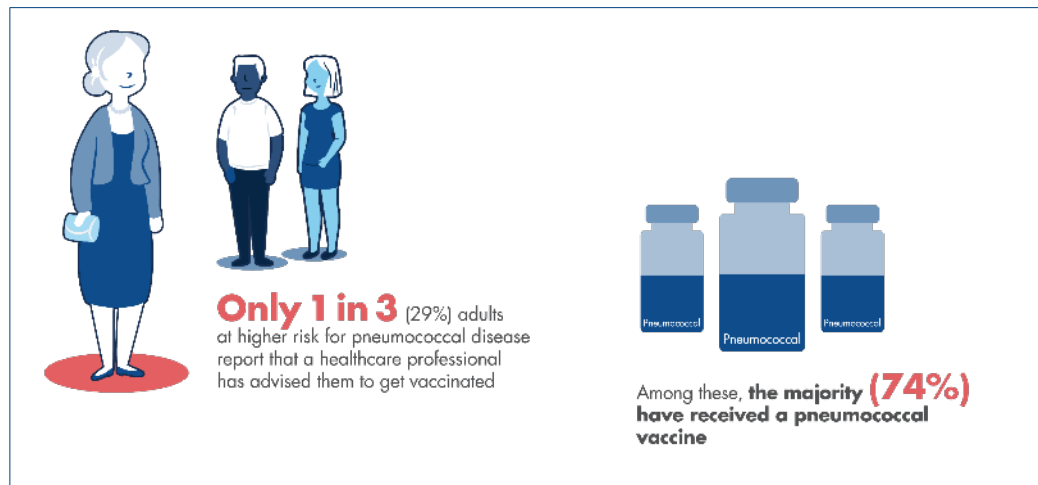
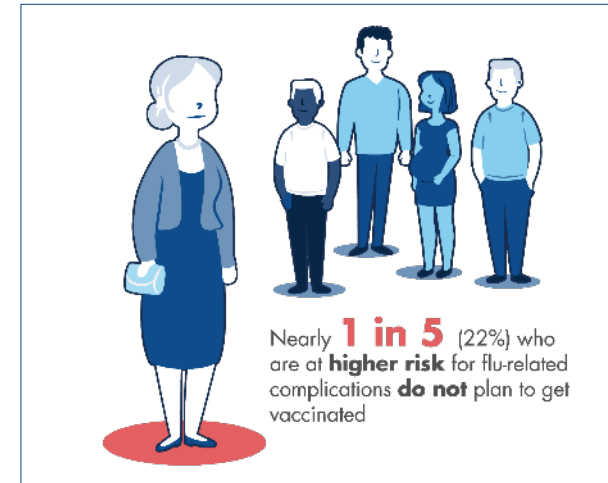
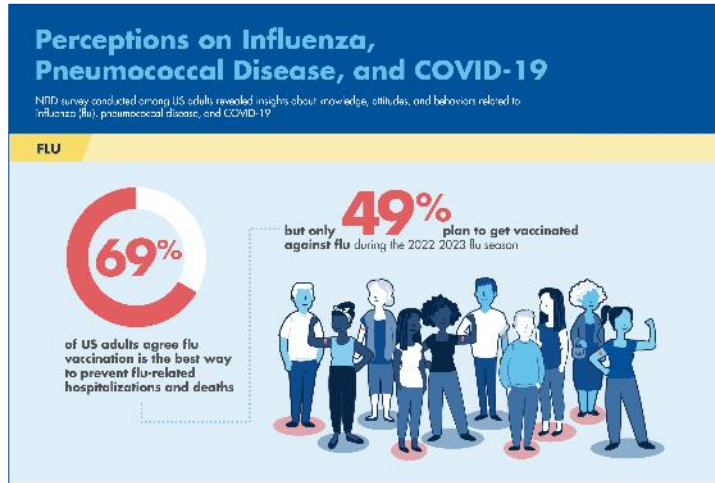
Tuesday, October 4, 2022

Looking Ahead: What We Know Now About Preventing Influenza and Pneumococcal Disease

- **Tamika C. Auguste, MD**, ACOG Fellow and Chair, Women's and Infants' Services, MedStar Washington Hospital Center
- **William Schaffner, MD**, NFID Medical Director
- **Patricia A. (Patsy) Stinchfield, RN, MS, CPNP (Moderator)**, NFID President
- **Jeb S. Teichman, MD**, Retired Pediatrician and Healthcare Executive
- **Rochelle P. Walensky, MD, MPH**, CDC Director



NFID National Survey Results



Vaccine Clinic: Leading By Example



Outreach Resulted in Top-Tier Media Coverage

Media placements in top-tier print/online/TV/radio outlets **resulted in more than 6.2B impressions***

- **40** media representatives joined webcast/in-person
- **400+** stories, including **57 original stories**
- Highlights include ABC News, Boston Globe, CBS, CNBC, Forbes, FOX News, Healio, Healthline, USA Today, Washington Post, WebMD, and Wall Street Journal
- **Multiple stories across CBS platforms:** CBS This Morning, CBS Evening News, CBS Newspath, CBS News radio, and CBS streaming service



Doctors urge Americans to get flu shot and COVID booster



Experts warn we could be in store for a rough flu season



Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead



Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask



Worried about possibility of a tough flu season, officials urge vaccinations



Less than half of US adults plan on getting the flu shot



When to Get Your Flu Shot and Other Advice for This Flu Season



*Coverage from October 4-October 18; Online, print, TV, and radio figures based on Cision, Critical Mention, and Meltwater; includes press release impressions from PR Newswire

