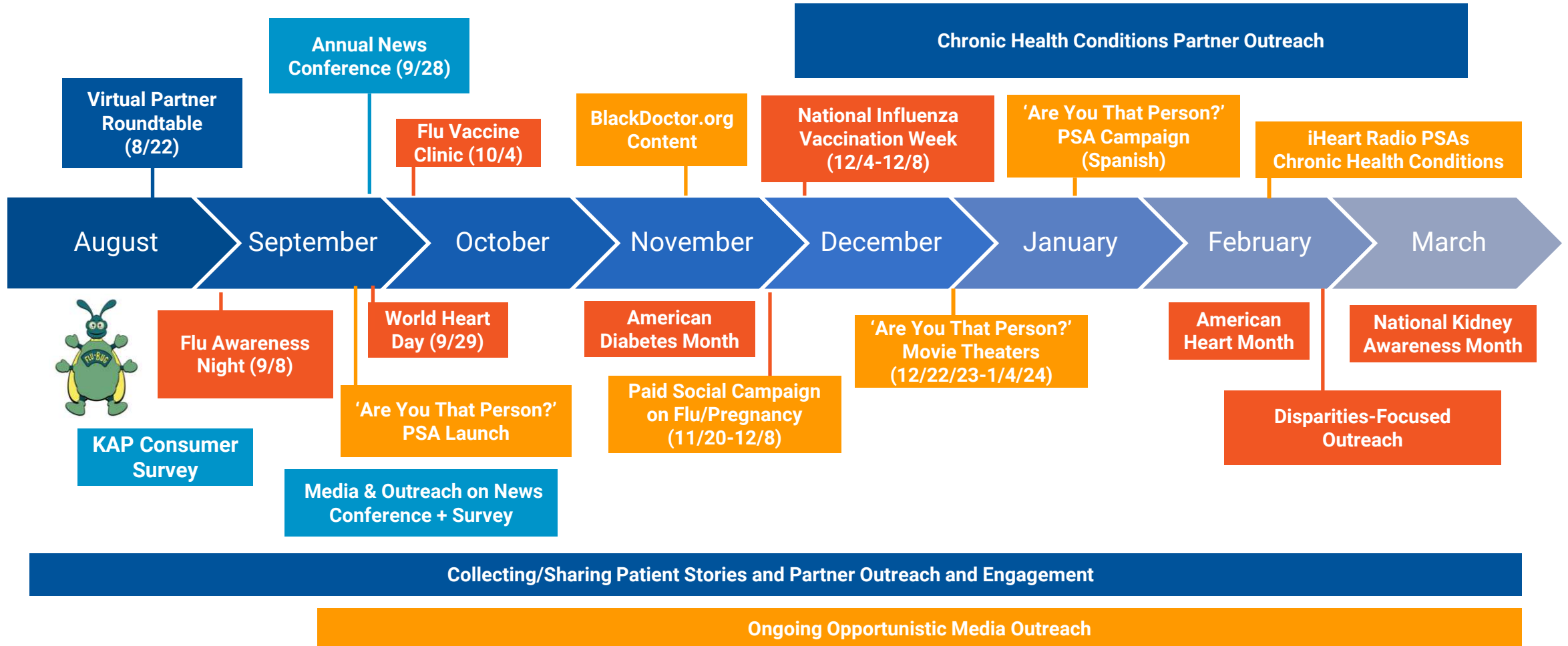


Respiratory Disease Awareness Campaign

2023-2024 Program Results



Building Awareness and Sustaining Strong Momentum Throughout 2023-2024 Fall and Winter



Collaboration and Support



Virtual Roundtable to Align on Strategy and Messaging: August 22, 2023

NFID convened 20+ partner organizations to address challenges and identify opportunities for building vaccine confidence and raising awareness about the burden of respiratory diseases in the US:

- ACOG
- Alliance for Aging Research
- American College of Cardiology
- American Lung Association
- American Nurses Association
- American Pharmacists Association
- American Public Health Association
- AMGA Foundation/Rise to Immunize Campaign
- Association of Professionals in Infection Control and Epidemiology
- Association of State and Territorial Health Officials
- Adult Vaccine Access Coalition
- Centers for Disease Control and Prevention
- Center for Sustainable Health Care Quality and Equity/National Minority Quality Forum
- Coalition to Stop Flu
- Families Fighting Flu
- HHS, Office of Infectious Disease and HIV/AIDS
- Immunize.org
- National Adult and Influenza Immunization Summit
- National Association of Pediatric Nurse Practitioners
- National Council of Negro Women-Good Health WINs
- The Gerontological Society of America
- Vaccinate Your Family

9th Annual Flu Awareness Night: September 8, 2023

- [NFID Flu Bugs #FightFlu with the Washington Nationals](#)
- [Are You That Person?](#) Public Service Announcement Launch



Annual News Conference: Preventing Disease This Fall and Winter

September 28, 2023

Preventing Disease This Fall and Winter: Program Overview

Respiratory Disease Season Launch

- NFID annual news conference is agenda-setting media event that reflects changing medical, scientific, and public health priorities relevant to the upcoming fall and winter. 2023 news conference focused on the importance of vaccination as the best prevention against influenza (flu), COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease during this complex season.

