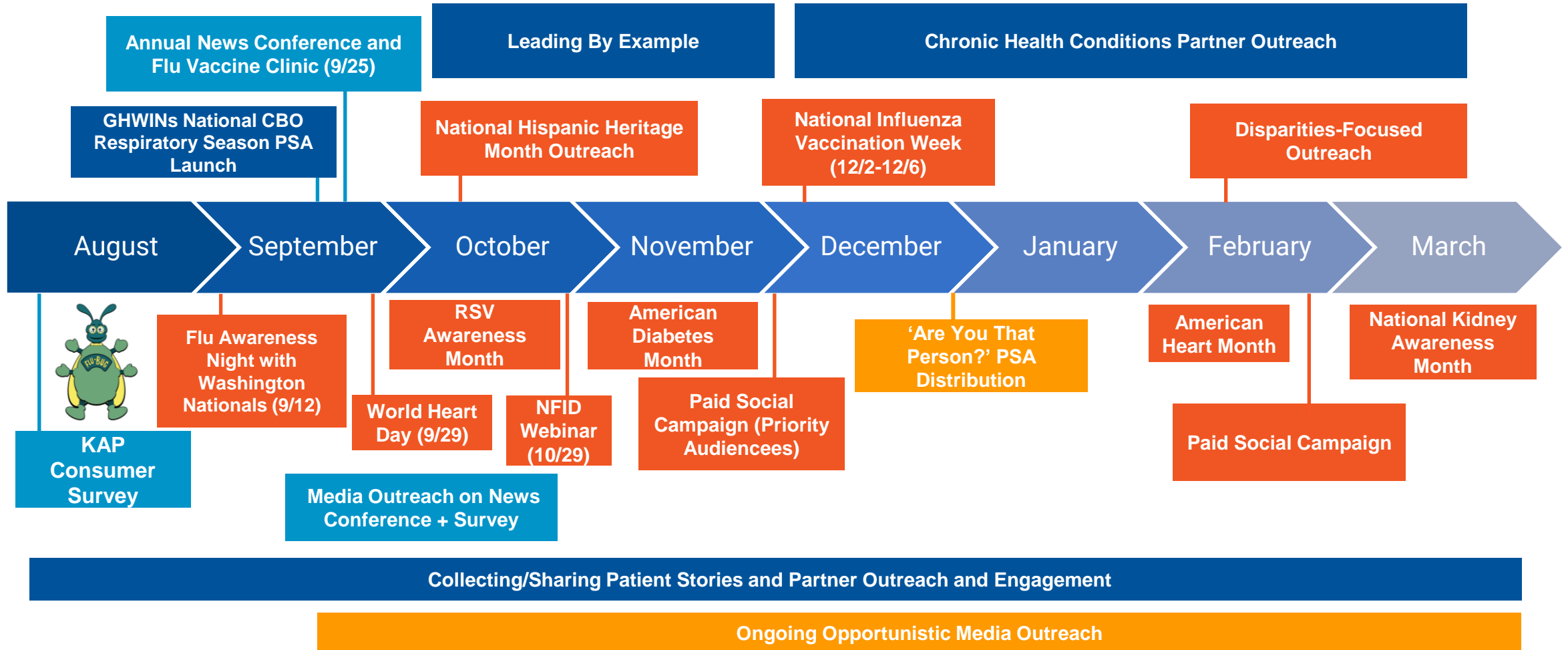


# 2024-2025 Respiratory Disease Awareness Campaign Final Results



# Building Awareness and Sustaining Strong Momentum Throughout 2024-2025 Fall and Winter\*



# Collaboration and Support





# Impact by the Numbers

## Multi-Channel Communications Reached Billions Nationwide

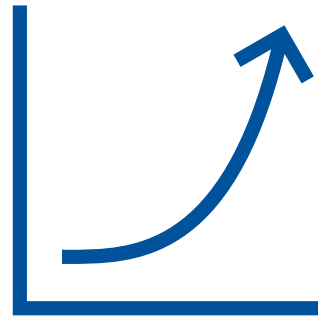
### 12.8B+

Total earned media impressions

- 4.45B+ pre-conference impressions
- 7.6B+ peak conference impressions
- 719M+ post-conference impressions