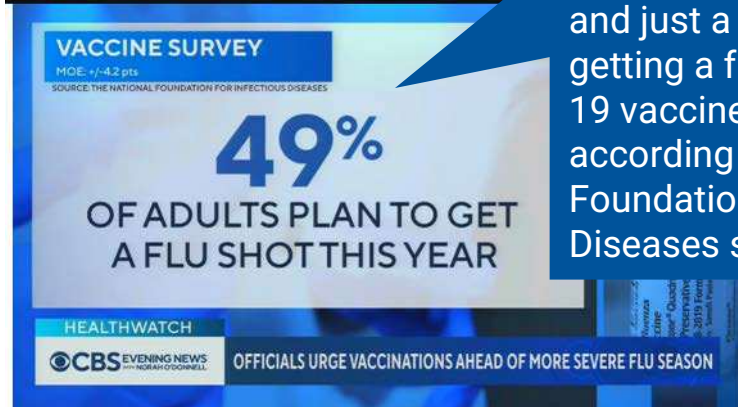
Video Footage Captured by CBS Helped Drive US-Wide Coverage Across CBS Programming



“Teichman joined other doctors and US health experts for a national conference aimed at encouraging all Americans to get a flu vaccine. They expect it could be a highly infectious year if the US is anything like Australia that just finished up its flu season.”



“Less than half of US adults plan to get a flu shot this year and just a third feel safe getting a flu shot and COVID-19 vaccine at the same time, according to a National Foundation for Infectious Diseases survey.”

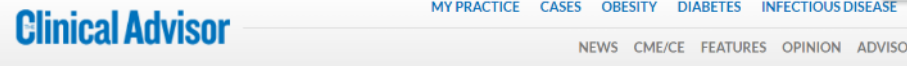


“Public health officials are worried people would have a false sense of security after COVID precautions created two years of milder flu seasons. And this has the CDC urging everyone six months and older to get their flu shot.”



Majority of Articles Included NFID Survey Data

“According to results from a survey by NFID, only 49% of US adults plan to get an influenza vaccine during the 2022-2023 season. People who said they did not plan on getting vaccinated cited not thinking influenza vaccines work very well (41%), concerns over side effects (39%), never getting influenza (28%) and concerns over getting influenza from the vaccine (24%) as their top reasons.”



Home » Topics » Infectious Diseases Information Center » Influenza Information Center

October 5, 2022

Nearly Half of Adults Not Planning or Hesitant to Get Flu Vaccine



Kristin Della Volpe

“Of concern this year, 1 in 5 individuals (22%) who are at higher risk of developing serious flu-related complications reported that they were not planning to get vaccinated against flu during the 2022-2023 season.”

Worried about possibility of a tough flu season, officials urge vaccinations

By Martin Finucane | Globe Staff | Updated October 4, 2022, 1:33 p.m.



“69 percent agree flu shots are the best way to prevent flu-related deaths and hospitalizations.”

Coverage Emphasized 'Flu is Serious and Vaccination Provides Protection from Serious Complications'

AAP News

Latest News Collect

SHARE



CDC: 2021-'22 flu vaccination for children lowest in eight seasons

"We need to remind parents and caregivers that flu can be dangerous for children, especially children younger than 5 years old and children of any age with certain chronic conditions who are at higher risk of developing serious flu-related complications," CDC Director Rochelle P. Walensky, MD, MPH, said in a news conference."

"Even if the flu vaccine is not a perfect match, it provides some protection against severe disease and complications of influenza," said NFID Director William Schaffner, MD."



HEALTH CONDITIONS WELLNESS LIFESTYLE LONGEVITY RESOURCES

Home / Health Conditions / Colds and Flu / CDC Warns of Possible Severe Flu Season Ahead

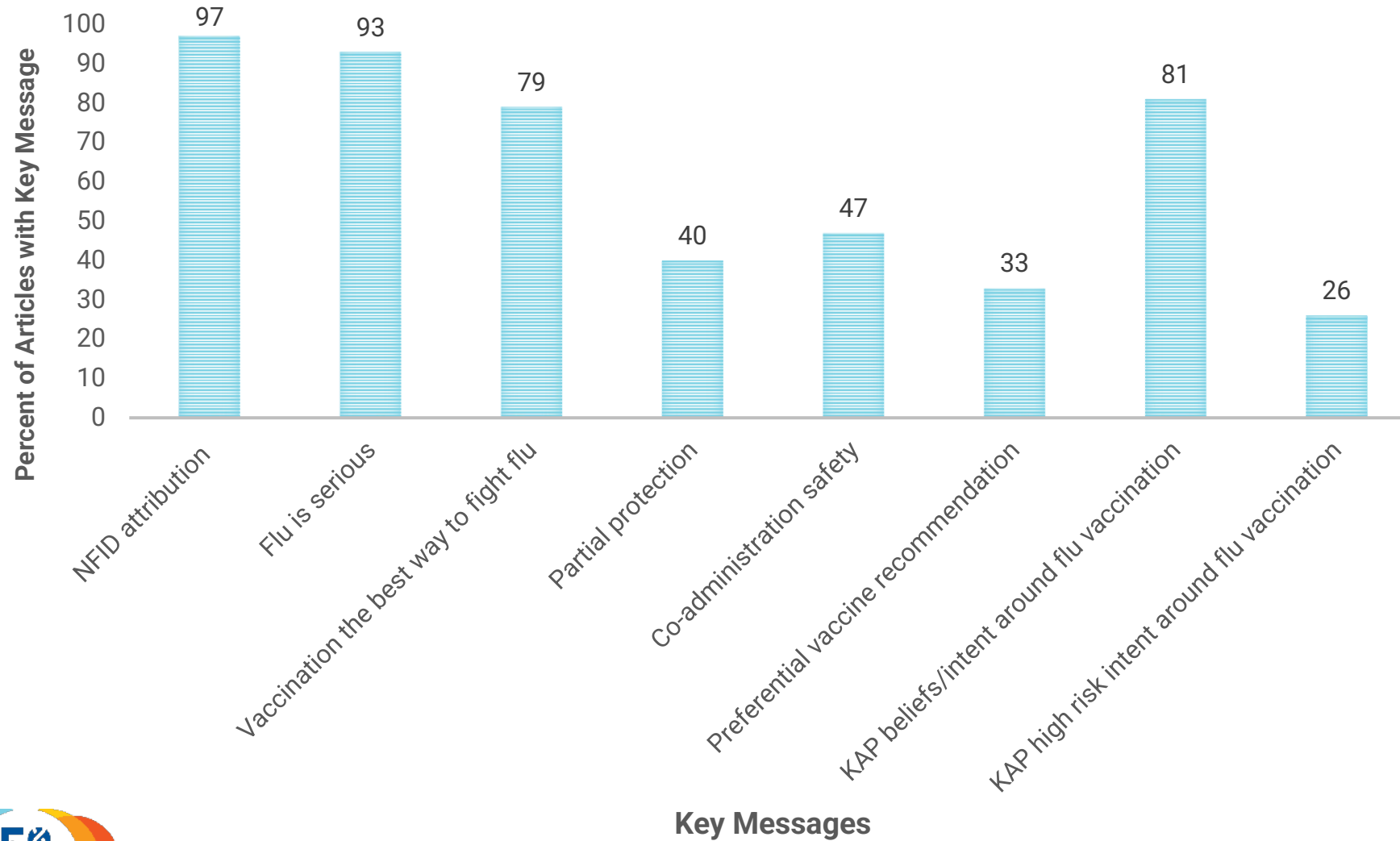
CDC Warns of Possible Severe Flu Season Ahead, Here's Why

