

2024 IMPACT REPORT

JANUARY 1-DECEMBER 31, 2024



**National
Foundation for
Infectious
Diseases**

A MESSAGE FROM NFID LEADERS

For more than 50 years, the National Foundation for Infectious Diseases (NFID) has led the charge in promoting awareness and education about infectious disease prevention and treatment across the lifespan. Collaboration remains a cornerstone of our efforts, uniting more than 300 partner organizations in a shared mission to empower all individuals to lead healthier lives.

Thanks to the generous support of NFID donors, sponsors, and stakeholders, NFID launched a [Spanish version of the website](#) and forged new partnerships to tackle critical public health challenges. Through collaborations with many partners, NFID worked to increase vaccine uptake by harnessing data and elevating awareness about the importance of protecting at-risk communities from preventable diseases. Programs focused on reaching diverse constituencies and empowering individuals to help prevent the spread of infectious diseases.

NFID remains steadfast in its commitment to address misinformation, increase health literacy, develop culturally sensitive resources, and reduce healthcare disparities. As we reflect on the successes and challenges of the past year and plan for the future, this report celebrates the power of our collective efforts to create healthier communities across the US. Your support truly makes a difference!

With gratitude,



Jeffery A. Goad, PharmD, MPH
NFID President



Patricia A. Stinchfield, RN, MS, CPNP
NFID Immediate Past-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 and engage the public, communities, and healthcare professionals about infectious diseases across the lifespan