### 56%+

Increase in total earned media impressions from 2023-2024 campaign



### 400+

Media stories



### 9.15M+

Social media impressions



# Building Respiratory Season Awareness and Sustained Momentum

# Pre-Conference Media Outreach Drove Interest and Attendance Resulting in In-Depth Top-Tier Coverage

- 9 original stories and syndicated pick-ups resulted in +4.45B impressions
- Highlights include **Associated Press, Everyday Health, Fortune, Health Central, Parade, The Washington Post, and USA Today**
- Coverage featured interviews from NFID Medical Director **Robert H. Hopkins, Jr., MD**

**What to expect when you get reinfected with COVID: Symptoms to look for this fall**

**Updated COVID Vaccines for 2024–2025 Get FDA Approval**

**New Novavax, mRNA coronavirus vaccines are approved. Here's what to know.**

**New COVID vaccines are here. What to know about latest shots in wake of nation's biggest summer surge**

**New flu shots have arrived. Here's the best time to get your annual vaccine**

**Think RSV Is the Common Cold? Think Again.**

EVERYDAY  HEALTH

**HealthCentral**

**The Washington Post**

**AP**

**FDA approves updated COVID-19 vaccines, shots should be available in days**

**FORTUNE Well.**

**Parade**

 **USA TODAY**

“Skipping the new vaccine is ‘a hazardous way to go,’ because even if your last infection was mild, your next might be worse or leave you with long COVID symptoms, said **Robert H. Hopkins, Jr., MD, of the National Foundation for Infectious Diseases**...Healthy younger adults and children ‘can get vaccinated anytime. I don’t think there’s a real reason to wait.’”



# NFID Flu Awareness Night with Washington Nationals September 12, 2024



Blog post highlights: [www.nfid.org/nfid-and-washington-nationals-team-up-to-fightflu/](http://www.nfid.org/nfid-and-washington-nationals-team-up-to-fightflu/)

# 2024 Annual News Conference: September 25, 2024





# Preventing Respiratory Disease This Fall and Winter: Program Overview

## Preventing Respiratory Disease This Fall and Winter

- NFID annual news conference is agenda-setting media event reflecting medical, scientific, and public health priorities relevant to the upcoming respiratory season
- 2024 news conference focused on the importance of vaccination as the best prevention against influenza (flu), COVID-19, respiratory syncytial virus (RSV), and pneumococcal disease
- News conference panelists participated in NFID Leading By Example initiative by getting vaccinated onsite as part of the NFID flu vaccine clinic

## NFID KAP Survey

- Nationally representative survey of US adults used strategically to generate compelling media hooks, demonstrating year-over-year trends and general attitudes and behaviors around respiratory disease prevention and treatment

## Communicating Key Messages

- High-profile panel of public health experts conveyed strong and unified call to action, urging vaccination against flu, COVID-19, RSV, and pneumococcal disease as recommended
- Media interviews conducted with panelists before and after news conference reinforced key messages
- Final CDC vaccination coverage data for flu, COVID-19, and RSV during 2023-2024 season shared at news conference

## Comprehensive Resources and Ongoing Engagement

- News conference recording and press kit available at [www.nfid.org/2024flunews](http://www.nfid.org/2024flunews), providing ongoing access to media and consumers throughout the season, including designed factsheets and infographics

# Public Health Experts Delivered Compelling Messages

## Preventing Respiratory Disease This Fall and Winter

- **Mandy K. Cohen, MD, MPH**, Director, Centers for Disease Control and Prevention (CDC)
- **Demetre C. Daskalakis, MD, MPH**, Director, National Center for Immunization and Respiratory Diseases, CDC
- **Robert (Bob) H. Hopkins, Jr., MD (Moderator)**, NFID Medical Director
- **Flor M. Muñoz, MD, MSc**, NFID Director, Associate Professor of Pediatrics and Infectious Diseases, Baylor College of Medicine
- **Reed V. Tuckson, MD**, Co-Founder, Black Coalition Against COVID and Chair of the Board, Coalition for Trust in Health & Science



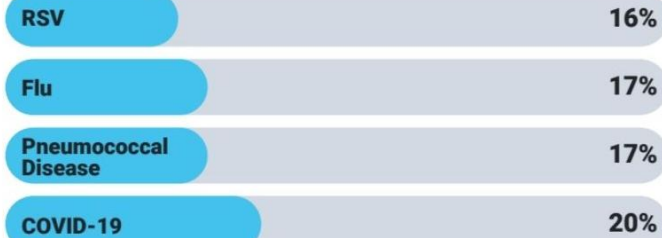
# 2024 NFID National Survey of US Adults

