

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES

2023 IMPACT REPORT



YEARS

OF EDUCATION, PREVENTION,
AND IMPACT



National
Foundation for
Infectious
Diseases



A MESSAGE FROM NFID LEADERS

In January 2023, the National Foundation for Infectious Diseases (NFID) launched a year-long 50th anniversary celebration as a tribute to 5 decades of education, prevention, and impact. Throughout its 50-year history, NFID has been at the forefront of promoting awareness and education about infectious disease prevention and treatment. With collaboration as a core value, NFID engages with more than 250 partner organizations to increase impact and speak ‘with one strong voice.’ In alignment with the [NFID Strategic Plan](#) adopted in 2023, several new activities focused on 2 critical pillars of public health—addressing health disparities and enhancing health literacy.

The COVID-19 pandemic underscored the imperative for inclusivity and equitable access to healthcare. As NFID continues to fulfill its mission to educate and engage the public, communities, and healthcare professionals about infectious diseases across the lifespan, we recognize the profound impact that health disparities can have on vulnerable populations. To help bridge these gaps, NFID has actively engaged with communities disproportionately affected by infectious diseases—collaborating with partner organizations across the US to implement effective interventions.

In parallel, our commitment to increasing health literacy remains strong. Through educational programs and awareness activities, NFID empowers individuals with accurate and timely information, so that they can become more knowledgeable about infectious diseases and better equipped to make informed decisions to protect themselves and their communities.

As we reflect on the achievements and challenges of the past year, this report serves as a testament to our collective dedication to building a healthier and more equitable future for all. On behalf of NFID, thank you for your ongoing support. As we conclude the celebration of the 50th anniversary of NFID, we recognize our collective achievements, offer heartfelt thanks to all our partners, and look forward to continuing our work in support of evidence-based prevention and treatment of infectious diseases.

With gratitude,

Patricia A. Stinchfield,
RN, MS, CPNP
NFID President



Marla Dalton,
PE, CAE
Executive Director and CEO



ABOUT NFID

VISION

Healthier lives for all through the effective prevention and treatment of infectious diseases

MISSION

Educate the public, communities, and healthcare professionals about infectious diseases across the lifespan

CORE VALUES



COLLABORATION



**DIVERSITY AND
INCLUSION**



EVIDENCE-BASED



INTEGRITY

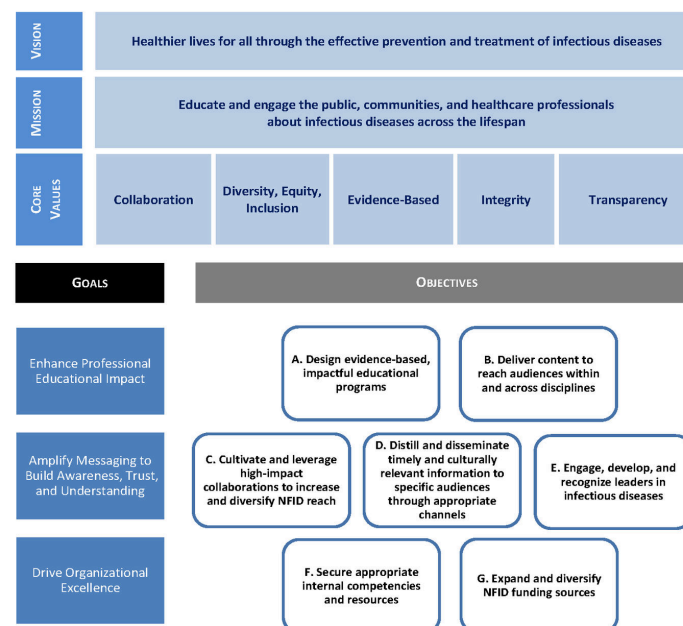


TRANSPARENCY

NFID adopted new Strategic Plan (FY23-FY26)



STRATEGIC PLAN FY23-FY26



BURDEN OF INFECTIOUS DISEASES

21K

People in the US died due to flu-related complications during the 2022-2023 flu season

In 2022-2023, US flu vaccination coverage was:

52%

among White populations

45%

among Black populations

44%

among Hispanic populations

52 out of 55

Number of countries where public perception of the importance of childhood vaccines has declined since 2020

Since the start of the COVID-19 pandemic:

1M+

US deaths due to COVID-19

~200K

US deaths due to COVID-19 among those unvaccinated

“

It was devastating to see the disparity and the toll that the COVID-19 pandemic took on communities of color across the world. The most important thing is to engage communities of color and make them part of the healthcare team as partners in addressing and solving this problem. It takes a whole team, and we as providers have just as much responsibility in addressing these disparities.