CORE VALUES



COLLABORATION



DIVERSITY AND
INCLUSION



EVIDENCE-BASED



INTEGRITY



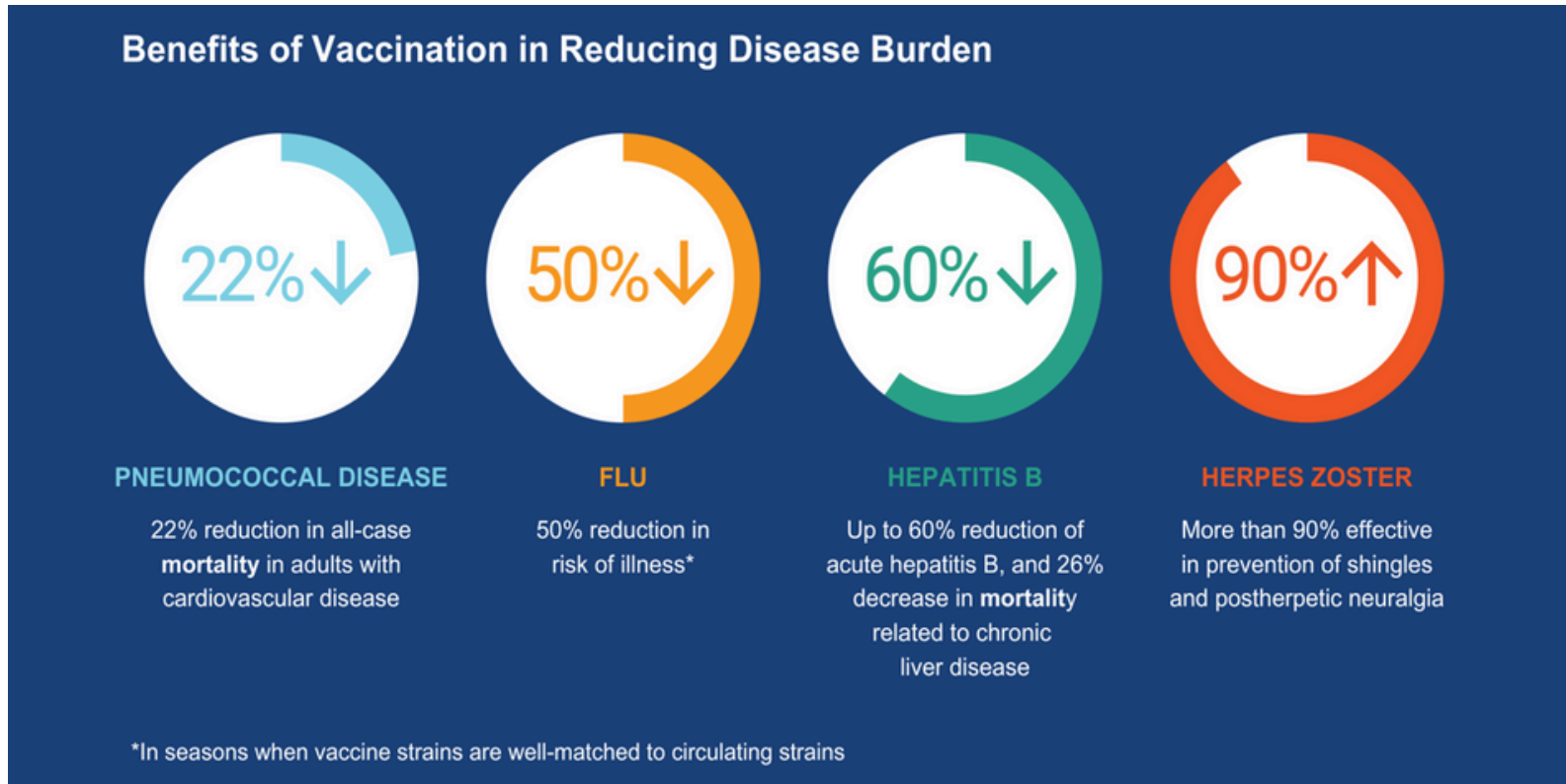
TRANSPARENCY



“If people don't trust the messenger, they won't trust the message no matter how well we craft it. At NFID, our focus is on empowering messengers with timely messages that resonate.”

- **NFID President Jeffery A. Goad, PharmD, MPH**

REDUCING THE BURDEN OF INFECTIOUS DISEASES



Costs of vaccine-preventable diseases in the US

\$8.9B

overall

\$7.1B

among unvaccinated individuals

In 2024, infectious disease outbreaks became more common in the US:

~300

measles cases

30K+

pertussis cases

REDUCING THE BURDEN OF INFECTIOUS DISEASES

Over the past 30 years, the **Vaccines for Children** program has prevented:

~472M

illnesses

~30M

hospitalizations

1M+

deaths

... saving **~\$2.2T** in societal costs

In the US in 2023-2024, flu vaccination helped prevent an estimated:

9.8M

flu illnesses

5M

medical visits

131K

flu hospitalizations

7K

deaths



“During the COVID-19 pandemic, we were able, for the first time in history, to close the disparities gap ... after the second year, Black life expectancy was actually better than White America.”

- **Reed V. Tuckson, MD**, co-founder of the Black Coalition Against COVID and chair of the board of the Coalition for Trust in Health & Science

The background is a solid dark blue color. It is populated with numerous stylized, semi-transparent virus-like particles. These particles are spherical with multiple protruding spikes or tentacles, resembling coronaviruses. They are scattered across the frame, with some appearing larger and more detailed than others, creating a sense of depth and a thematic focus on health and disease.

EDUCATING THE PUBLIC, COMMUNITIES, AND HEALTHCARE PROFESSIONALS

OUTREACH

Through impactful awareness campaigns, NFID reaches diverse audiences through proven strategies and innovative approaches