NFID KAP Survey

- Nationally representative survey used strategically to generate strong media hook and frame messaging encouraging vaccination against flu, COVID-19, RSV, and pneumococcal disease

Communicating Key Messages

- High-profile panel of experts conveyed strong and unified commitment to reinforcing the call to action for everyone eligible to get vaccinated against flu, COVID-19, RSV, and pneumococcal disease and to follow CDC “Take 3” approach to respiratory disease protection. Media interviews conducted with panelists before and after news conference.

Compelling Resources and Ongoing Outreach

- News conference and press kit archived online, enabling ongoing access throughout the season to a range of information for media and consumers, including designed factsheets and infographics

Expert Panel Delivered Impactful Messages

Thursday, September 28, 2023

Preventing Disease This Fall and Winter: What You Need to Know

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

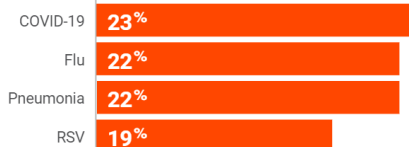


NFID National Survey Results

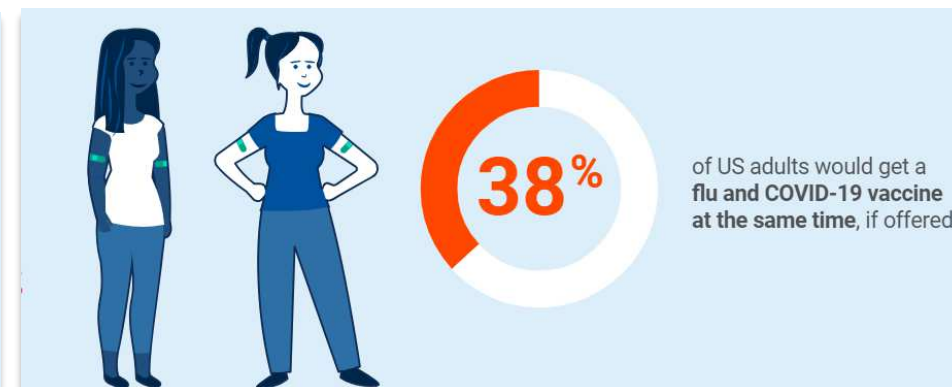
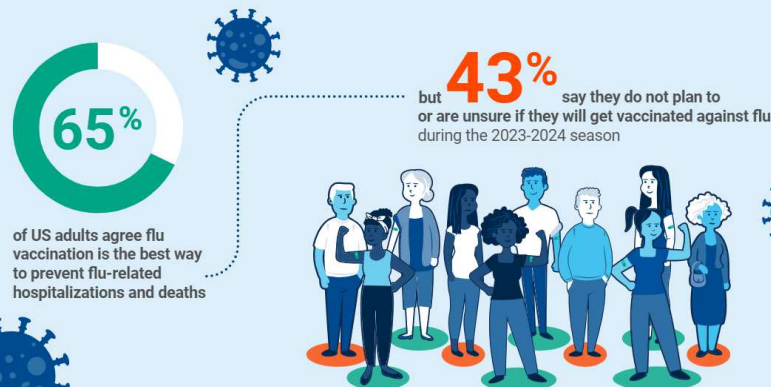
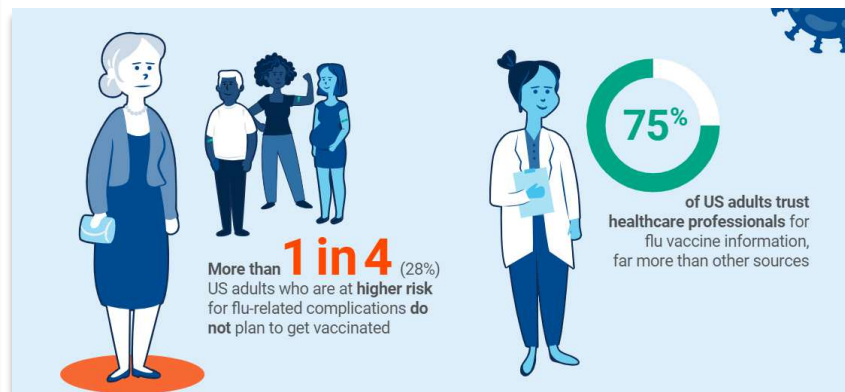
2023 Attitudes about Influenza, COVID-19, Respiratory Syncytial Virus, and Pneumococcal Disease

NFID survey of US adults revealed insights around beliefs about influenza (flu), COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease, as well as attitudes and practices around vaccination

CONCERNS ABOUT GETTING INFECTED WITH:



Fewer than **1 in 4** US adults are concerned about themselves or someone in their family getting infected this fall and winter



Secured Far-Reaching Top-Tier Media Coverage

Top-tier print/online/TV/radio stories **resulted in +6.5B impressions***

- **32** members of media joined webcast
- **760 stories** including **38 original stories***
- Highlights include Associated Press, Bloomberg, CBS, Healio, New York Post, NPR, The Hill, STAT, TODAY, and WebMD
- **CBS** covered the story across CBS local affiliates