ContagionLive News Media Conference Publications CME/CE Partners Resources

Health Officials Urge Flu Vaccination, But Few Adults Plan to Get the Shot

"Last flu season, nearly half of adults received their flu vaccine—with adults age 65 years and older leading in flu vaccine coverage," said CDC Director Rochelle P. Walensky, MD, MPH. Older adults are at highest risk for severe influenza and are strongly encouraged to be vaccinated.

Key Message Pull-Through

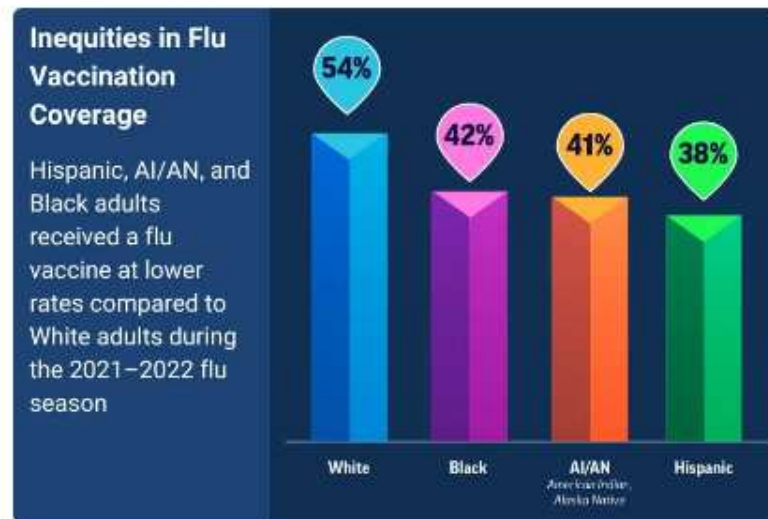


Leveraging CDC-NFID Partnership



No es demasiado tarde para #CombatirLaInfluenza

José R. Romero, MD, Director, CDC National Center for Immunization and Respiratory Diseases, CDC
([English/Spanish](#))



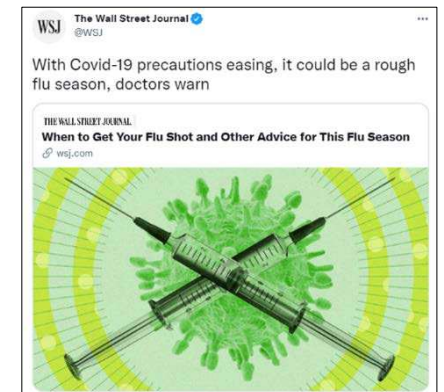
Disparities in Flu Vaccination Coverage Are Cause for Concern

Rochelle P. Walensky, MD, MPH, CDC Director



Social Media Buzz: #FightFlu and #PreventPneumo

- 819 social media posts by 514 unique authors generated estimated 24.5 million* impressions
- Partners, immunization community, and healthcare professionals helped spread the word
- 300+ attended news conference virtually and in-person
- Media outlets extended reach of messaging on social




*Hashtag use from September 29–October 9, 2022 (Twitter only)

NFID Social Media Toolkit for Partners

Sample posts, animations, and graphics:



Flu vaccination can reduce the risk of flu illness by **40%–60%** in the overall population



Even in cases when flu vaccination does not prevent infection completely, it can **help prevent serious complications**, including hospitalization and death


National Foundation for Infectious Diseases
www.nfid.org

Certain flu vaccines **help boost immune response** in adults age 65 years and older



Talk to a healthcare professional about flu vaccines **specifically recommended** for adults age 65+

National Foundation for Infectious Diseases
www.nfid.org



Only 1 in 3 (29%) adults at higher risk for pneumococcal disease report that a healthcare professional has advised them to get vaccinated

National Foundation for Infectious Diseases
www.nfid.org



NFID @NFIDva... • Just now

#Flu is not just a bad cold and it can have serious complications—but getting an annual flu vaccine can help protect you and your community. #GetVaccinated to help #FightFlu!