REACH

74K+

social media followers

1.25M+

social media impressions

1.3M+

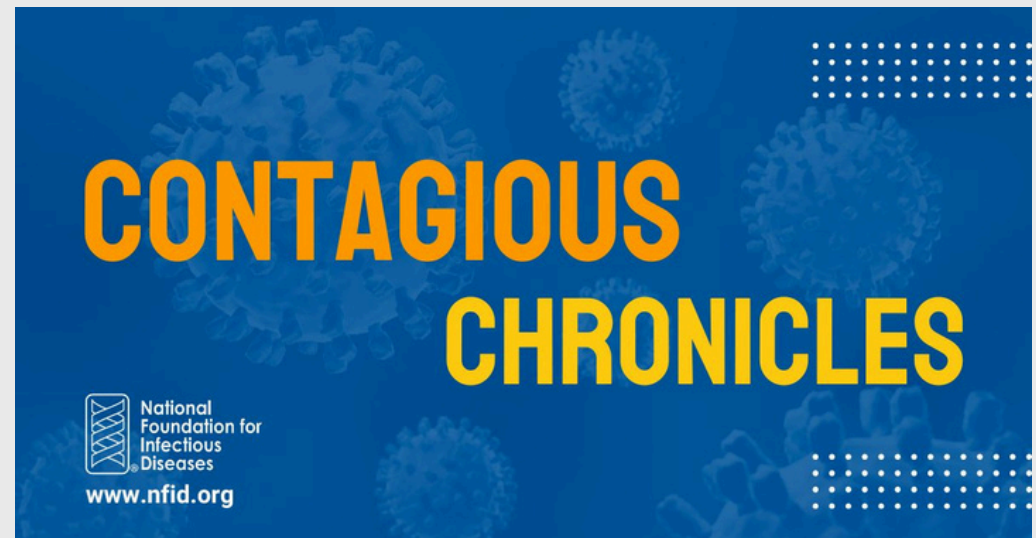
web page views

850K+

website users

CONTAGIOUS CHRONICLES

[Contagious Chronicles](#), a dynamic new series, provides timely insights from trusted experts on the latest developments in infectious disease prevention and treatment, including bird flu, measles, and US immunization recommendations



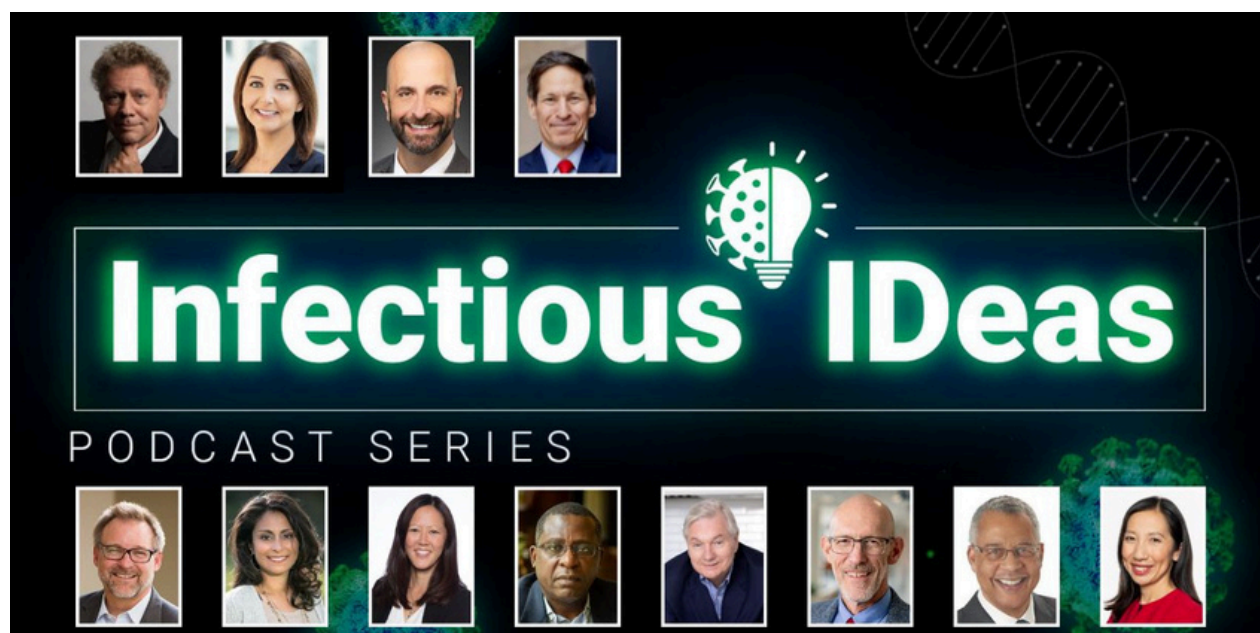
PODCAST

INFECTIOUS IDEAS

Hosted by NFID Executive Director and CEO Marla Dalton, CAE, and NFID spokesperson William Schaffner, MD, the [Infectious Ideas](#) podcast features thought-provoking conversations with humble heroes and public health leaders