AP **CBS** **CNN**

n p r **abc NEWS**

NEW YORK POST **THE HILL**

STAT *The Washington Post*

TODAY **Bloomberg**

Health **AARP**
Real Possibilities

Healio **WebMD**

yahoo! **msn**

What to know as fall vaccinations against COVID, flu and RSV get underway

CDC director urges flu, COVID vaccination amid low uptake

Survey Shows 22% of Individuals Worried About Contracting Flu in 2023 Season

Americans are urged to get vaccinated against 3 major respiratory viruses

Survey shows low concern among Americans about COVID-19, flu, RSV

Conference Footage Shown Across CBS News Programming Helped Drive US-Wide Coverage



"With COVID-19, flu, and RSV circulating in the coming weeks and months, **top public health experts are spreading the word—vaccines are safe, effective, and protect against serious illness.**"

"We're going to keep monitoring to understand how bad this particular season will be, but we can act now with tools to make this season more mild if we all get vaccinated." –Mandy Cohen

"A new survey from [NFID] showed that while 65% of adults know vaccination is the best way to prevent flu, hospitalizations, and deaths, 43% do not plan to or are not sure they will get vaccinated. Only 40% plan to get the updated COVID-19 vaccine and the RSV shot if they are over 60."

"28% of US adults who are at higher risk for flu-related complications said they were not planning to get vaccinated this season. To us in this business, that is worrisome." –Patsy Stinchfield

NATIONAL FOUNDATION FOR INFECTIOUS DISEASE VACCINE SURVEY

- **65%** KNOW FLU VACCINATION BEST TO PREVENT HOSPITALIZATIONS/DEATH
- **43%** DO NOT PLAN/NOT SURE WILL GET VACCINE

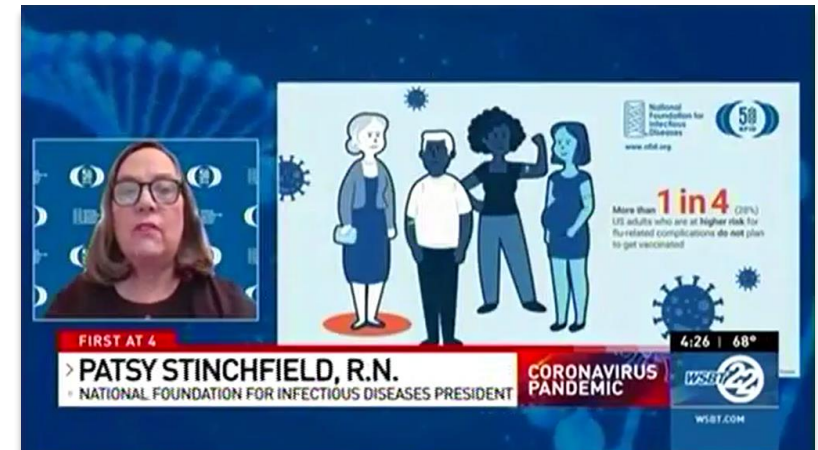
FIRST AT 4
> CONCERN ABOUT VACCINE HESITANCY



CORONAVIRUS PANDEMIC

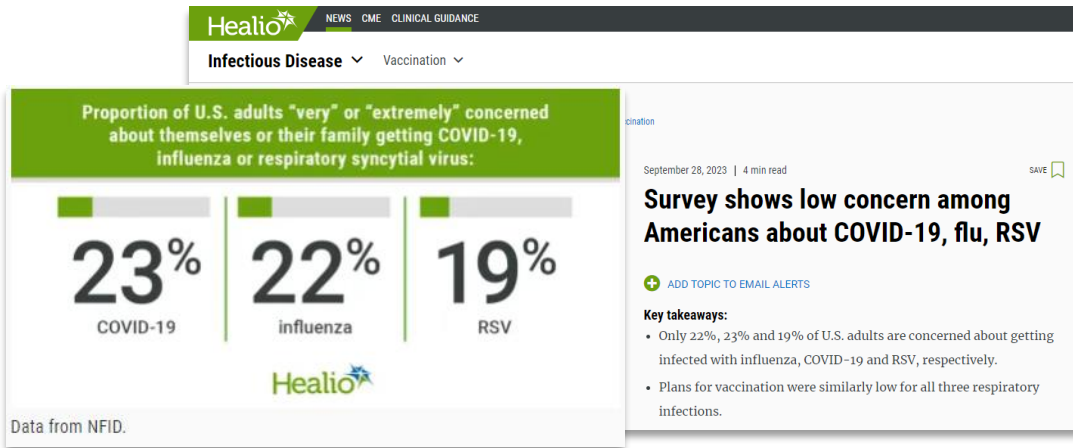
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WSBT.COM



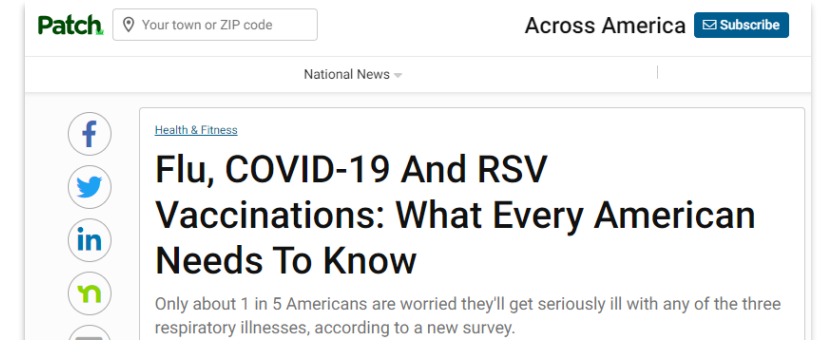
Nearly 75% of Coverage Included NFID Survey Data

“This year, vaccine hesitancy could be greater, according to a National Foundation for Infectious Diseases survey that showed only about 1 in 5 Americans are worried they’ll get seriously ill with any of these three respiratory illnesses.”