[www.nfid.org/2024flusurvey](http://www.nfid.org/2024flusurvey)

## 2024 Attitudes and Behaviors about Influenza, COVID-19, Respiratory Syncytial Virus, and Pneumococcal Disease



### CONCERNS ABOUT GETTING INFECTED WITH:



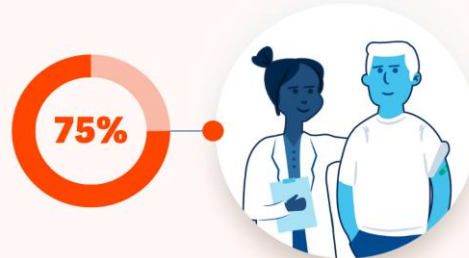
Less than **1 in 5** US adults are concerned about themselves or someone in their family getting infected this fall and winter

Among those at higher risk for COVID-19-related complications, half say they will get an updated COVID-19 vaccine



National Foundation for Infectious Diseases

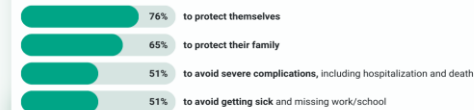
Most US adults trust doctors, nurses, and pharmacists for information about vaccines



National Foundation for Infectious Diseases

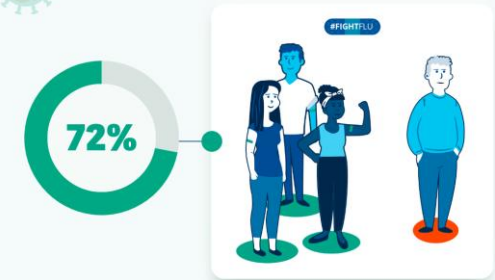
### TOP REASONS FOR GETTING VACCINATED AGAINST FLU

#FIGHTFLU



National Foundation for Infectious Diseases

Nearly **3 out of 4** adults diagnosed with flu in the last 2 years are likely to get a flu vaccine



National Foundation for Infectious Diseases

Survey conducted between August 8-12, 2024, with 1,160 adults age 18 years and older representing the 50 states and the District of Columbia



# Far-Reaching Top-Tier Media Coverage across Channels

Top-tier print/online/TV/radio stories **resulted in 7.6B+ impressions\***

- 20 members of media joined webcast
- 400+ stories including 54 original stories\*
- Highlights include **Associated Press, CBS, Fortune, The Washington Post, and USA Today**
- AP livestreamed the event
- CBS covered the story across CBS local affiliates

**AP**

**It's time to roll up sleeves for new COVID, flu shots**

**Los Angeles Times**

California's COVID surge is finally over. But expect another spike in the coming months

**The Washington Post**

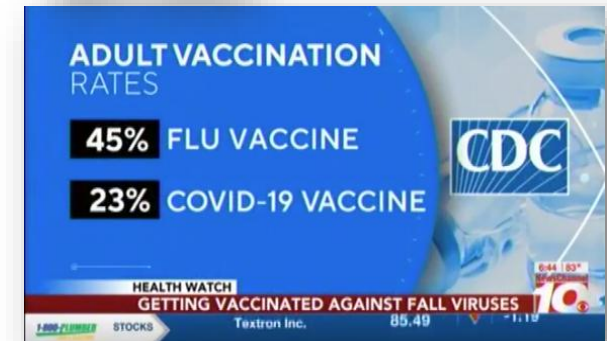
HEALTH BRIEF

CDC urges covid, flu shots, but public interest is flagging

**USA TODAY**

COVID cases are on a downward trend. How long will this last?

**CBS**



**HealthDay**  
News for healthier living

Most Americans Won't Get Vaccinated as Flu, COVID Season Looms: Survey



**Bloomberg**



**FORTUNE**

**FOX 5**  
WASHINGTON DC



**TODAY**



\*Coverage from September 25, 2024-October 11, 2024; online, print, TV, and radio figures based on Cision, Critical Mention, and Meltwater; including press release impressions from PR Newswire

# Conference Footage Amplified Across AP Network Helped Drive Broad Coverage

# AP

AP livestreamed the news conference, published AP [wire](#) story, and developed AP [video](#) story

## It's time to roll up sleeves for new COVID, flu shots

“The challenge: Getting more US adults to roll up their sleeves. Last year, just 45% of adults got a flu vaccine and even fewer, 23%, got a COVID-19 vaccine. A survey by the National Foundation for Infectious Diseases shows an equally low number intend to this fall.”