Patricia N. Whitley-Williams, MD
NFID Immediate Past-President

”



IMPACT

IMPACT OF MIS- AND DISINFORMATION

Estimates show that exposure to misinformation impacted COVID-19 vaccination rates by as much as **21%**



Health misinformation is a serious threat to public health. It can cause confusion, sow mistrust, harm people's health, and undermine public health efforts.

Vivek H. Murthy, MD, MBA
US Surgeon General



BURDEN AVERTED BY VACCINATION

During the 2021-2022 flu season, CDC estimates that flu vaccination prevented:

1.8M
flu-related illnesses

1M
medical visits

22K
hospitalizations

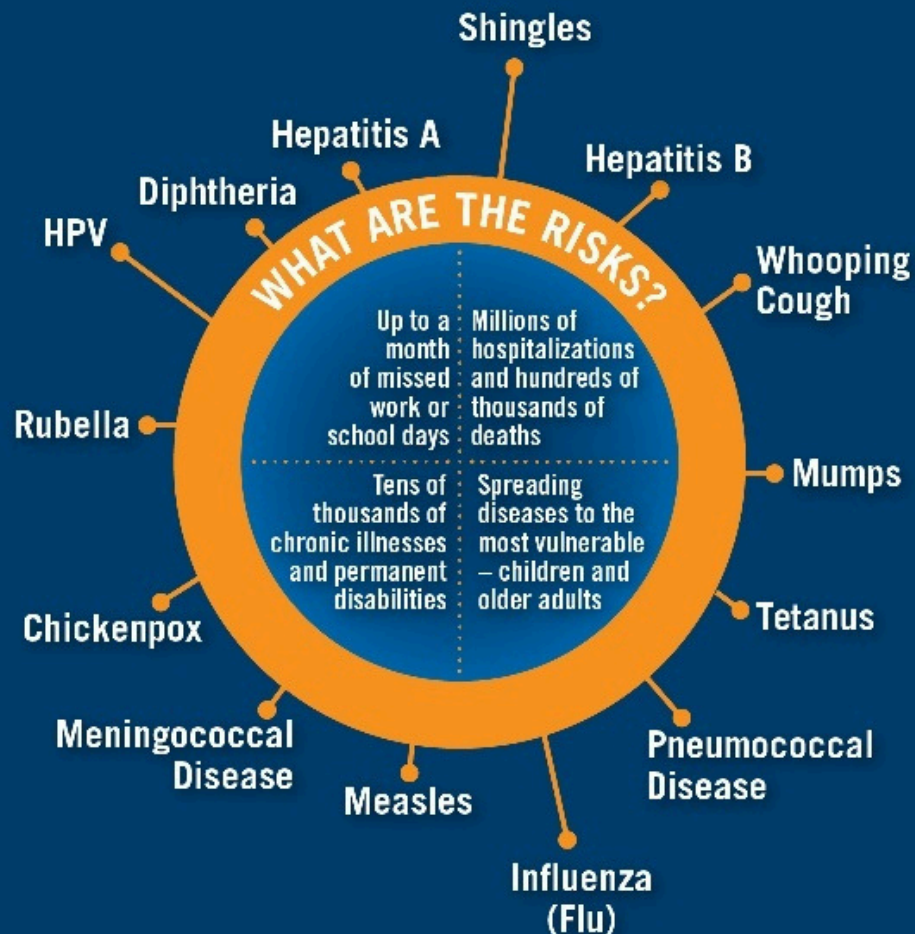
1K
deaths

In the US, COVID-19 vaccination prevented:

18.5M+
hospitalizations

3.2M+
deaths

VACCINES AREN'T JUST FOR CHILDREN
ADULTS CAN BE PROTECTED
..... **FROM 14 DEADLY DISEASES**



Talk to your healthcare provider about which vaccines are right for you

For more information, visit adultvaccination.org

EDUCATING THE PUBLIC

Through **impactful public awareness campaigns**, NFID reaches wide, diverse audiences through proven strategies, innovative approaches, and partner collaborations

WEBSITE

NFID launched a new, more user-friendly website at: www.nfid.org. The sleek updated design features streamlined navigation and new tools and resources to help stakeholders educate and engage with others on topics related to prevention and treatment of infectious diseases across the lifespan.