“Only 22% , 23% and 19% of US adults are concerned about getting infected with influenza, COVID-19 and RSV, respectively.”

“The NFID survey found that only 40% of US adults at higher risk for pneumococcal disease, including older adults and those with certain chronic health conditions, had been advised by a healthcare professional to get a pneumococcal vaccine. Among those advised to get vaccinated, 79% did so, underscoring the importance of a strong vaccine recommendation from a healthcare professional.”



Coverage Emphasized Availability of Vaccines to Help Protect Against Flu, COVID-19, and RSV

TheMessenger.
It's time to break the news.

Americans More Likely To Get Flu Shot Than COVID-19 Vaccine: Poll

Demand for the vaccines has sharply dropped

Published 09/29/23 05:21 PM ET | Updated 09/29/23 06:50 PM ET

[Mansur Shaheen](#)

"These diseases can be serious, even in healthy children and adults, but the good news is that we now have prevention tools available to help protect people against severe illness and complications. We just need to use them."

"This is the first fall and winter where vaccines are available for the 3 viruses responsible for the most hospitalizations in the US— influenza (flu), COVID-19, and respiratory syncytial virus (RSV)."

MOTHERLY

PREGNANCY PARENTING LIFE SHOP CLASSES VIDEO PODCASTS

Health officials urge pregnant women to get vaccinated against flu, Covid and RSV

"We must use all available tools to protect those most at risk, including infants and young children, pregnant people, older adults, and those with chronic health conditions," says CDC Director Dr. Mandy Cohen.

By [Jessica D'Argenio Waller, MS, CNS, LDN](#) • September 29, 2023

npr **wnyc** NEWSLETTERS SIGN IN NPR SH

NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

HEALTH

Americans are urged to get vaccinated against 3 major respiratory viruses

September 29, 2023 · 5:13 AM ET
Heard on Morning Edition

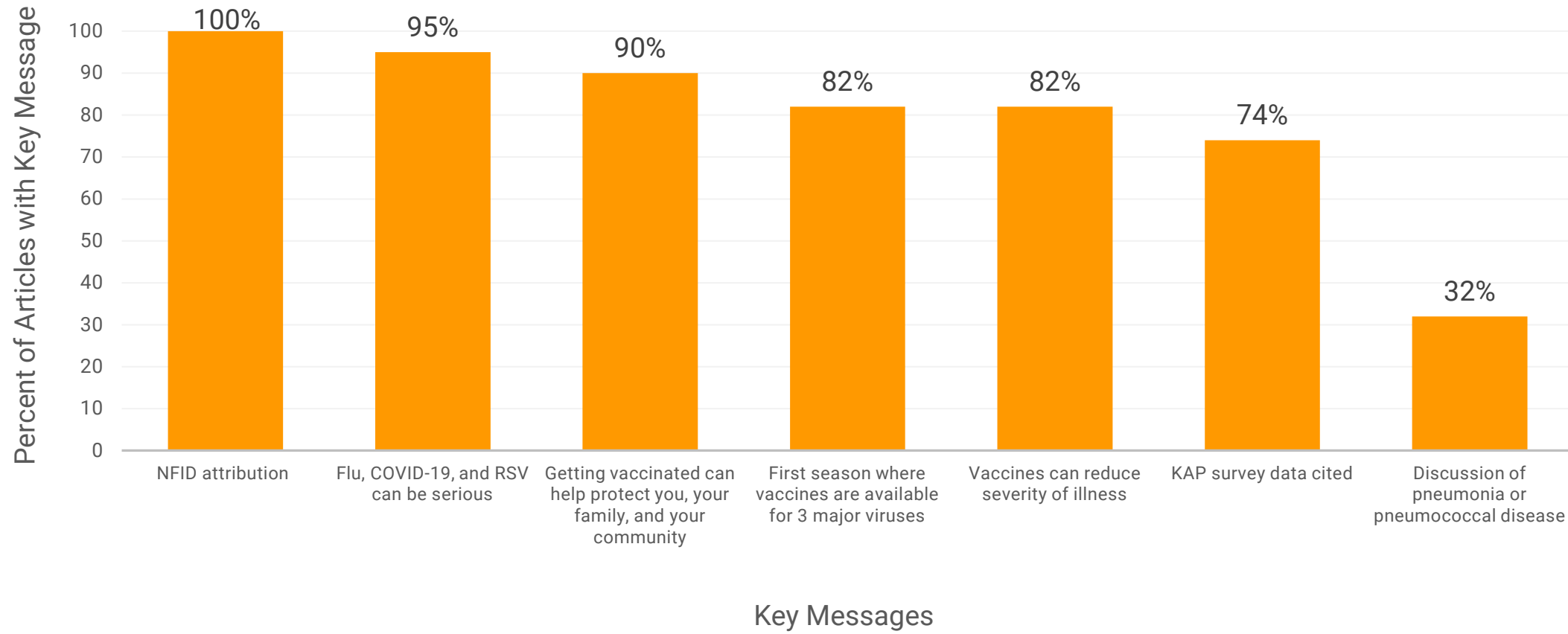
Rob Stein

2-Minute Listen

Public health experts are urging people to take advantage of the fact that this year, for the first time, vaccines are available for three major respiratory viruses: flu, COVID and RSV.