Comment Like Retweet Share

Pneumococcal pneumonia hospitalizes **~150,000** people/year in the US



Anyone can get pneumococcal disease but there are **safe and effective vaccines** for both children and adults

National Foundation for Infectious Diseases
www.nfid.org

Media Outlets Extended Reach of Messaging on Social

The Boston Globe @BostonGlobe

Worried about possibility of a tough flu season, officials urge vaccinations



bostonglobe.com
Worried about possibility of a tough flu season, officials urge vaccinations - Th...
Worried that a difficult flu season might be ahead this fall and winter, federal officials are renewing their call for people to get both COVID-19 shots and flu

CNBC @CNBC

AAP News @AAPNews

CDC: 2021-'22 flu vaccination for children lowest in eight seasons: ow.ly/Zuau50L18mB

"We need to remind parents and caregivers that flu can be dangerous for children." - @CDCDirector #FightFlu



The Wall Street Journal @WSJ

CBS Evening News @CBSEveningNews

The annual flu season is just around the corner and doctors are warning that this year could be particularly nasty. Now, health officials are urging everyone over six months old to get their annual flu shot sooner rather than later.



Forbes Health @forbeshealth

Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask



forbes.com
Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May ...
The concern is that people have forgotten how bad the flu can be.

Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead (via @CNBCMakelt)



cnbc.com
Most Americans don't plan to get a flu shot this season — lots of them say the...
A higher share of Americans plan to mask at least sometimes this flu season to avoid germs than plan to get vaccinated, according to a survey from the NFID.

With Covid-19 precautions easing, it could be a rough flu season, doctors warn

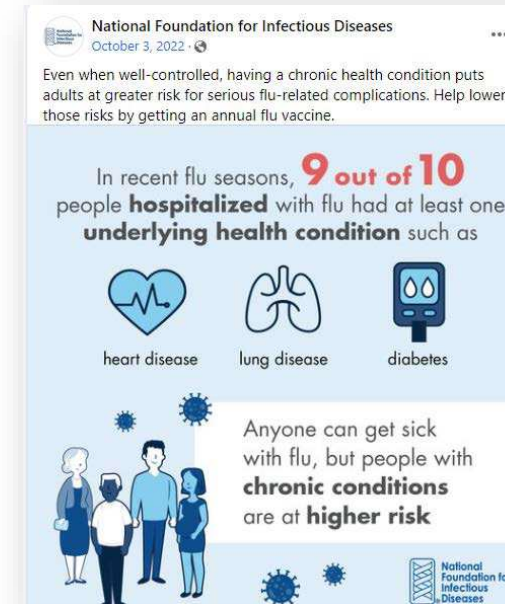


Paid Social Media Posts Expanded Engagement with NFID Messages

Top Performing Post (Twitter)




Top Performing Post (Facebook)




- Facebook: 5,837 Clicks with 1.11% Click Through Rate
- Twitter: 973 Clicks with 0.28% Click Through Rate

Influenza Webinar + Podcast Episode


INFLUENZA VACCINATION TO HELP PROTECT ALL ADULTS




William Schaffner, MD
NFID Medical Director



Lisa Grohskopf, MD, MPH
Centers for Disease Control and Prevention




Martha Gulati, MD, MS
American Society for Preventive Cardiology


 National Foundation for Infectious Diseases

[nfid.org/webinars](https://www.nfid.org/webinars)

www.nfid.org/webinars

 National Foundation for Infectious Diseases

Infectious IDeas
PODCAST SERIES



EPISODE 3 SPECIAL GUEST:
KATHLEEN M. NEUZIL, MD, MPH
CENTER FOR VACCINE DEVELOPMENT AND GLOBAL HEALTH
UNIVERSITY OF MARYLAND SCHOOL OF MEDICINE

NFID Vice President Kathleen M. Neuzil, MD, MPH, shares predictions for the upcoming influenza (flu) season, describes how the COVID-19 pandemic catapulted new vaccine technologies, and shares her thoughts about the politicization of vaccine science ...



www.nfid.org/podcast

National Influenza Vaccination Week (NIVW): December 5-9, 2022

Extending messages throughout respiratory season:

- #TogetherAgainstFlu [video](#)
- Reader's Digest/The Healthy [article](#)

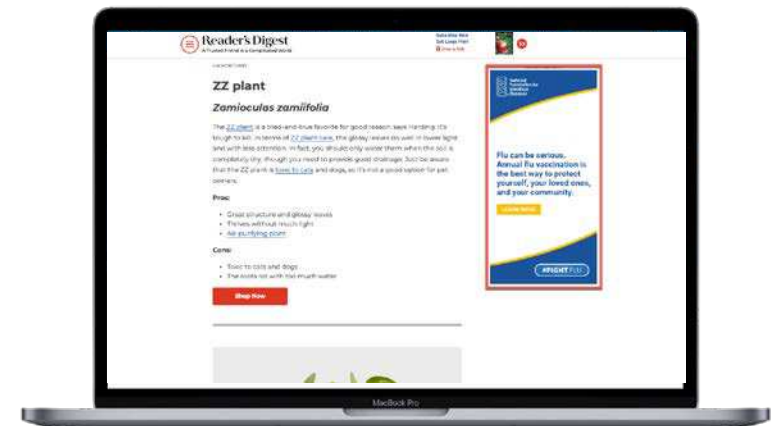
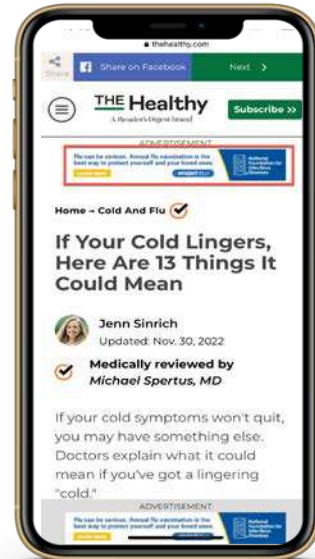