In 2023, www.nfid.org
received
1.2M+ page views



NFID is a member of the Vaccine Safety Net, a global network of websites, established by the World Health Organization, which provides reliable information on vaccine safety

EDUCATING THE PUBLIC

INFECTIOUS IDEAS

Hosted by NFID Executive Director and CEO Marla Dalton, CAE, and NFID spokesperson William Schaffner, MD, [Infectious IDEas](#) is a monthly NFID podcast featuring thought-provoking conversations with humble heroes and public health champions and leaders

2023 guests have included thought leaders, scientists, and 4 former directors of CDC, discussing topics such as health disparities, health literacy, and the dangers of mis- and disinformation on public health:

- Peter J. Hotez, MD, PhD
- Peter Marks, MD, PhD
- Carol J. Baker, MD
- Rochelle P. Walensky, MD, MPH
- Barney S. Graham, MD, PhD
- Bruce G. Gellin, MD, MPH
- Richard E. Besser, MD
- Katherine L. O'Brien, MD, MPH
- Julie L. Gerberding, MD, MPH
- Walter A. Orenstein, MD
- William H. Foege, MD, MPH
- Stanley A. Plotkin, MD

NFID podcast,
Infectious IDEas,
generated

6K+ downloads



EDUCATING THE PUBLIC

50TH ANNIVERSARY BLOG POSTS

Blog posts commemorating the 50th anniversary of NFID highlighted important moments in infectious disease history:

- [Celebrating 50 Years of Education, Prevention, and Impact](#)
- [Measles News Round-Up: Why Vaccination Matters](#) (1963)
- [The Triumph of Science: The Incredible Story of Smallpox Eradication](#) (1980)
- [The Life-Saving Impact of Vaccines for Children](#) (25th Anniversary of VFC) (1993)
- [The History Behind Universal Flu Vaccination](#) (2010)

ON THIS DAY IN

1973

NFID incorporated as a non-profit corporation to help raise awareness about the impact of infectious diseases

August 23, 1973



ON THIS DAY IN 1980

World Health Assembly declared the world free of smallpox

May 8, 1980



ON THIS DAY IN 2010

1st Universal Flu Vaccine Recommendation in the US

February 24, 2010



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

2023 News
Conference
generated
**6.6B+ media
impressions**

For more than 25 years, NFID has kicked off flu season with CDC at the annual NFID News Conference to raise awareness about the importance of vaccination to prevent flu, pneumococcal disease, and more recently COVID-19 and respiratory syncytial virus (RSV). [2023 News Conference](#) panelists included:

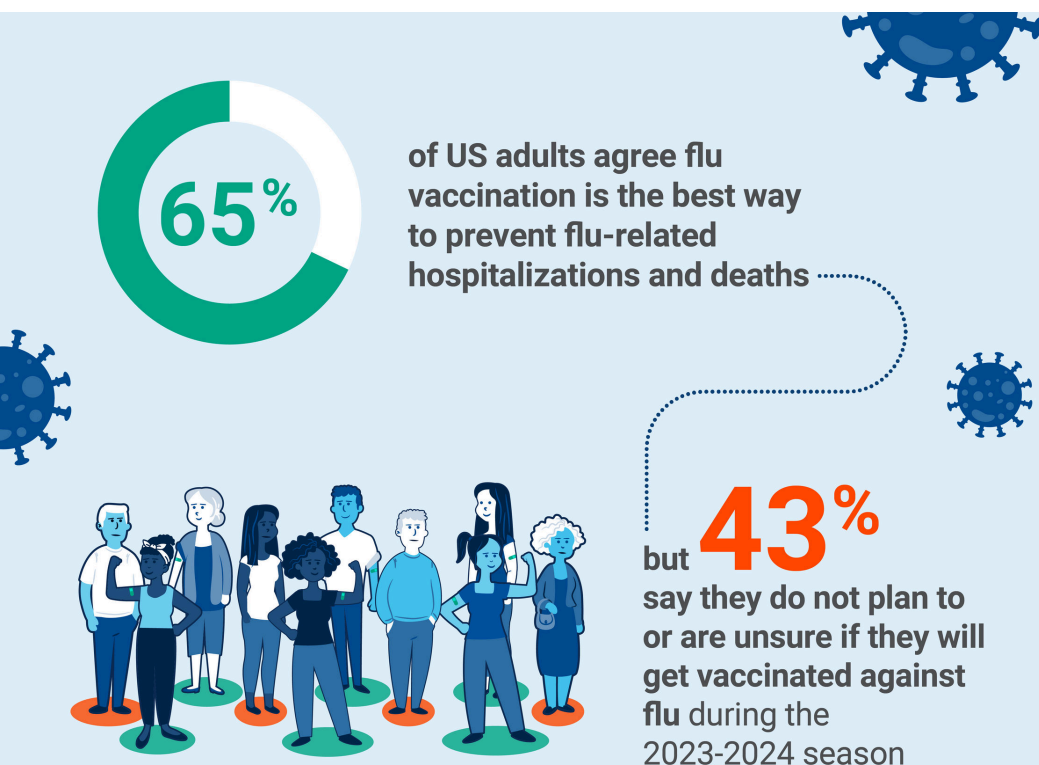
- **Mandy K. Cohen, MD, MPH**, CDC Director
- **Keith C. Ferdinand, MD**, Professor of Medicine, Tulane University School of Medicine
- NFID Medical Director **Robert (Bob) H. Hopkins, Jr., MD**
- NFID Spokesperson **William Schaffner, MD**
- NFID President **Patricia (Patsy) A. Stinchfield, RN, MS, CPNP**
- **Vivien G. Dugan, PhD**, CDC Influenza Division Director