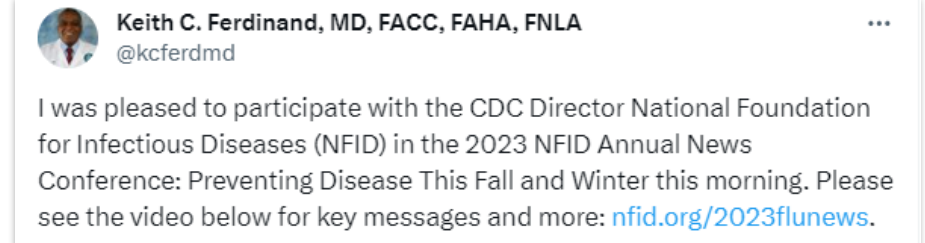
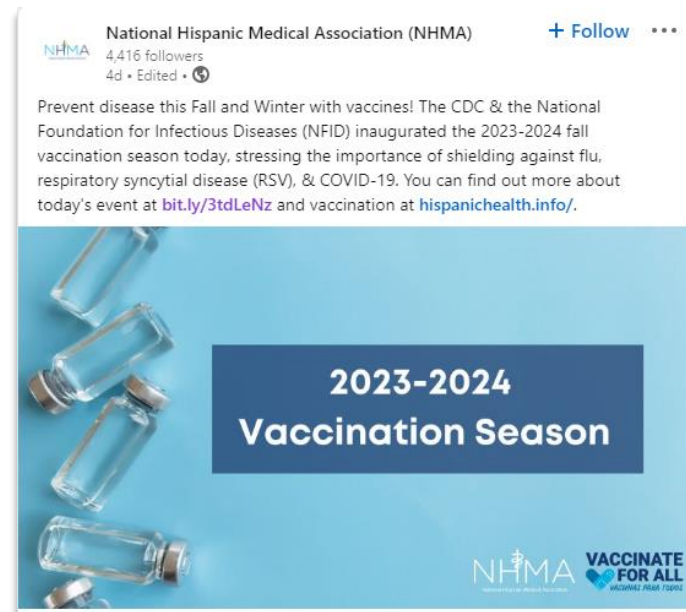
"The good news here is that we have effective ways to protect ourselves from the worst outcomes of all of these respiratory illnesses."

100% of Coverage Included NFID Attribution and Nearly All Included at Least 1 Key Message



Social Media Coverage Generated 25M+ Impressions

1,764 social media posts and **1,509 unique authors** used #FightFlu, #PreventRSV, #PreventPneumo, #GetVaccinated, or #StopTheSpread, generating more than **25 million impressions***



Media Outlets Extended Reach of Messaging on Social



Infection Control Today
@ICT_magazine

Cases of COVID-19, RSV, and influenza are expected to rise this fall and winter season; yet, the number of people who plan on getting the vaccines for each of the infections remains low, according to the NFID announcement today.

infectioncontroltoday.com/view/low-vacci...

[#covid](#)
[#rsv](#)
[#influenza](#)

infectioncontroltoday.com

Low Vaccination Concerns Highlight Need for Fall and Win...
Cases of COVID-19, RSV, and influenza are expected to rise this fall and winter season; yet, the number of people who...

Tori Whitacre Martonicz • 3rd+
Senior Editor at Infection Control Today, Copywriter, Copye...
3d •

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<https://lnkd.in/gfdDAUrm>

[#covid](#)
[#rsv](#)
[#influenza](#)

infectioncontroltoday.com

Low Vaccination Concerns Highlight Need for Fall and Winter 2023 Vaccination Campaigns
infectioncontroltoday.com • 4 min read

NFID Flu Vaccine Clinic: Leading by Example

On October 4, 2023, NFID hosted a flu vaccine clinic at Bethesda, MD headquarters, calling on partner organizations to make a commitment to promote infectious disease prevention by encouraging vaccination to help prevent flu, COVID-19, RSV, and pneumococcal disease

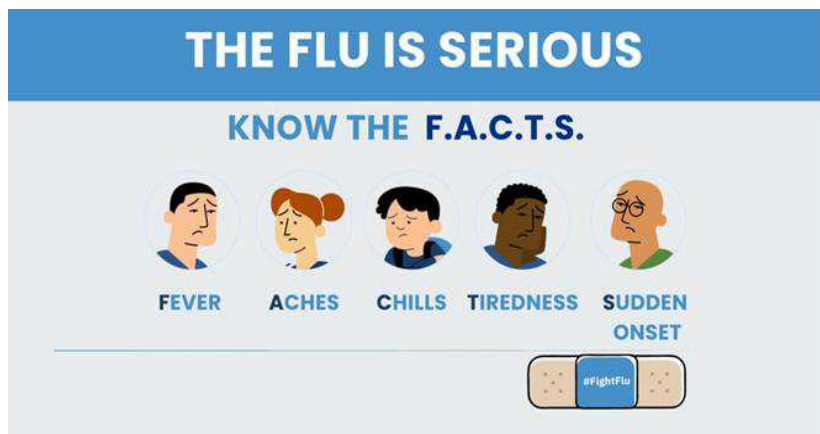


Maintaining Momentum throughout Respiratory Season

Are You That Person? Strategically Disseminated in Diverse Communities Reporting High Flu Activity During Holiday Season