#FightFlu
#LowerYourFluRisk

#LowerYourFluRisk: Patients with Chronic Health Conditions

The Healthy: Sponsored Article Overview

- **Audience:** Adults with chronic health conditions
- **Objectives:** Raise awareness on how flu spreads, how it can be prevented, and how certain people are at higher risk for severe complications
- **Tactics:** Leverage Trusted Media Brands to reach The Healthy and Reader's Digest audience and deliver educational, custom content that communicates the serious complications of flu, especially for those at higher risk, and how to prevent flu



The Healthy Article Performance Exceeded Industry Average

- Article Flight: December 5, 2022–January 31, 2023
- Exceeded benchmarks for click through rate (CTR) and average time spent, indicating NFID messaging resonated with the audience


Native Article


 **45,170**
Page Views
113% to goal

 **4:35**
Average Time Spent
143% to benchmark (3:05)


Targeted Display Media

 **1,540,144**
Impressions
105% to goal

 **0.66%**
Click Through Rate
440% to benchmark (0.15%)

 **0.14%**
Banner Click Through Rate
Benchmark: (0.16%)

Added Value Package

 **0.76%**
Click Through Rate
507% to benchmark (0.15%)

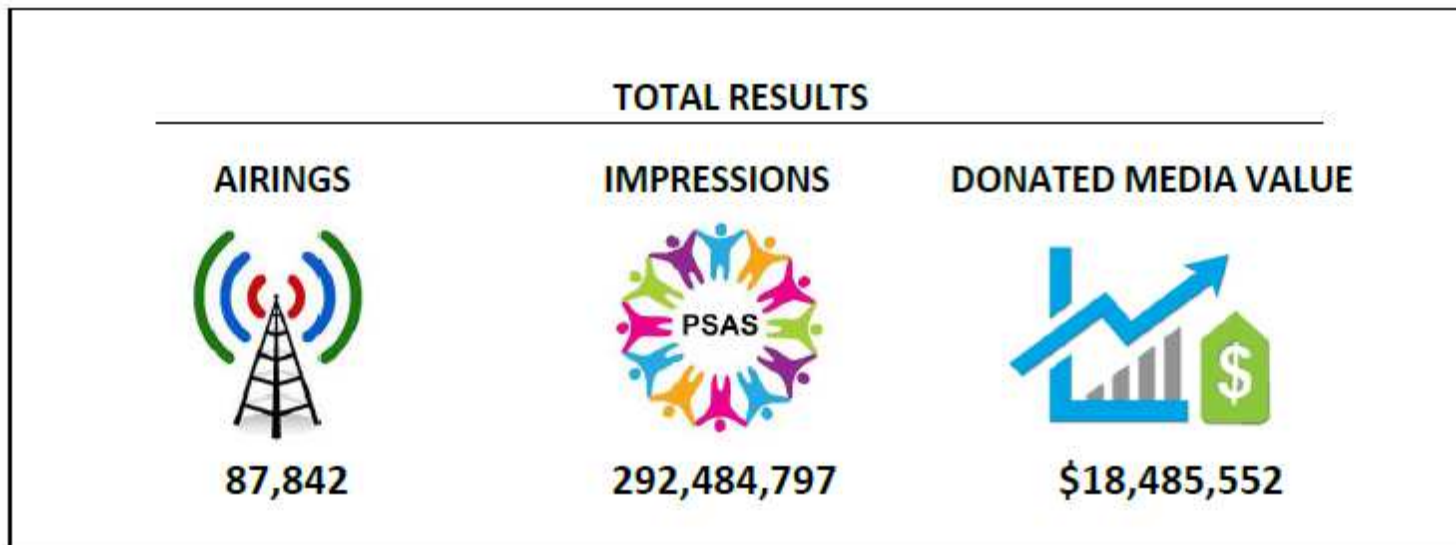
Flu Is Not A Game PSA Further Drove Awareness

- NFID refreshed “Flu Is Not A Game” public service announcement (PSA) broadcast
- Interviews with 4 patients living with chronic health conditions, as well :15, :30, and :60 second PSAs broadcast and digitally distributed to national list of 800 TV stations
- PSAs placed on top networks including CBS, CW, Fox News, and History Channel International



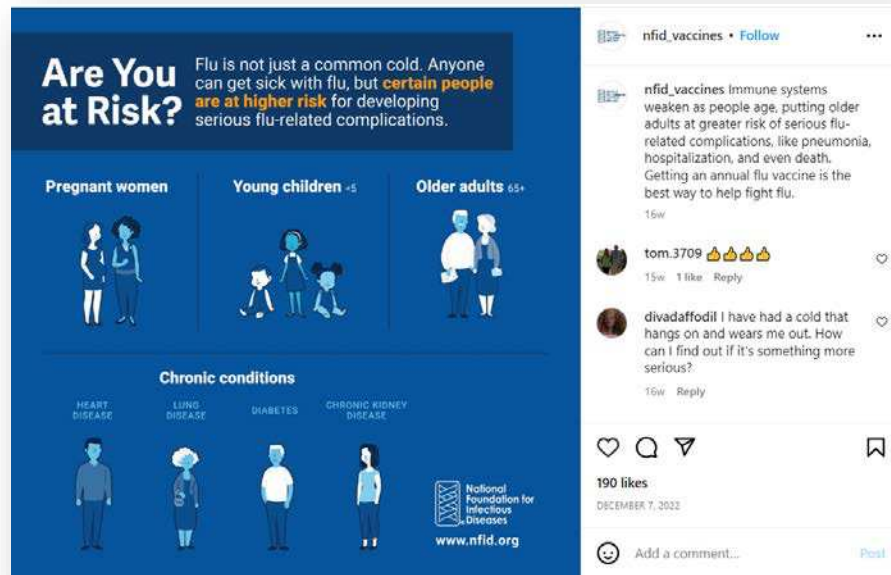
PSAs Continued To Achieve Strong Reach

TV PSA Campaign



- Since December 2021, PSA has had **87K+** TV airings
- PSAs have been featured in **200+** markets
- Nearly 30% of the total airings came from national/regional outlets and local stations in the top 50 media markets