## FDA approves updated COVID-19 vaccines, shots should be available in days

“Right now is the best time...[Vaccination is] the single most effective thing you can do to protect yourself, your family, your community.”

– Mandy K. Cohen, MD, MPH



# Panelists Featured Extensively in Media Coverage

"To care about whether or not what you may do could sicken or injure another person, there's a moral and ethical issue here."

–Reed V. Tuckson, MD

## **Pittsburgh Post-Gazette**

### **Here's what to know about the new vaccines for this respiratory virus season**

'We have the power to shape how this season is going to go,' CDC director Mandy Cohen stressed on Wednesday

## **FORTUNE Well.** **Got COVID? Here are the new 2024 isolation guidelines**

"We have the power to shape how this season is going to go...We know that these vaccines can cut the risk of hospitalization in half, so we can make sure that we are protecting ourselves and our families from the worst of what these viruses bring." –Mandy K. Cohen, MD, MPH

"No time like the present to get those vaccines. They work, but they don't work if they're on the shelf...the time is now."

–Demetre C. Daskalakis, MD, MPH

## **Los Angeles Times**

California's COVID surge is finally over. But expect another spike in the coming months



# 91% of Coverage Included NFID Survey Data



## Most Americans Won't Get Vaccinated as Flu, COVID Season Looms: Survey

“Fewer than 2 in 5 US adults (38%) say they will definitely get a flu vaccine, and only 1 in 4 (26%) say they will get an updated COVID-19 vaccine, according to a survey released by the National Foundation for Infectious Diseases.”

“Results released from an annual National Foundation for Infectious Diseases survey reveal that relatively few US adults are concerned about respiratory viruses (less than 1 in 5) or interested in getting vaccines.”

## The Washington Post

### CDC urges covid, flu shots, but public interest is flagging



NFID Survey: Fewer Than 1 in 5 Americans Are Concerned About Respiratory Viruses

“Only about 1 in 4 (26%), say they will get a COVID-19 vaccine, and among those for whom it is recommended, only 21% definitely plan to get vaccinated against RSV and 24% against pneumococcal disease.”

# Coverage Emphasized Availability of Vaccines to Help Protect Against Respiratory Diseases

**CBS NEWS**



“We know that these vaccines can cut the risk of hospitalization in half.”  
–Mandy K. Cohen, MD, MPH

“Vaccines are not just a shield against illness. They are an important tool in our public health efforts.”  
–Robert H. Hopkins, Jr., MD

“Flu and COVID-19 vaccines are now available and are the best protection we have.” –Demetre C. Daskalakis, MD, MPH

 **McKnights**  
Senior Living

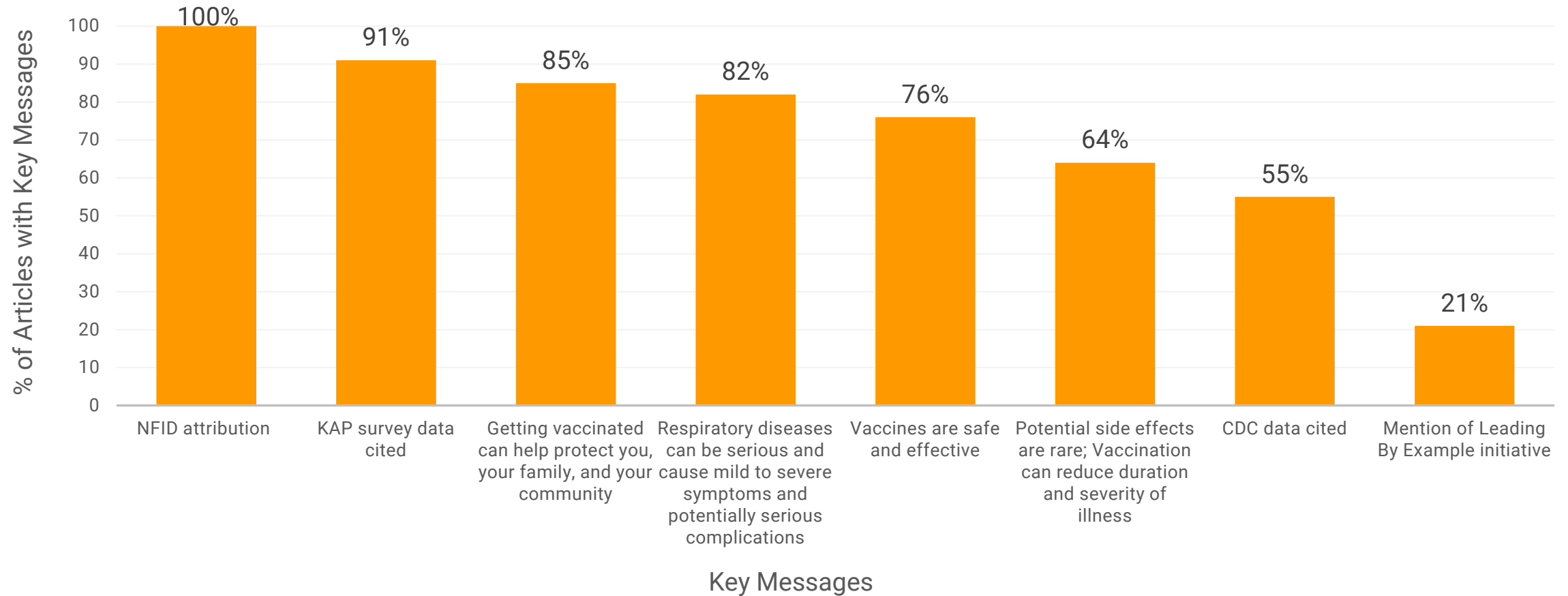
Addressing vaccine misconceptions essential to increasing vaccination rates during respiratory virus season