#GetVaccinated

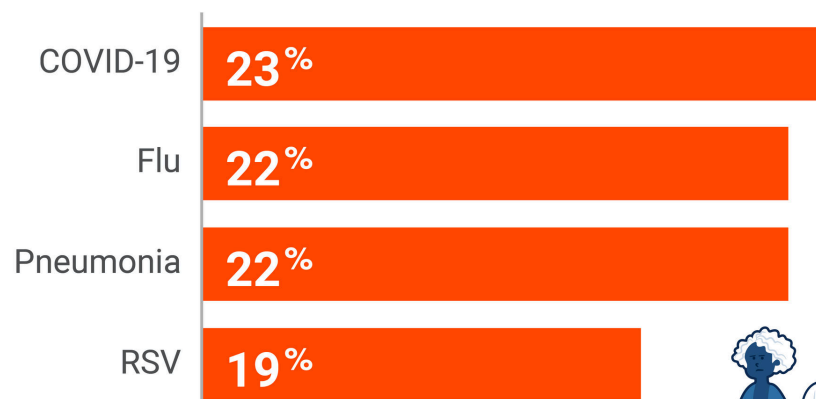


BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

An [NFID survey](#) found that 43% of US adults do not plan to get a flu vaccine during the 2023-2024 flu season. Only 23% of US adults are very or extremely concerned about themselves or someone in their family getting infected with COVID-19, while 22% are concerned about getting flu or pneumonia, and 19% are worried about getting RSV.



Percent of US adults who are concerned about getting infected with:



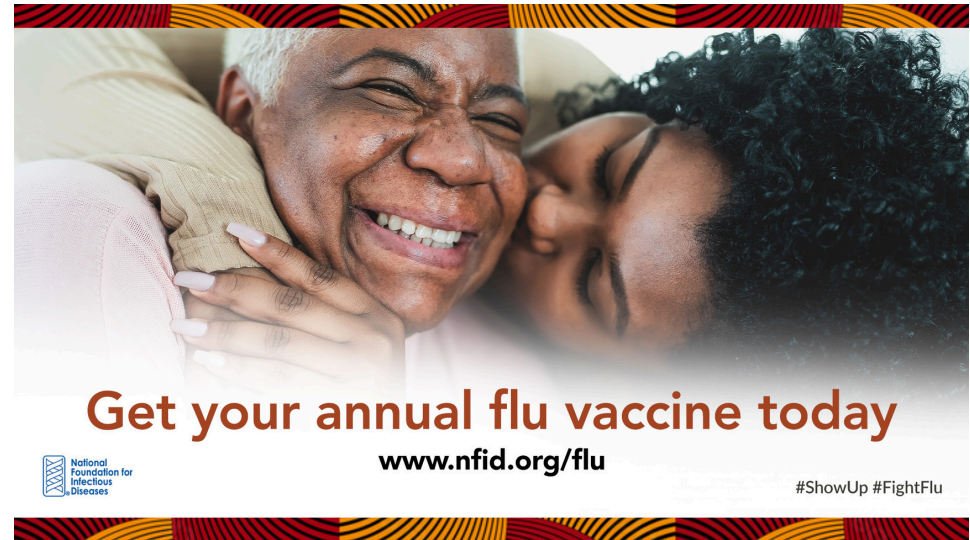
#StopTheSpread
#GetVaccinated
#FightFlu

#StopTheSpread
#GetVaccinated

BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

INFLUENZA (FLU)

To address disparities in health outcomes and vaccination rates, NFID partnered with Black-led and Black-serving organizations on the **#ShowUp and #FightFlu campaign**, to raise awareness about the importance of annual flu vaccination in helping to protect Black families and communities from flu. An NFID-authored article in BlackDoctor.org reminded readers that the **Best Holiday Gift This Year is Showing Up Vaccinated**.