Updated NFID animated video ([Are You That Person?](#)) encouraging people to get an annual flu vaccine and stay home when sick, to better resonate with multicultural audiences

Revised public service announcement (PSA) video launched in September 2023 and distributed in select movie theaters nationwide in priority cities and communities during holiday season



Movie Theater Airings

- December 2023-January 2024 in 19 Theaters (292 Screens)
- Projected Impressions: **665K**
- Actual Impressions: **785K+**
- Total Number of Airings: **73K+**



¿Eres ese tipo de persona?

Spanish PSA Achieved Strong Reach*

TV PSA Campaign

TOTAL RESULTS

AIRINGS



1,172

IMPRESSIONS



2,268,820

DONATED MEDIA VALUE



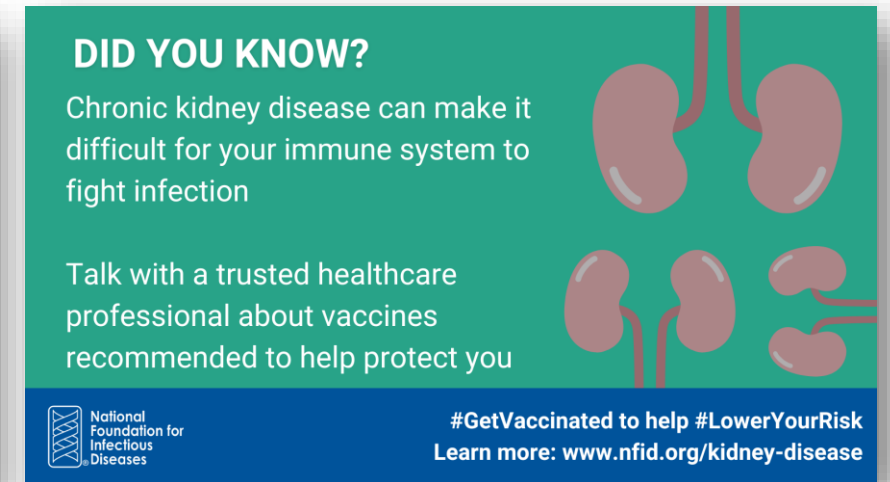
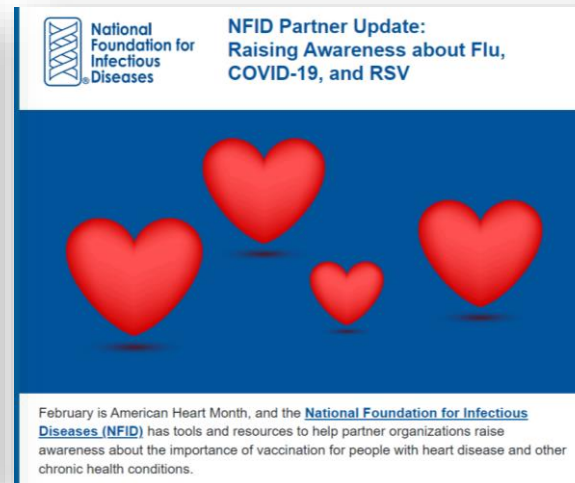
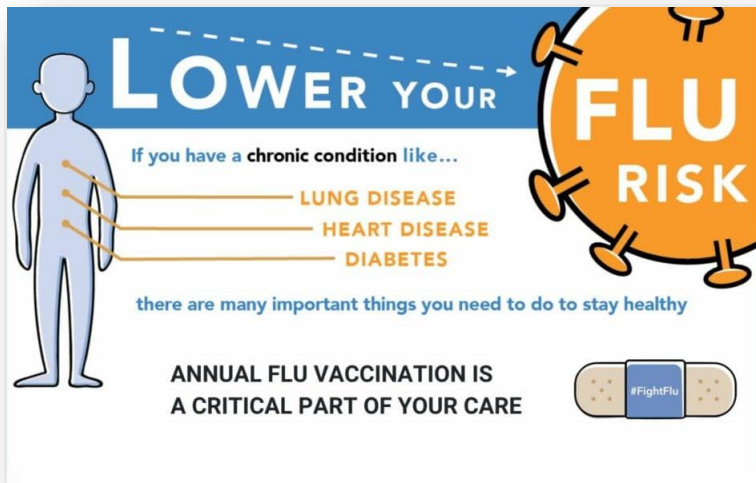
\$113,075

- Campaign aired on 26 stations with 75% of airings during prominent non-overnight timeframes
- PSA aired on national network Mexicanal and local stations in Boston, Charlotte, Denver, Miami, Hartford, Nashville, and New Haven

*As of March 2024

For Those with Chronic Health Conditions, Vaccination is Critical to Overall Health

NFID shared tools and resources to educate about the importance of **vaccination for those with heart disease, lung disease, kidney disease, and/or diabetes**



If you have diabetes, staying up to date with recommended vaccines is as important to your health as diet and exercise.