**FORTUNE Well.**

Yes, you can get the COVID, flu, and RSV vaccines at once. Here are the pros and cons

“There’s no good way of predicting whether you’re going to have more or less reactivity when you get 2 vaccines as opposed to 1, whereas we know there’s [no] downside to doing both at the same time.” –Hopkins

# 100% of Coverage Included NFID Attribution and 1+ Key Message





# Social Media Coverage Generated 9.15M+ Impressions

**1,232 social media posts\*** used #FightFlu, #PreventRSV, #PreventPneumo, **#GetVaccinated** (most used), or #StopTheSpread and generated **5,750 engagements** and **+9.15M impressions**



# Media Outlets Extended Reach of Messaging on Social

Drug Topics

Drug Topics @Drug\_Topics · Sep 27, 2024

The National Foundation for Infectious Diseases recently released results of a [survey](#) capturing the current [attitudes](#) and [behaviors](#) US adults have about common [respiratory](#) diseases including influenza, [COVID-19](#), RSV, and pneumococcal disease.



Fenit Nirappil  
@FenitN

The CDC is increasingly alone in promoting updated coronavirus vaccines.

Just 31 percent of health-care professionals got last year's version. Unlike last year, Biden and Harris have not urged Americans to get new covid vaccines.



Analysis | CDC urges covid, flu shots, but public interest is flagging

From washingtonpost.com



AAP News  
@AAPNews

Health officials expressed concern about low vaccination rates as respiratory virus season begins.

“We have the power to shape how this season is going to go,” [@CDCgov](#) Director Dr. Mandy Cohen said. [bit.ly/3XlzfCc](https://bit.ly/3XlzfCc)

[#GetVaccinated](#), [#FightFlu](#), [#PreventRSV](#), [@NFIDVaccines](#)



Natalie Brand  
@NatalieABrand

[.@CDCDirector](#) Cohen getting her flu shot to raise awareness about getting vaccinated against the flu and COVID this fall. She says health officials are expecting a typical flu, COVID, RSV season, similar to last year.



# Leading By Example: NFID Flu Vaccine Clinic September 25, 2024

In conjunction with news conference, NFID hosted flu vaccine clinic as part of the Leading By Example initiative, which calls on organizations to commit to promote infectious disease prevention by encouraging vaccination respiratory diseases

- **Shared vaccination photos** on social media using **#FightFlu**, **#PreventRSV**, **#PreventPneumo**, **#StopTheSpread** tagging **@NFIDVaccines**
- **NFID #FightFlu paddles** highlighted reasons to **#GetVaccinated**