A new public service announcement video, **Are You That Person?** (in [English](#) and [Spanish](#)), focuses on flu symptoms, prevention, and treatment, reminding viewers to get vaccinated each year and stay home when sick

THE FLU IS SERIOUS

KNOW THE F.A.C.T.S.



FEVER



ACHES



CHILLS

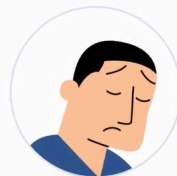


TIREDNESS



SUDDEN
ONSET

LA GRIPE ES UNA ENFERMEDAD GRAVE



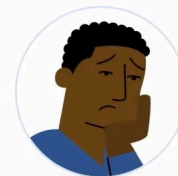
FIEBRE



DOLORES



ESCALOFRÍOS



CANSANCIO



INICIO
SUBITO

BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

INFLUENZA (FLU)

IT'S NOT TOO LATE TO GET VACCINATED

During National Influenza Vaccination Week (NIVW), messages emphasized that as long as flu viruses are circulating, it's not too late to get vaccinated. In collaboration with the American Heart Association, American Lung Association, and American Diabetes Association, NFID stressed that flu is more than an inconvenience—it can lead to hospitalization, worsening of chronic medical conditions, and even death.



American
Heart
Association.



American
Diabetes
Association
Connected **for** Life



American
Lung
Association.



LEADING BY EXAMPLE

Throughout the season, NFID and partners lead by example to raise awareness about the urgency of annual flu vaccination for everyone age 6 months and older



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

RESPIRATORY SYNCYTIAL VIRUS (RSV)

The role of NFID as a thought-leader on respiratory syncytial virus (RSV) was evident through the publication of a [Progress Report: Reducing the Burden of RSV across the Lifespan](#), including pathways to addressing RSV-related disparities

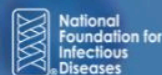
To raise awareness about the impact of RSV, NFID shared [real stories](#), and new [RSV resources](#) in English and Spanish, to help educate the public and healthcare professionals about monoclonal antibodies, vaccines, and other tools to prevent RSV, urging all who are eligible to arm themselves against RSV

#PreventRSV

PROGRESS REPORT:

REDUCING THE BURDEN OF RSV ACROSS THE LIFESPAN

APRIL 2023



Grace

Respiratory syncytial virus (RSV) hit Grace hard when she was 2 years old
Her parents share their story to help other families learn about disease prevention

50 Years of Real Stories



Arm yourself against RSV.
Get immunized.



www.nfid.org/rsv

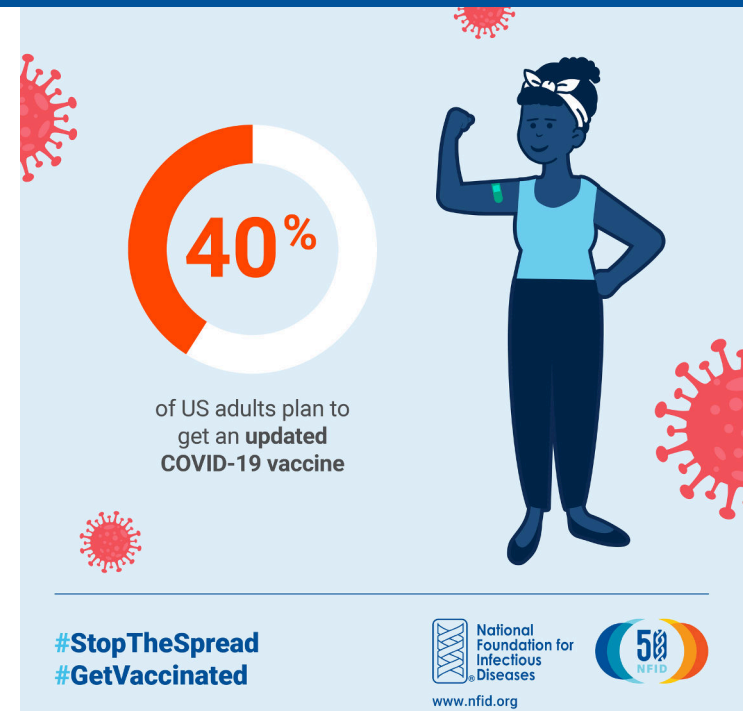


BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

COVID-19 AND ROUTINE IMMUNIZATIONS

NFID kept the public and healthcare professionals informed about updated recommendations for COVID-19 vaccination and the importance of staying up to date on ALL recommended vaccines

#StopTheSpread



COVID-19 has not gone away. It is sobering to realize that 200-300 people still die every day due to COVID-19. We are all going to have to keep our guard up to minimize the risk of another pandemic this winter.