People with diabetes are at higher risk for serious complications from certain vaccine-preventable diseases, including influenza (flu) and COVID-19.

Diabetes, even when well-managed, can make it harder for the immune system to fight infection, which can increase the risk of getting certain diseases.

iHeartRadio Ads Reached US Adults with Heart Disease

iHeartRadio ads aired on broadcast radio stations and streaming audio across the US

- Target audience: **Adults age 45+ with heart disease**
- Encouraged individuals to get vaccinated to protect those most at risk from complications from flu and COVID-19
- **16M+** impressions on broadcast radio and streaming audio
- Spots aired **6,397** times specifically reaching US audiences most in need of hearing the message across the country



National Influenza Vaccination Week: December 4-8, 2023

NFID shared resources to educate the public, healthcare professionals, and partner organizations about the importance of annual flu vaccination:

- [Issued Joint Press Release](#) with American Heart Association, American Lung Association, American Diabetes Association (12/4)
- Participated in Twitter (X) Chat hosted by Coalition to Stop Flu (12/7)
- [Blog Post: Act Today, Don't Delay: #GetVaccinated to Help #FightFlu](#)



Extending Earned Media Coverage throughout Respiratory Season

- Additional earned media outreach efforts secured **38 placements** and **1.5B+ impressions**
- Coverage featured interviews and panel discussion with **NFID Medical Director Robert (Bob) H. Hopkins, Jr., MD**
- Reached key audiences with broad range of topics, including importance of maternal vaccination, post-holiday respiratory disease prevention, and respiratory disease trends

- Highlights include The Hill, The Messenger, Everyday Health, Healio, Contagion Live, and Infection Control Today

EVERYDAY  HEALTH™

Contagion®
Infectious Diseases Today
Contemporary PEDIATRICS™ CONTEMPORARY OB/GYN™

Healio 

THE HILL

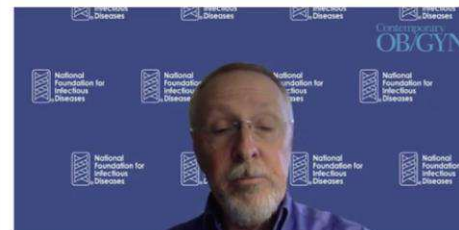
The importance of maternal vaccination

November 13, 2023

Celeste Krewson, Assistant Editor



Robert H. Hopkins, Jr, MD, discusses the importance of pregnant women receiving vaccines against respiratory diseases to protect themselves and their infants.



How to Avoid a Cold or Flu When You've Got a Chronic Illness



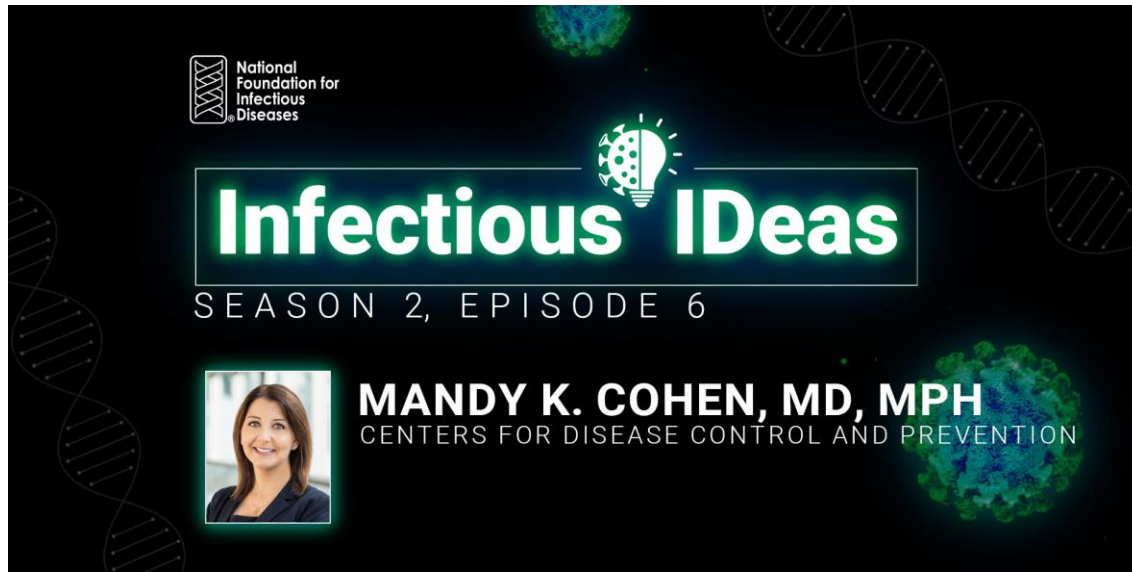
FDA reviewing at-home flu vaccines

RSV: Clinicians Discuss Strategies to Deal with Vaccine Resistance

Flu Levels Rise as the Holidays Arrive

Q&A: Is it too late to get vaccinated for protection over the holidays?