# Maintaining Momentum throughout US Respiratory Season




# NFID Messages Extended throughout US Season

**Pneumococcal Disease (Pneumonia)**

**Who** Children < 5 years  
Adults 50+  
People with certain medical conditions

**What** 1 vaccine

**When** Any time of year



**Respiratory Syncytial Virus (RSV)**

**Who** Adults 75+  
Adults 60-74 with certain risk factors

**Who** Pregnant women

**Who** Infants

**What** 1 vaccine (Shingrix)


**What** 1 vaccine (Shingrix)

**What** 1 antibody (for infants born to mothers who were not vaccinated against RSV)

**When** Fall/Winter

**When** September-January

**When** Typically October-March



**What Vaccines Do You Need This Fall and Winter?**



**HOW TO TELL THE DIFFERENCE BETWEEN FLU, RSV, COVID-19, AND THE COMMON COLD**

Common symptoms may include cough, headaches, sneezing, runny nose, and congestion. Different symptoms may include:

	COLD	FLU	COVID-19	RSV
ACHES	●●	●●●●	●●●●	●●
DIFFICULTY BREATHING	●●	●●	●●●●	●●
FATIGUE	●●	●●●●	●●●●	●●
FEVER	●●	●●●●	●●●●	●●
LOSS OF TASTE OR SMELL	●●	●●	●●●●	●●
SORE THROAT	●●●●	●●	●●●●	●●
WHEEZING	●●	●●	●●	●●●●


●●●● Sometimes illness

**COVID-19**

**Who** Everyone age 6 months and older

**What** Updated vaccine  
Additional dose for:  
• Adults 65+  
• People who are immunocompromised

**When** Fall/Winter



**What Vaccines Do You Need This Fall and Winter?**  
Media Planet Article  
(September)

**Is It Flu, COVID-19, or RSV? How to Tell the Difference:**  
Blog Post and Graphic  
(October)

**Respiratory Immunization Graphics**  
(All Season)

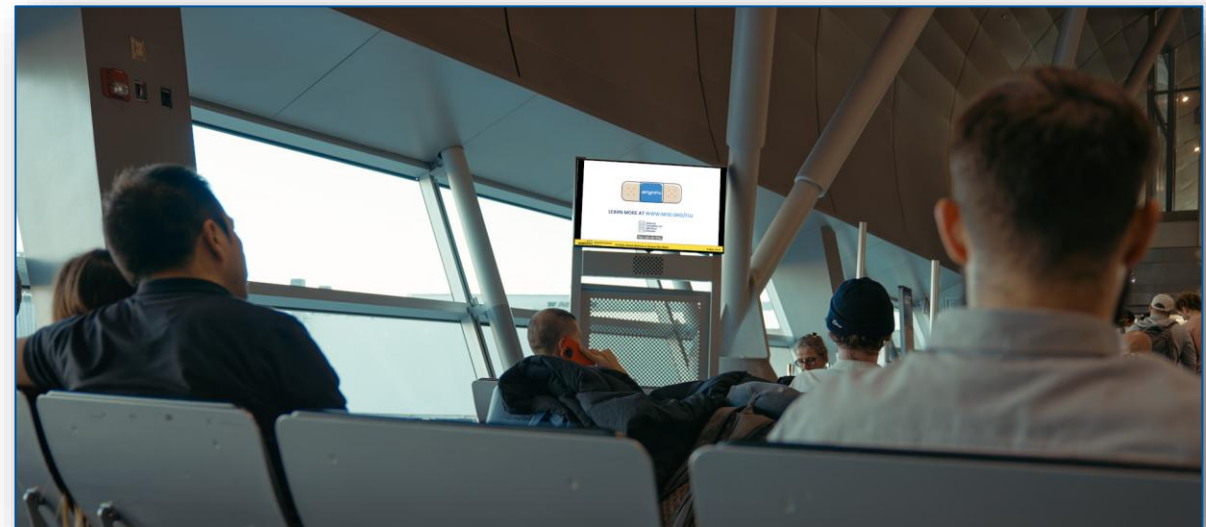
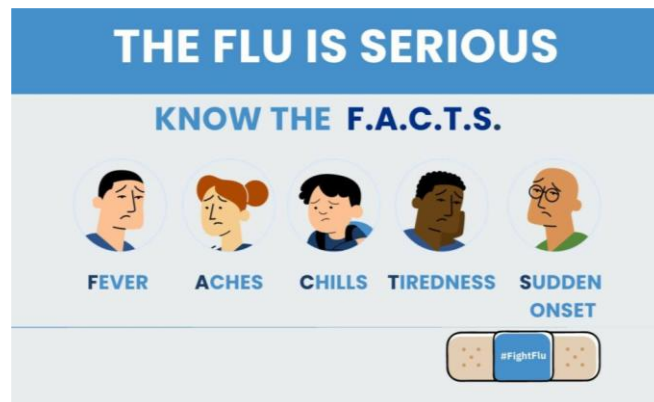
**Infectious Disease Experts Urge Vigilance in Response to Bird Flu Outbreaks**  
Press Release  
(December)