Paid Social Media Posts Further Reached Audiences with NFID Messages



- Facebook: 3,757 Clicks with 0.92% Click Through Rate
- Instagram: 568 Clicks with 0.40% Click Through Rate
- Highest performing post for engagement on both Facebook and Instagram was 'Are You at Risk' post
- Post featuring infographics performed best

Targeting Older Adults

AARP: Sponsored Article Overview

- **Audience:** Adults age 50+ years
- **Objectives:** Educate readers that older adults and those with certain chronic health conditions are at greater risk of developing serious flu-related complications and that annual flu vaccination is the best way to reduce risk
- **Tactics:** Leverage BrandAmp by AARP to reach AARP members and deliver educational, custom content that communicates the importance of getting an annual flu vaccine, especially for adults age 65+

The screenshot shows the AARP website interface. At the top, there is a navigation bar with the AARP logo and various menu items. Below the navigation bar, the article title "What Every Adult Should Know About Influenza (Flu)" is prominently displayed. The article features a large image of a diverse group of people, including an older woman, a man, a woman, and a child, all smiling. Below the image, the article text begins with "Influenza (flu) is a contagious viral infection that can cause mild to severe symptoms and even complications, including hospitalization and death, even in healthy children and adults. In the US, the cause of the season is always up to be particularly bad. The number of positive flu tests and hospitalizations is the highest in more than a decade. People can get sick with flu. However, certain individuals, including adults age 65 and those with certain chronic health conditions such as heart disease, lung disease, chronic kidney disease, and diabetes are at greater risk of developing serious flu-related complications. During the current flu season, the seasonal flu shot is the most effective way to protect yourself and your family from flu. The risk is highest among adults age 65 years and older."

FIRST, THE BAD NEWS

Immune systems weaken as people age, putting older adults at greater risk of serious flu-related complications, including pneumonia, hospitalization, and even death. Older adults are more likely to have other chronic health conditions that can increase their risk of flu-related complications.¹ In recent years, it is estimated that 75-85% of seasonal flu-related deaths and 50-70% of the related hospitalizations occurred in adults age 65 years and older.² In addition, flu increases the risk of heart attack by 2-3 times and stroke by 2-3 times in the first 2 weeks of infection for those age 65 years and older. Also, the risk remains elevated for several months.³

NOW, THE GOOD NEWS

Specific flu vaccines are now preferentially recommended for adults age 65 to help protect immune response, encourage higher vaccine response, and encourage the vaccine.⁴

There are also 3 live virus vaccines to help fight flu.

1. Get vaccinated against flu every year (even once in 6 months and after)
2. Practice healthy habits to stop the spread of germs – wash your hands, cover your coughs and sneezes, and stay home if you are sick
3. If you have flu symptoms, call a healthcare professional as soon as possible and take the antiviral if prescribed

And if you know that flu is existing in your community, wear a mask when you are indoors with large groups of people.

Help keep yourself, your loved ones, and your community protected. Get vaccinated every year to help fight flu.

To learn more, visit www.aarp.org/flu

1. Centers for Disease Control and Prevention. Flu. Last Accessed November 12, 2022.
2. National Institute on Aging. Flu. Last Accessed November 12, 2022.
3. National Institute on Aging. Flu. Last Accessed November 12, 2022.
4. Centers for Disease Control and Prevention. Flu. Last Accessed November 12, 2022.

ABOUT AARP

Founded in 1959, the National Institute on Aging (NIA) is a non-profit 501(c)(3) organization dedicated to educating and engaging the public, communities, and the healthcare professionals about infectious diseases across the lifespan.

Get the Travel newsletter from AARP

Plus your next getaway with our newsletters, travel tips and local guides!

©2022 AARP



AARP Article Engaged Target Audience

- Article Flight: January 9, 2023–February 8, 2023
- Engaged target audience as indicated by time spent, more than twice the industry average