2024 Guests:

- Seth F. Berkley, MD
- Mandy K. Cohen, MD, MPH
- Demetre C. Daskalakis, MD, MPH
- Tom Frieden, MD, MPH
- Jeffery A. Goad, PharmD, PhD
- Céline Gounder, MD, ScM
- Grace M. Lee, MD, MPH
- Ighovwerha (Igbo) Ofotokun, MD, MSc
- Michael T. Osterholm, PhD, MPH
- Gregory A. Poland, MD
- Reed V. Tuckson, MD
- Leana Wen, MD, MSc



10K+

downloads since launch

Top 25%

of all Buzzsprout podcasts

WEBSITE

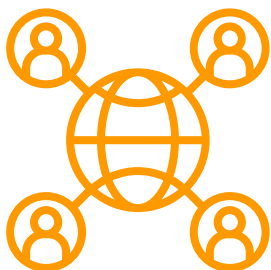
The NFID website (www.nfid.org) provides visitors with timely and accurate information about infectious diseases, and is now available in English and Spanish



NFID is a proud member of the Vaccine Safety Net (VSN), a global network of websites established by the World Health Organization (WHO) to provide reliable information on vaccine safety

EDUCATING HEALTHCARE PROFESSIONALS

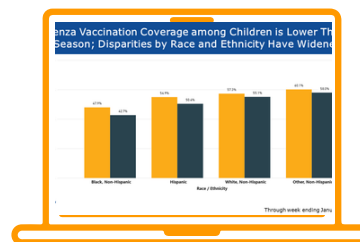
NFID professional education activities are inclusive and accessible—for **all healthcare professionals**, at **all career levels**, in **all healthcare settings**