William Schaffner, MD

NFID Medical Director (Former)

The Schaffner Report

COVID-19 Special Edition
April 2023



www.nfid.org/covid-19-vaccines



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

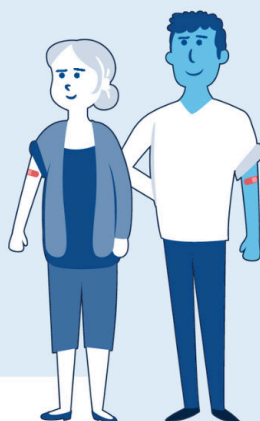
PNEUMOCOCCAL DISEASE

NFID developed new tools and resources to educate the public and healthcare professionals about the importance of prevention through vaccination

#PreventPneumo

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

**Pneumococcal vaccination
is recommended for:**



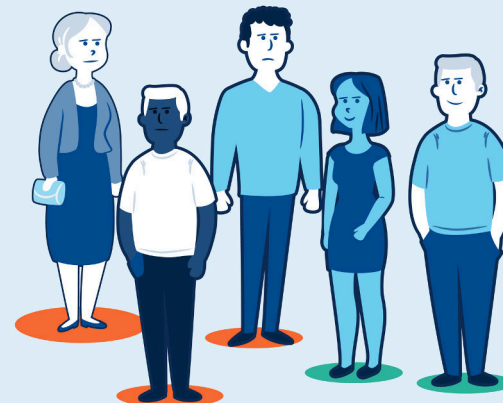
All adults age
65 years and older



Anyone at increased risk for
pneumococcal disease due to certain
medical conditions or other risk factors



All children younger
than age 2 years



Only **40%** of those at higher risk for
pneumococcal disease have been **advised to get a
pneumococcal vaccine by a healthcare professional**

IMMUNIZATION ACROSS THE LIFESPAN

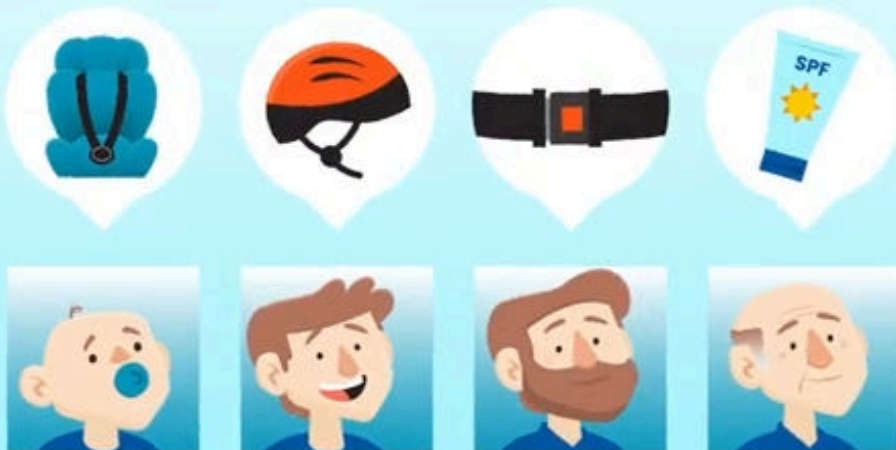
VACCINES FOR LIFE

From brushing teeth to eating healthy food to getting routine vaccines, there are things we do to protect ourselves throughout our lives. NFID [Vaccines for Life](#) videos, infographics, and social media posts call attention to the fact that low immunization rates put everyone at risk.

NFID collaborates with partners to educate healthcare professionals about how to make strong vaccine recommendations and continues to develop in both English and [Spanish](#)

Vaccines for Life
videos had
~3,000 TV airings
with
9.5M+ impressions

VACCINE RECOMMENDATIONS MAY CHANGE



THE NEED FOR PROTECTION DOES NOT

5 Strategies to Strengthen Your Vaccine Recommendations



**rise to
immunize**
AMGA Foundation

Video developed in collaboration with
**National
Foundation for
Infectious
Diseases**

EDUCATING HEALTHCARE PROFESSIONALS

NFID provides clinical education and professional development programs through the Clinical Vaccinology Course, Annual Conference on Vaccinology Research, webinars, and other education programs. NFID programs are inclusive and accessible—for **all healthcare professionals**, at **all career levels**, in **all healthcare settings**. In 2023, NFID developed programs focused specifically on strategies to help address health disparities in disease prevention.