Content Engagement



1:53 minutes

Average Time Spent

Industry average: 0:43**

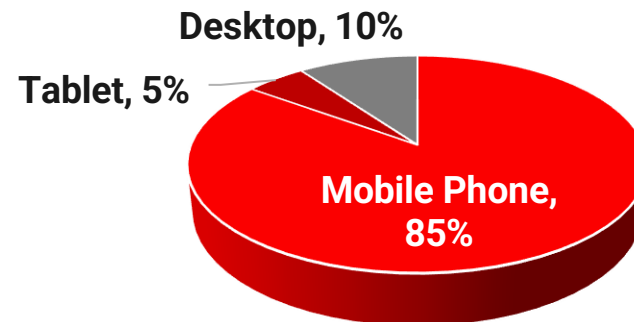
Campaign Awareness



78% Unique Visitors

21,577 Page Views

Page Views by Device



Additional Metrics



0.17%

Article CTA CTR

BrandAmp average: 1.08%*



0.57%

Roadblock Banner CTR

BrandAmp average: 1.05%*



0.55%

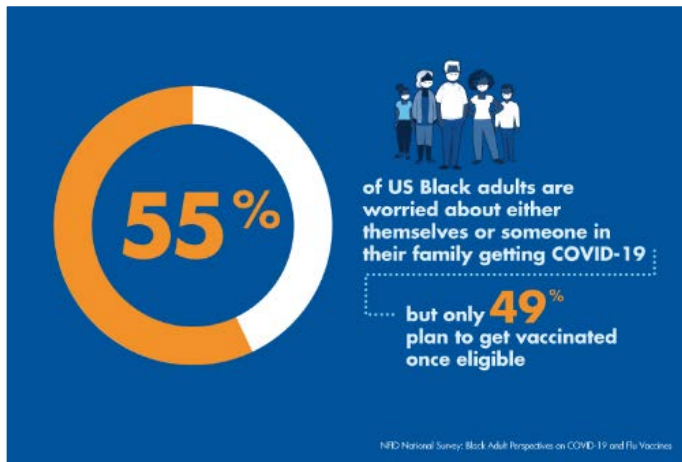
ROS Banner CTR

AARP.org average: 0.05-0.40%

Addressing Disparities: Reaching US Black Adults

Rooting Flu Campaign in Audience Research

- In 2020 and 2021, NFID conducted 2 **surveys** to better understand knowledge, attitudes, and practices among US Black adults regarding flu and COVID-19 vaccination
- In March-April 2022, NFID conducted **consultations** with partners with deep connections to US Black audiences, to share survey results, obtain feedback, and discuss collaboration
- NFID garnered survey and consultation insights to **develop campaign concepts** with Black-led and Black-serving organizations, and **test concepts for cultural authenticity**




“We know that we win when we take care of ourselves and continue to follow risk mitigation behaviors.”

“Prevention is becoming a part of the everyday lifestyle.”

Empowering Black-Led and Black-Serving Partner Organizations as Trusted Messengers

- NFID formative research found that among US Black adults, **protecting family members** has an important influence on vaccine decisions, and that Black healthcare professionals are the most trusted source of information
- NFID worked alongside Black-led and Black-serving organizations to develop culturally relevant messaging and visuals that appeal to US Black audiences with a focus on protecting themselves and their families



KEY MESSAGES

There are important factors specific to Black adults that have led to disparities in health outcomes and may influence decision-making about getting vaccinated against flu. The following key messages can help support enhanced communication about flu with the Black community:

- **Role of Self & Protection**

You cannot be there for others if you do not show up for yourself first. Getting an annual flu vaccine not only protects you, but also your family members, especially if they have a chronic health condition that places them at higher risk.

Getting an annual flu vaccine allows you to #ShowUp at your best for those who matter most.
- **Disparities in Flu Burden**

Historically, communities of color have been disproportionately impacted by flu. Black and Hispanic adults in the US have **higher flu hospitalization rates and lower flu vaccination rates** than White adults. [1]
- **Vaccine Safety**

Flu vaccines are safe. For more than 50 years, hundreds of millions of individuals in the US—from diverse backgrounds, races, ethnicities, and geographic areas—have safely received seasonal flu vaccines.
- **Vaccine Side Effects**

You cannot get flu from a flu vaccine and severe side effects are extremely rare. Mild side effects may include a sore arm, low-grade fever, or fatigue.

A national NFID survey among US Black adults age 18-49 years and consultations with Black-serving partner organizations [2] found that perceived risk of vaccine side effects is a significant predictor of vaccine uptake. Among Black adults who do not plan to get a flu vaccine, one of the key barriers is a concern that the vaccine causes adverse reactions.
- **Vaccine Effectiveness**

Getting an annual flu vaccine is the best way to help protect yourself and others.

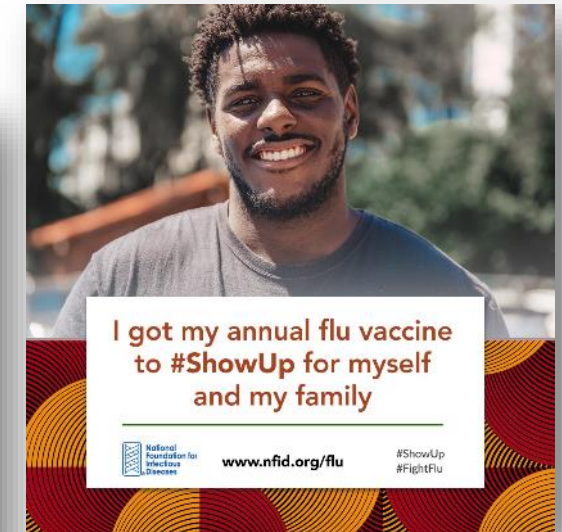
Even in cases when flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness.

And even if you do get flu, getting vaccinated helps protect against severe complications, including hospitalization and death.

#ShowUp and #FightFlu Toolkit

- NFID developed partner toolkit for public health advocates to inform their communities on the importance of flu prevention and encourage US Black adults to get an annual flu vaccine
- Complimentary toolkit includes co-brandable resources, including key messages, sample outreach email, and email banners, newsletter content, sample social media messages, graphics, and flyers

www.nfid.org/show-up



Dissemination: #ShowUp and #FightFlu Campaign Raised Awareness During December Holiday Season

- Facebook and Twitter posts gathered total reach of ~5K
- Content on Facebook performed strongest

NFID
@NFIDVaccines

Fighting flu starts with you. Get your annual flu vaccine so you can #ShowUp for those who need you the most this holiday season. Learn more: nfid.org/flu #FightFlu

Get your annual flu vaccine today
www.nfid.org/flu
#ShowUp #FightFlu

National Foundation for Infectious Diseases
December 22, 2022

"My grown kids are coming back home for the holidays. And they better not bring me flu."
Getting your annual flu vaccine today means you can #ShowUp and help protect your crew.
#FightFlu
Learn more: www.nfid.org/flu

Get your annual flu vaccine today
www.nfid.org/flu
#ShowUp #FightFlu

← Tweet

NFID
@NFIDVaccines

Now is a good time to get your annual flu vaccine, so you can #ShowUp for your family and help protect the ones you love this holiday season.
Learn more: nfid.org/flu #FightFlu