**~7K INDIVIDUALS
FROM 76 COUNTRIES**



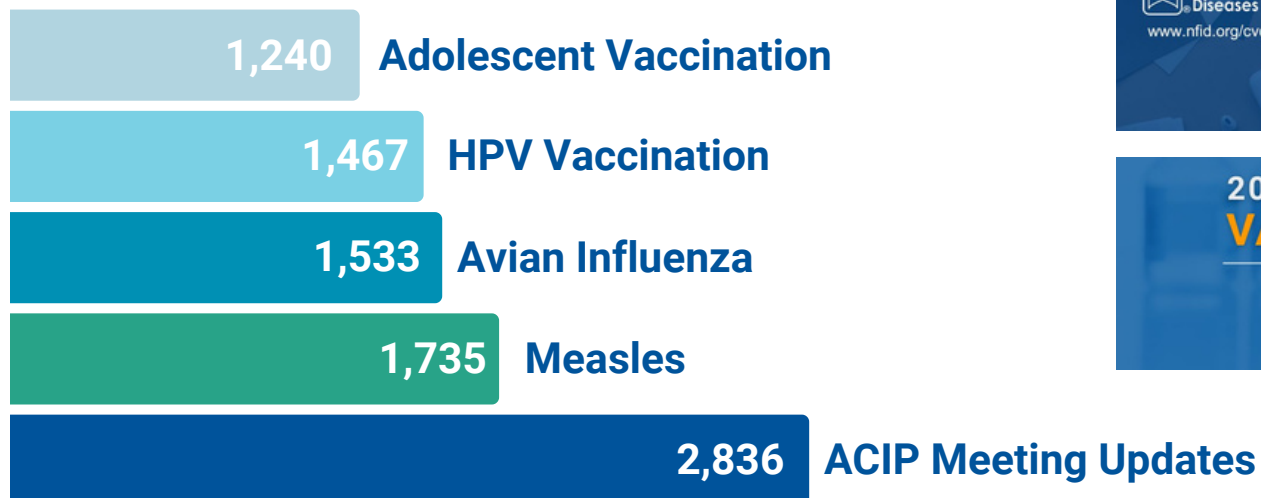
21 ACTIVITIES



10 WEBINARS



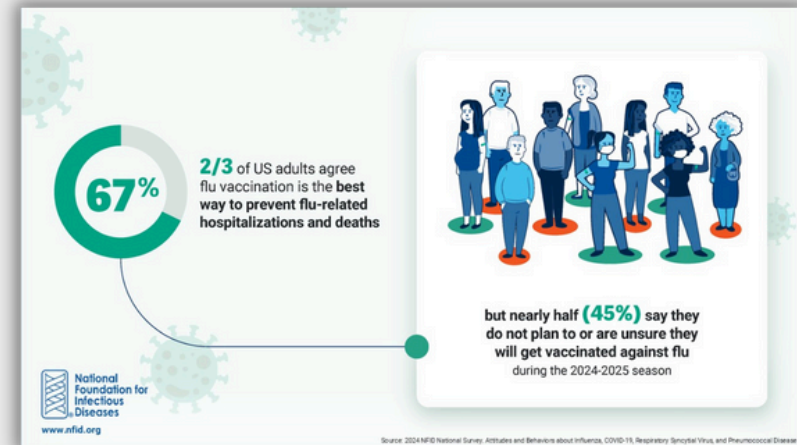
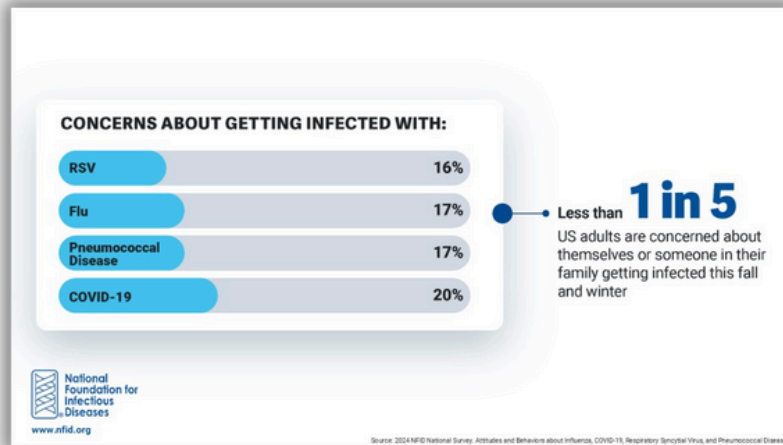
TOP WEBINAR TOPICS:



EDUCATING COMMUNITIES

NFID Annual Survey

In 2024, NFID commissioned a national [survey](#) of US adults to understand current attitudes and behaviors about influenza (flu), COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease



Leading By Example

Throughout respiratory season, NFID and partners led by example to help raise awareness about the importance of vaccination as the best line of defense against respiratory diseases



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

2024 Annual News Conference



For nearly 3 decades, NFID and the Centers for Disease Control and Prevention (CDC) have partnered on an annual 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). 2024 news conference expert panelists included:

CDC Director **Mandy K. Cohen, MD, MPH**

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

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

NFID Director **Flor M. Muñoz, MD, MSc**, Baylor College of Medicine

Reed V. Tuckson, MD, Black Coalition Against COVID and Coalition For Trust In Health & Science

7B+ MEDIA IMPRESSIONS

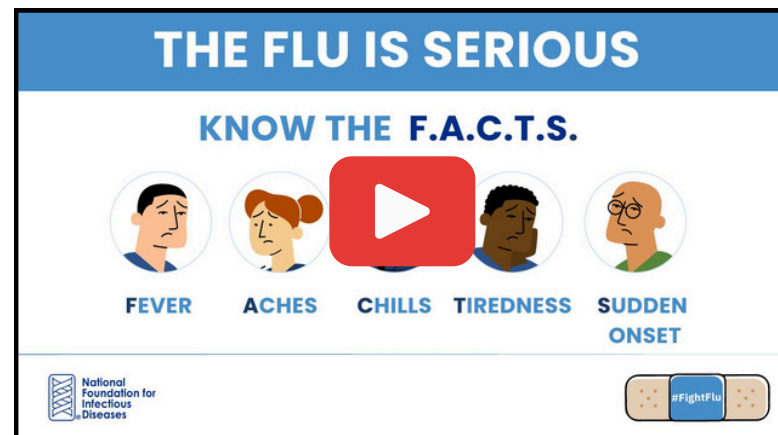
BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

INFLUENZA (FLU)

Are You That Person? (¿Eres Ese Tipo de Persona?)

reminds viewers to get vaccinated against flu each year and stay home when sick

- **785K+** movie theater impressions
- **2.5M+** airport impressions in partnership with ReachTV and NFL
- **13M+** impressions on TV stations across the country