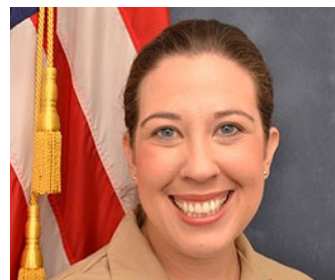
33 ACTIVITIES



**17,000 PARTICIPANTS
FROM 82 COUNTRIES**



**23 WEBINARS WITH
13K+ REGISTRANTS**



TOP 5 WEBINAR TOPICS:

1. ACIP Meeting Updates
2. Updates in RSV Prevention and Treatment
3. COVID-19 Vaccines Updates
4. Immunization Recommendations during Pregnancy
5. Addressing Adult Vaccine Hesitancy in the US



I intend to share the information I learned in the course with my fellow staff members so that we can feel more confident about the efficacy and safety when recommending vaccines to our community.

Program Participant (Pediatrician)



RECOGNIZING LEADERS

TRAILBLAZING WOMEN IN VACCINOLOGY

At the Annual Conference on Vaccinology Research, NFID celebrated [trailblazing women in vaccinology sharing stories](#) about their individual paths and lessons learned throughout their careers



NFID recognizes leading vaccine scientists sharing their insights and expertise through:

- **Maurice R. Hilleman Early-Stage Career Investigator Award**
- **Dr. Charles Mérieux Award for Achievement in Vaccinology and Immunology**
- **Mary Lou Clements-Mann Memorial Lecture in Vaccine Sciences**
- **Robert Austrian Memorial Lecture**

RECOGNIZING LEADERS

NFID AWARDS

NFID presents annual awards to outstanding individuals who have made significant and lasting contributions to public health through scientific achievement, philanthropy, and legislative work

The [Jimmy and Rosalynn Carter Humanitarian Award](#) honors individuals whose outstanding humanitarian efforts and achievements have contributed significantly to improving global public health

The [Maxwell Finland Award for Scientific Achievement](#) honors scientists who have made outstanding contributions to the understanding of infectious diseases and public health

The [John P. Utz Leadership Award](#) honors individuals who exemplify and support NFID leadership goals, through service to NFID and/or the field of infectious diseases

From developing new vaccines and treatments, to tracking and mitigating infectious diseases, and advocating for health equity, NFID awardees are recognized for their commitment to serving communities across the country and around the globe



RECOGNIZING LEADERS

NFID 50TH ANNIVERSARY GALA

Celebrating 50 Years of Impact at the 'Oscars of Infectious Diseases'

The stars of public health gathered at the NFID 50th Anniversary Gala in September 2023 in Washington, DC. Guests at the star-studded event included more than 20 past NFID awardees and several former CDC directors.



COLLABORATION

Partnership with professional societies, medical and patient advocacy groups, government agencies, corporations, and others interested in the prevention and treatment of infectious diseases is central to our work and our long-standing success

The [growing list of partner organizations](#) who share the NFID vision of healthier lives for all through the effective prevention and treatment of infectious diseases demonstrates our commitment to collaboration as a core value

250+
Partners

Collaborate with NFID to
speak with one strong
voice for evidence-based
prevention and treatment.



COLLABORATION

PARTNER GUEST BLOG HIGHLIGHTS



[Talking about Vaccines without Ruining the Holidays](#)

Karen Ernst, MD
Voices for Vaccines



[What You Should Know about Measles and Vitamin A](#)

Gabrielle Hester, MD, MS
Children's Minnesota



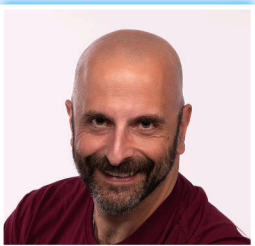
[C. diff: An Urgent Public Health Threat](#)

Christian John Lillis
Peggy Lillis Foundation for *C. diff*
Education and Advocacy



[Building Vaccine Confidence: A Marathon, Not A Sprint](#)

Saad B. Omer, MBBS, MPH, PhD
Yale Institute for Global Health, Yale
School of Medicine*



[Leading by Example for a Healthier Fall and Winter](#)

Demetre Daskalakis, MD, MPH
National Center for Immunization
and Respiratory Diseases, CDC



[No es demasiado tarde para #CombatirLaInfluenza](#)

José R. Romero, MD
National Center for Immunization and
Respiratory Diseases, CDC*



[The Times They Are A-Changin'](#)

Tamika C. Auguste, MD
Women's and Infants' Services at
MedStar Washington Hospital
Center



[Disparities in Flu Vaccination Rates Are Cause for Concern](#)

Rochelle P. Walensky, MD, MPH
CDC Director*

*Former

SUPPORTERS

Through participation in the [Strategic Partners Program](#), the following organizations demonstrated their commitment to creating healthier lives and reducing the impact of preventable diseases:



PLATINUM

AstraZeneca
ModernaTX, Inc.
Novavax, Inc.
Pfizer Inc.
Valneva

GOLD

GSK
Merck & Co., Inc.
Sanofi Pasteur
Seqirus USA Inc.