Spend your holidays with the ones you love
Get your annual flu vaccine today
www.nfid.org/flu
#ShowUp #FightFlu

National Foundation for Infectious Diseases
December 21, 2022

Flu can be serious. Help protect your crew this holiday season.
Getting an annual flu vaccine ASAP means you can #ShowUp for your family in a big way.
Learn more about how to #FightFlu: www.nfid.org/flu

Get your annual flu vaccine today
www.nfid.org/flu
#ShowUp #FightFlu

Dissemination: Media Partnership to Reach Black Consumers

NFID developed media partnership with BlackDoctor.org (BDO):

- Elevate importance of and encourage annual flu vaccination among US Black adults
- Provide accurate information to Black adults and encourage visits to NFID website

Activities included:

- Facebook Live to discuss flu disparities and #ShowUp and #FightFlu campaign
- Sponsored article emphasizing racial disparities and how annual flu vaccination helps protect Black communities
- Promotion of assets on BDO Cold and Flu website and newsletter



Dissemination: National Influenza Vaccination Week and Beyond

NFID employed variety of tactics to amplify #ShowUp and #FightFlu campaign assets and messaging including:

- Blog post to announce campaign launch and promote toolkit
- Updated NFID flu website content to spotlight Black adults as priority audience
- Toolkit dissemination to NFID partners
- Social media posts during National Influenza Vaccination Week, with targeted campaign messaging

Key Audiences

- Children
- Chronic Health Conditions
- Communities of Color
- Healthcare Professionals
- Older Adults (65+)
- Pregnant Women

[View in browser](#)

National Foundation for Infectious Diseases

NFID

NFID Partner Update:
#ShowUp and #FightFlu
Toolkit and Other Resources

Stay healthy so you can
show up for yourself
and your family
Get your annual flu vaccine today

#ShowUp #FightFlu

SAMPLE EMAIL & EMAIL BANNER

Stay healthy so you can
show up for yourself
and your family
Get your annual flu vaccine today

Subject: Help us #ShowUp and #FightFlu
[Insert custom greeting]

The 2022-2023 flu season started early and could become one of the worst in years, and we are seeing too many people in Black families and communities getting sick and hospitalized. An annual flu vaccine is the best way to reduce your chances of getting flu and spreading it to others. The National Foundation for Infectious Diseases and [Insert Organization Name] are partnering to increase awareness of the importance of annual flu vaccination and its critical role in protecting our community and our families, and we need your help.

You cannot be there for others if you do not show up yourself. Getting a flu vaccine each year not only helps protect you, but also your family members. Please help us share this important message with your network. You can:

- Use the social media posts, newsletter blurb, and/or design elements (which are all co-brandable) included in the [campaign toolkit](#).

Maintaining Momentum

Bus Ads: It's Not Too Late to #GetVaccinated to Help #FightFlu



Taillight bus displays in NYC:
3.2M+ Impressions
January 2023



King-size bus displays in Washington, DC:
6.9M+ Impressions
January 2023

It's Not Too Late
Flu vaccination can help prevent hospitalization and death
#GetVaccinated to Help #FightFlu
National Foundation for Infectious Diseases
www.nfid.org

NFID Thought Leaders Help Raise Awareness

From the Experts: This is Not the Season to Skip Flu Vaccination



Flu symptoms can be very similar to COVID-19 symptoms:

Cough — Headache
Fever — Bodyaches
Fatigue —



Over the past 10 years, flu has resulted in an estimated yearly average of:¹

symptomatic illnesses	26,052,733	medical visits	12,052,060
hospitalizations	388,805	deaths	30,487

1. Centers for Disease Control and Prevention. "Disease Burden of Influenza". <https://www.cdc.gov/flu/about/burden/index.html>. Accessed September 2022.

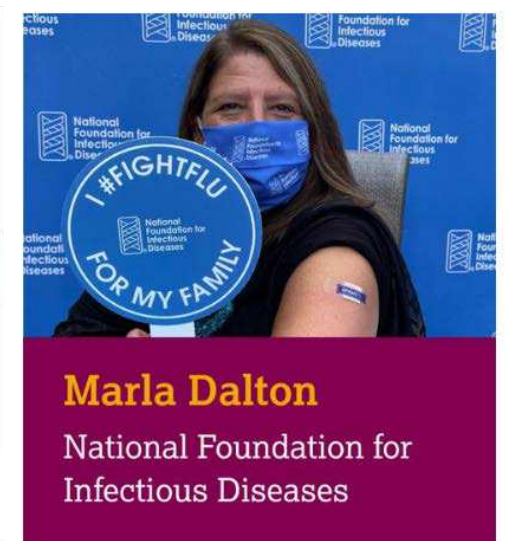
Preventative measures to help fight flu:

- Stay home if you are sick
- Wash your hands
- Cover your coughs and sneezes
- Avoid touching your eyes, nose, or mouth
- Clean and disinfect surfaces or objects
- Recommend testing when symptomatic

There are several vaccine options available, even for those who prefer a **needle-free option**.

Survey shows how diversifying flu vaccine options and vaccination sites can expand access and increase uptake for millions of underserved Americans.

The US could face a potentially vigorous respiratory virus season because of relaxed COVID-19 precautions, **with increased travel among children returning to school, and employees returning to offices.**



Marla Dalton

National Foundation for
Infectious Diseases

Collaboration and Support



Supporters

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

- AstraZeneca
- GSK
- Merck & Co., Inc.
- Sanofi Pasteur
- Seqirus
- VaxCare (in-kind support of flu vaccine clinic)

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**Additional information, including news
conference recording, available at:**

www.nfid.org/2022flunews