Leveraging CDC-NFID Partnership



Infectious IDEas podcast episode featuring CDC Director
Mandy K. Cohen, MD, MPH

www.nfid.org/podcast



NFID guest blog post by Demetre Daskalakis, MD, MPH, of CDC
National Center for Immunization and Respiratory Diseases

www.nfid.org/blog

Paid Social Media Expanded Engagement with Key Messages

Social media ads helped raise awareness about the importance of [vaccination during pregnancy](#)



Vaccines to Protect against Respiratory Diseases

- NFID developed resources to raise awareness about [recommended vaccines during fall and winter](#):
 - **3 Things to Know on World Pneumonia Day** ([Press Release](#) with American Lung Association, 11/9/23)
 - **The Best Holiday Gift This Year? Showing Up Vaccinated** ([BlackDoctor.org](#), 11/13/23)

ARE YOU AT RISK FOR PNEUMOCOCCAL DISEASE?

Lily, Age 65
Michael, Age 55, Diabetes
Carl, Age 37, HIV
Joe, Age 1
Patricia, Age 41, Lymphoma
Dan, Age 30, Asthma
Diane, Age 50, Heart Disease
Bill, Age 28, Smoker
Jacob, Age 32, Alcoholic

NOVEMBER 9, 2023

3 Things To Know on World Pneumonia Day

[Learn More >](#)

The Best Holiday Gift This Year: Showing Up Vaccinated

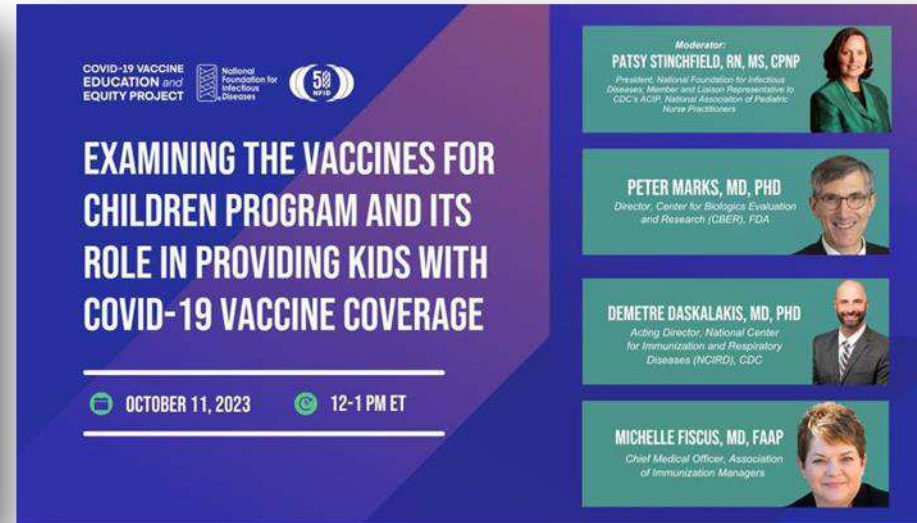
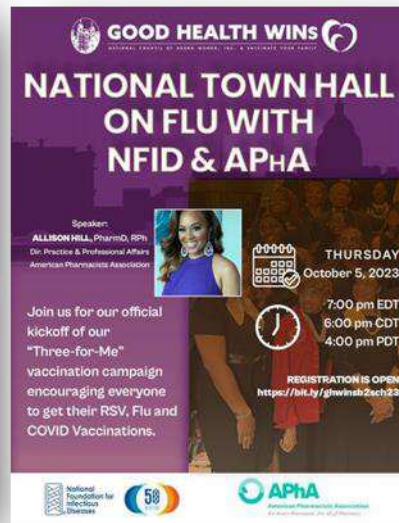
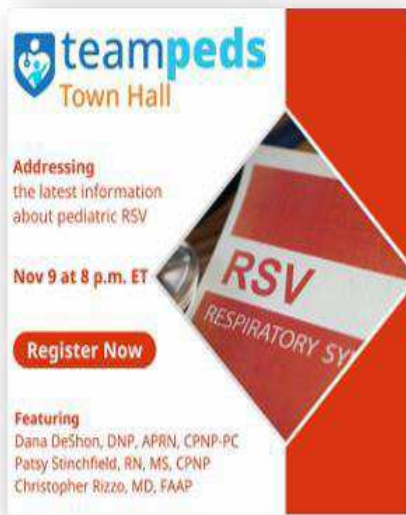


Leveraging Partnerships to Educate and Engage Stakeholders



Keynote: "Innovative Approaches for Respiratory Season"

- **Robert H. Hopkins Jr., MD**, Medical Director, National Foundation for Infectious Diseases, Chair, National Vaccine Advisory Committee, Department of Health and Human Services, Chief, Division of General Internal Medicine, University of Arkansas for Medical Sciences



Partner Engagements

- **AMGA Foundation:** RIZE to Immunize Symposium (11/9/23)
- **COVID-19 Vaccine Education and Equity Project**: Examining VFC Role in Providing Kids with COVID-19 Vaccine Coverage (10/11/23)
- **Good Health WINS**: National Town Hall on Flu (10/5/23)
- **IDSA Foundation**: Respiratory Vaccines: Separating Fact from Fiction (10/19/23)
- **NAPNAP Town Hall:** Pediatric RSV (11/9/23)
- **National Adult and Influenza Immunization Summit**: 2023 NFID News Conference Update (10/12/23)
- **New Jersey Immunization Network:** Adult Immunization Conference (11/1/23)

Funders

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

- GSK
- Merck & Co., Inc.
- Pfizer Inc.
- Sanofi Pasteur
- Seqirus

[NFID policies](#) prohibit funders from controlling program content

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

www.nfid.org/2023flunews