#FIGHTFLU

During Heart Health Awareness Month in February, NFID messages aired on broadcast radio stations across the US and iHeart streaming audio, reminding listeners that getting an annual flu vaccine is good for your heart

IT'S NOT TOO LATE TO GET VACCINATED

During National Influenza Vaccination Week (NIVW), NFID collaborated with the American Diabetes Association, American Heart Association, and American Lung Association urging flu vaccination for those at increased risk

It's Not Too Late

Flu vaccination can help prevent hospitalization and death

#GetVaccinated to Help #FightFlu

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www.nfid.org



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES



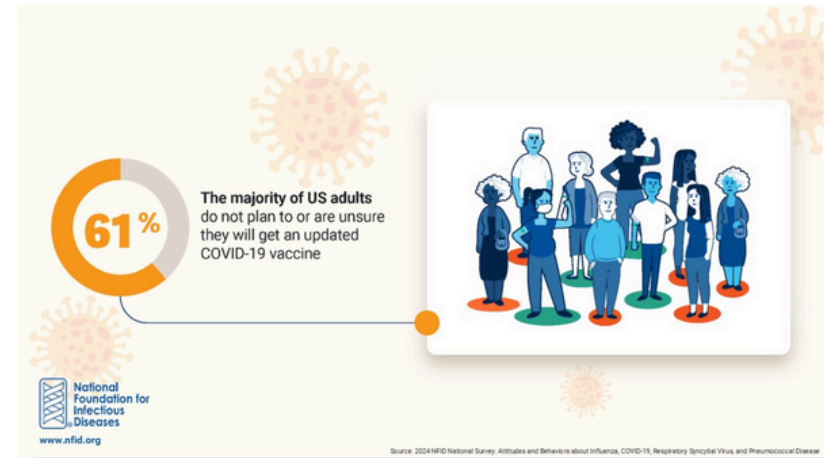
"Far too many are not up to date on COVID-19 vaccination. Anyone age 6 months and older who hasn't received an updated vaccine should get a dose. COVID-19 continues to cause preventable illnesses, hospitalizations, and unfortunately, deaths."

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

COVID-19

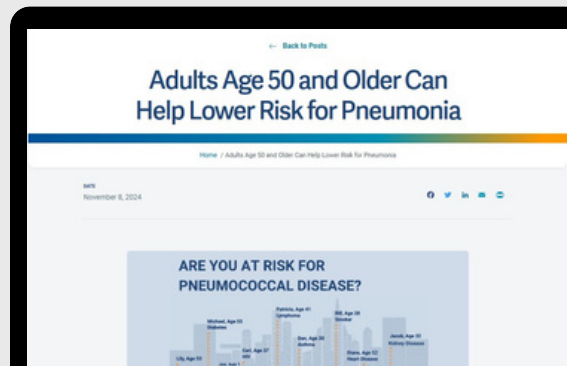
NFID continued to provide timely information about the COVID-19 pandemic and updated recommendations for prevention and treatment

#GETVACCINATED



PNEUMOCOCCAL DISEASE

Among those at higher risk for pneumococcal disease, an NFID survey found that less than half (44%) plan to get a pneumococcal vaccine



BUILDING AWARENESS ABOUT RESPIRATORY DISEASES

RESPIRATORY SYNCYTIAL VIRUS (RSV)

An NFID survey found that nearly half (44%) of those adults recommended for RSV vaccination do not plan to or are unsure they will get an RSV vaccine



Online ads reached **400K+ healthcare professionals**

Arm yourself against RSV.
Get immunized.



Arm yourself against RSV:

- **3.4M+ reached** via airport ads
- **1.8M+ impressions** via highway billboards

CALL TO ACTION:
**STRATEGIES TO IMPROVE ADULT
IMMUNIZATION IN THE US**

SEPTEMBER 2024



SPOTLIGHT ON ADULT IMMUNIZATION

A new [NFID Call to Action](#), endorsed by 30+ partner organizations, highlighted insights, best practices, and recommendations for improving uptake of recommended adult vaccines in the US

RECOGNIZING LEADERS

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 policy work



NFID recognizes public health leaders and 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

2024 Jimmy and Rosalynn Carter Humanitarian Award

Seth F. Berkley, MD

Pandemic Center of Brown University

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



“

“Seth Berkley restlessly takes on and delivers on big challenges. Turning vaccines into vaccinations among the most vulnerable and ensuring that routine immunizations were indeed routine, he also played a pivotal role in changing the way the world prevents and responds to global health crises and epidemics.”