SILVER

Bavarian Nordic
Dynavax Technologies
Takeda Pharmaceuticals USA, Inc.
VBI Vaccines, Inc.

1973 GIVING SOCIETY

The [1973 Giving Society](#) was established in 2023 to commemorate the 50th anniversary of NFID, and is a special group that honors dedicated supporters who have generously committed to contributing \$3,000 or more to help fund critical programs that align with the NFID mission

Inaugural members include:

- Kevin A. Ault
- Ashley M. Cavell
- Taylor Cohen
- Joanna T. Colbourne
- Marla Dalton
- Michael E. Greenberg
- Penny M. Heaton
- Richard Henry Hughes IV
- Kathleen M. Neuzil
- William Schaffner
- John J. Trizzino
- Tonya Villafana
- Amy Walker
- Patricia N. Whitley-Williams

ACCOUNTABILITY AND TRANSPARENCY

NFID again received the highest ratings for accountability and transparency from Charity Navigator and Candid. We continue to hold ourselves to the highest standards as we strive to achieve our vision of healthier lives for all through the effective prevention and treatment of infectious diseases.



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Homer Stryker MD School of
Medicine



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Cristina Cassetti, PhD*

National Institute of Allergy
and Infectious Diseases
National Institutes of Health



Sara E. Cosgrove, MD, MS

Johns Hopkins University
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EX-OFFICIO



Marla Dalton, PE, CAE
NFID Executive Director and CEO



Robert H. Hopkins, Jr., MD
NFID Medical Director



William Schaffner, MD*
NFID Medical Director

SPECIAL THANKS TO WILLIAM (BILL) SCHAFFNER

[William Schaffner, MD](#), officially retired from his position as NFID medical director in July 2023, but he continues to serve as an official NFID medical spokesperson, bringing clarity where confusion reigns. He has tirelessly bridged the gap between the scientific community and the public, ensuring that public health recommendations are not just accessible but also understood. His expertise has been instrumental in guiding the public through countless public health crises, from influenza outbreaks to COVID-19.

“

Words alone can never express my appreciation for all you have done for NFID and for me personally. As one of the few who can complete my sentences, I am grateful to have had the opportunity to work closely with you and learn from you for so many years.

Marla Dalton

NFID Executive Director and CEO

”



William Schaffner, MD

NFID MEDICAL DIRECTOR

His commitment to public health epitomizes the core values of NFID



WELCOME TO ROBERT (BOB) H. HOPKINS, JR.

[Robert H. Hopkins, Jr. MD](#), joined NFID in July 2023 as NFID medical director. Well-known and respected within the public health and medical communities, Hopkins is focused on the growth of NFID programs, including efforts to build vaccine confidence, address health equity issues, increase awareness of the importance of disease prevention and treatment, and strengthen NFID collaborations. NFID looks forward to tapping into his expertise, his thoughtful approach to decision-making, and his skills as a clear and compassionate communicator.



I have long admired the work of NFID and its leadership in infectious disease education. In an era marked by mistrust and misinformation, the role of NFID as a trusted voice has never been more important.

Robert (Bob) H. Hopkins, Jr., MD
NFID Medical Director



SUPPORT NFID

Your generous donation enables us to educate and engage the public and healthcare professionals about infectious diseases across the lifespan

To learn about ways to support NFID, visit www.nfid.org/support-nfid



The National Foundation for Infectious Diseases (NFID) never faltered as an ally of infectious diseases and public health professionals on the frontlines everywhere, strongly advocating for infectious disease research, staunchly supporting immunization programs, and providing infectious diseases education for healthcare professionals and the public alike. I want to thank the leadership of NFID for your steadfast support and a job well done.

Anthony S. Fauci, MD

1989 NFID Maxwell Finland Award for Scientific Achievement Recipient





NATIONAL FOUNDATION FOR INFECTIOUS DISEASES



**National
Foundation for
Infectious
Diseases**

National Foundation for Infectious Diseases

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