**Closing the Gap in RSV Prevention:**  
NFID Medical Director Blog Post  
(January)

# Are You That Person? Aired in US Airports During Holidays

## 1.3M+ Impressions

- Disseminated NFID animated video ([Are You That Person?](#)) encouraging annual flu vaccination and other prevention and treatment strategies
- Aired in major US airports during busy holiday season (November 14, 2024-December 16, 2024)



# ¿Eres Ese Tipo de Persona?

## Spanish Version Achieved Strong Reach

### TV PSA Campaign\*

#### TOTAL RESULTS

AIRINGS



**7,671**

IMPRESSIONS



**14.6M+**

DONATED MEDIA VALUE



**\$830,375**

- Campaign aired on **56 stations** with 81% of airings during prominent non-overnight timeframes
- PSA aired on national networks such as Hogar de HGTV, LA TV, and Mexicanal, as well as on local stations in top Hispanic markets

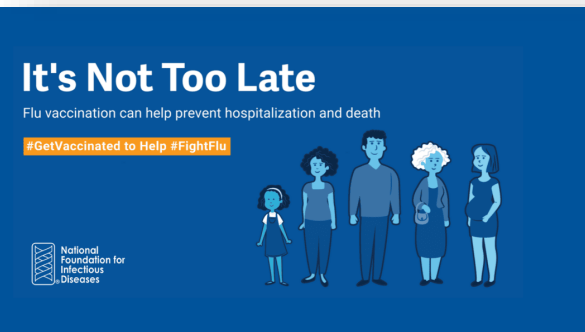
\*As of January 2025



# National Influenza Vaccination Week (NIVW): December 2024

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

- Leading by Example social media graphics and co-brandable #FightFlu paddles
- Gift of Health #FightFlu memes





# Paid Social Media Expanded Public Engagement

As flu viruses continued circulating across the US, social media ads helped raise awareness that 'it's not too late to get vaccinated against flu to protect yourself and your loved ones'

**1M+ Impressions**  
(February 19-March 2, 2025)



[www.nfid.org/flu](http://www.nfid.org/flu)

# Expanded Partnerships Driving Awareness among Key Audiences and Engaging Stakeholders



NFID partnered with CVEEP on satellite media tour discussing antivirals for flu and COVID-19

Total Audience Reach: 1.5M



**LOWER YOUR FLU RISK**

If you have a **chronic condition** like...

- LUNG DISEASE
- HEART DISEASE
- DIABETES

there are many important things you need to do to stay healthy

**ANNUAL FLU VACCINATION IS A CRITICAL PART OF YOUR CARE**

**Antiviral Treatments for COVID & Flu**  
How They Work and Why They Matter

FEBRUARY 20, 2025 11 AM EST

**FEATURED EXPERTS**

- AMESH ADALJA, MD**  
Senior Scholar, Johns Hopkins Center for Health Security
- WILLIAM SCHAFFNER, MD**  
Past Medical Director and Current Spokesperson, National Foundation for Infectious Diseases (NFID)
- LINDSAY CLARKE, JD**  
COO and Senior VP, Health Education, Alliance for Aging Research

**MODERATOR**

**Alliance for Aging Research**

**CVEEP**  
Champions for Vaccines, Education, Equity + Progress

**ARE YOU AT RISK FOR PNEUMOCOCCAL DISEASE?**

# Leveraging CDC-NFID Partnership



Infectious IDEas podcast episode featuring NCIRD Director Demetre C. Daskalakis, MD, MPH

[www.nfid.org/podcast](http://www.nfid.org/podcast)



NFID participated in CDC flu POV social media campaign

<https://bit.ly/NFID-Flu-POV>



NFID blog post featuring Leading By Example initiative and resources from CDC and other NFID partners

[www.nfid.org/blog](http://www.nfid.org/blog)



# Funders

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

- CSL Seqirus
- GSK
- Merck & Co., Inc.
- Moderna
- Sanofi
- Walmart\*

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

\*In Kind Support



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

**[www.nfid.org/2024flunews](http://www.nfid.org/2024flunews)**