- Bruce G. Gellin, MD, MPH

”



RECOGNIZING LEADERS

2024 Maxwell Finland Award for Scientific Achievement

Ighoywerha (Igho) Ofotokun, MD, MSc

Emory University School of Medicine

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



“

“He is an outstanding academic leader and researcher, a truly exceptional mentor, a respected clinician, and a valuable addition to an increasingly diverse, equitable, and inclusive workforce in infectious diseases.”

- Kathryn M. Edwards, MD

”



RECOGNIZING LEADERS

2024 John P. Utz Leadership Award

Grace M. Lee, MD, MPH

Stanford Medicine Children's Health and Stanford University of School of Medicine

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



“

“Grace Lee served during the turbulent times of COVID-19, marked by meetings, which were frequent, numerous, and at times challenging. She has been center-stage on difficult vaccine decisions and led conversations with an inclusive, patient, yet decisive tone. She was the perfect person for the times, and we are all indebted to her.”

- Patricia (Patsy) A. Stinchfield, RN, MS, CPNP

”



SHOWCASING LEADERS

WOMEN LEADERS IN VACCINOLOGY

At the Annual Conference on Vaccinology Research, NFID celebrated **trailblazing women in vaccinology, spotlighting their unique journeys** and invaluable lessons learned through their remarkable and inspiring careers



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PARTNERS AND SUPPORTERS

PARTNERS

As a core value of NFID, collaboration with professional societies, medical and patient advocacy groups, government agencies, corporations, and others interested in the prevention and treatment of infectious diseases is embedded in all our work and is critical to our long-standing success

The [300+ partner organizations](#) share the NFID vision of healthier lives for all through the effective prevention and treatment of infectious diseases



300+
Partners

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



National
Foundation for
Infectious
Diseases

PARTNERSHIP HIGHLIGHTS



[2 Simple Steps to Prevent Cervical Cancer](#)

American Cancer Society
National HPV Vaccination Roundtable



[4 Ways to Address Disparities in Vaccination Rates](#)

Tulane University School of Medicine,
Healthy Heart Community Prevention
Project



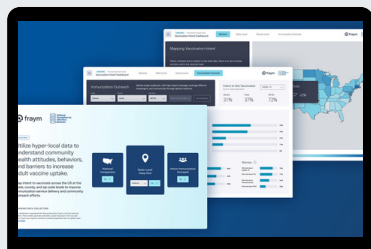
[5 Key Reasons to Engage with Media](#)

Association of Health Care Journalists



[5 Things to Know about Antibiotic Resistance](#)

US Antibiotic Awareness Week



[Data-Driven Approach to Increasing US Vaccine Uptake](#)

Fraym, Association of Immunization
Managers, and National Association of
County and City Health Officials



[Protecting Employees This Fall and Winter](#)

Greater Bethesda Chamber of Commerce



[Boosting Immunization Awareness](#)

Partner Resources for National
Immunization Awareness Month



[Protecting Patients with Liver Disease](#)

American Liver Foundation

STRATEGIC PARTNERS

The [Strategic Partners Program](#) enables organizations to join a pivotal group of leaders in the field of infectious diseases and provides essential support for NFID operations



2024 STRATEGIC PARTNERS

DIAMOND

AstraZeneca
Bavarian Nordic, Inc.
Moderna
Pfizer

GOLD

CSL Seqirus
GSK
Merck & Co., Inc.
Sanofi US

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*Former (Term ended June 2024)

SUPPORT NFID

For more than 50 years, NFID has been an innovative thought leader on infectious diseases, educating and engaging millions—from families with small children to experienced healthcare professionals to community leaders and policymakers.

Your generous donations enable us to educate and engage the public, communities, and healthcare professionals about infectious diseases across the lifespan. The work of NFID helps close gaps in health disparities, increases vaccine confidence, and reduces the burden of preventable diseases.

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

NFID continues to receive 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.





**National
Foundation for
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Diseases**

National Foundation for Infectious Diseases

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