



2025 IMPACT REPORT



**National
Foundation for
Infectious
Diseases**

A MESSAGE FROM NFID LEADERS

2025 was a difficult and dangerous year for public health. Vaccination rates for some diseases declined. Old threats re-emerged. Long-standing immunization schedules were questioned by critics who offered no credible evidence. And at moments when clarity was most needed, federal agencies circulated misleading information about vaccine safety.

In a year marked by uncertainty, NFID worked to break through the noise and provide reliable, evidence-based guidance, embracing our role as a convener of organizations whose collective action will be essential in the years ahead.

NFID mobilized more than 60 organizations to challenge misleading claims linking vaccines to autism and expanded our outreach during a difficult respiratory season to reach more communities. We provided healthcare professionals and the public with clear, dependable recommendations on prevention and treatment, including practical guidance on handwashing. To improve access to actionable information, we launched MERL, an AI-powered search tool to help users find trusted NFID resources, and we collaborated with partners to develop the US Adult Vaccine Uptake Dashboard, which identifies local motivators and barriers to vaccination.

We also began charting what NFID must become to meet this moment, guiding the development of a strategic plan aligned with the scale and urgency of the challenges ahead.

The obstacles are significant. Misinformation spreads quickly. Trust in public health has been shaken. Preventable diseases are returning.

A MESSAGE FROM NFID LEADERS

Even so, there is meaningful progress as healthcare professionals counter misinformation with evidence, donors and sponsors support community-focused outreach, partners extend the reach of reliable information, and scientific advances rapidly expand the tools available to prevent and treat infectious diseases.

We look to the future with hope and a firm resolve to navigate whatever challenges may come. In 2026, NFID will launch a new strategic plan that expands our reach, deepens our partnerships with stakeholders who shape and support public health, and positions us to lead in a changing landscape. We thank you for your support and hope you will remain engaged as we advance this work.

With gratitude,



Jeffery A. Goad, PharmD, MPH
NFID President



Rebecca Alvania, PhD, MA, MPH
NFID CEO

ABOUT NFID

VISION

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

MISSION

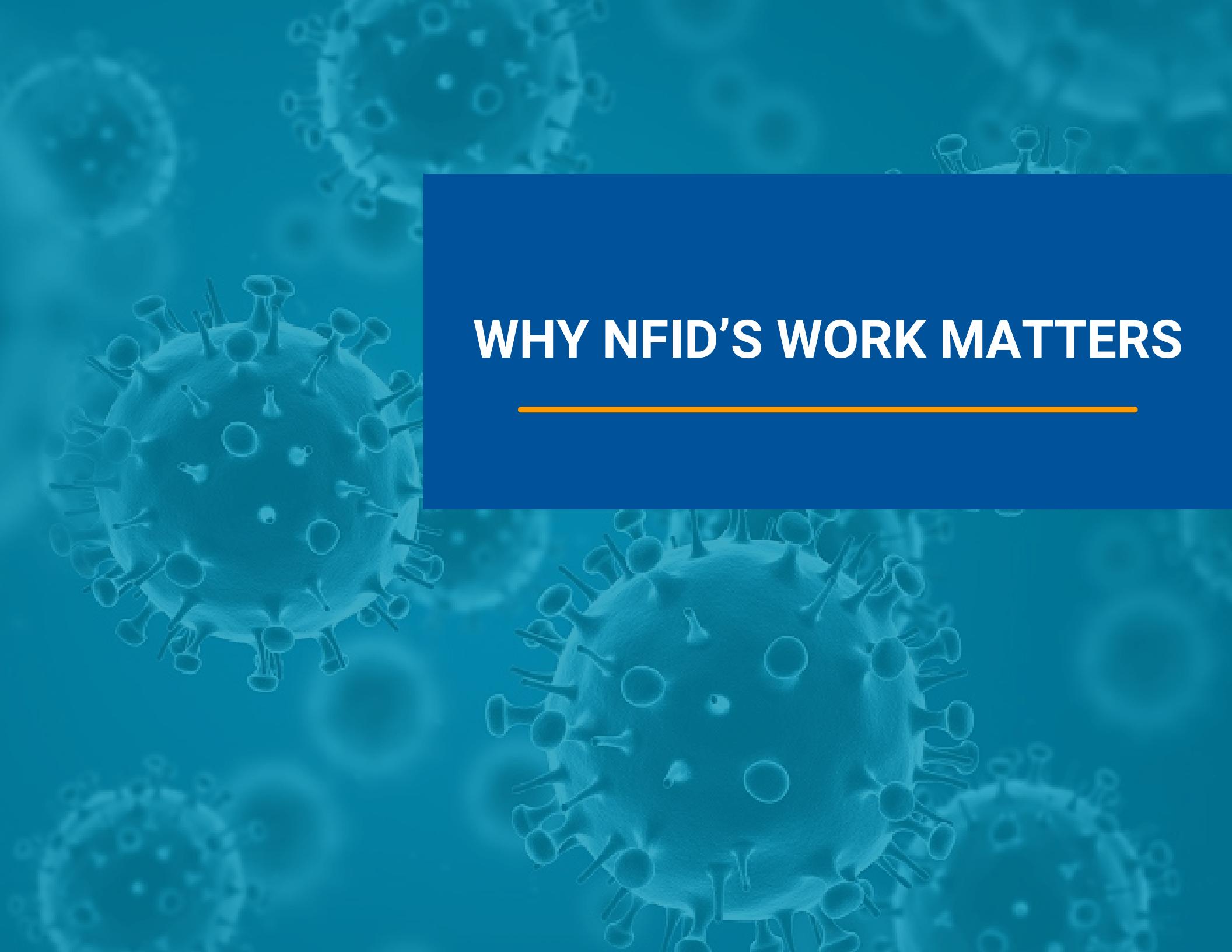
Educate and engage the public, communities, and healthcare professionals about infectious diseases across the lifespan

CORE VALUES



“I am grateful to NFID and its mission to educate people on the dangers of infectious diseases and the benefits of vaccination. Humanity never had so much need for education.”

- Rino Rappuoli, PhD, 2025 Maxwell Finland Award for Scientific Achievement



WHY NFID'S WORK MATTERS

IMMUNIZATION HAS SAVED MILLIONS OF LIVES ...

VACCINES WORK: COMPARING US REPORTED CASES

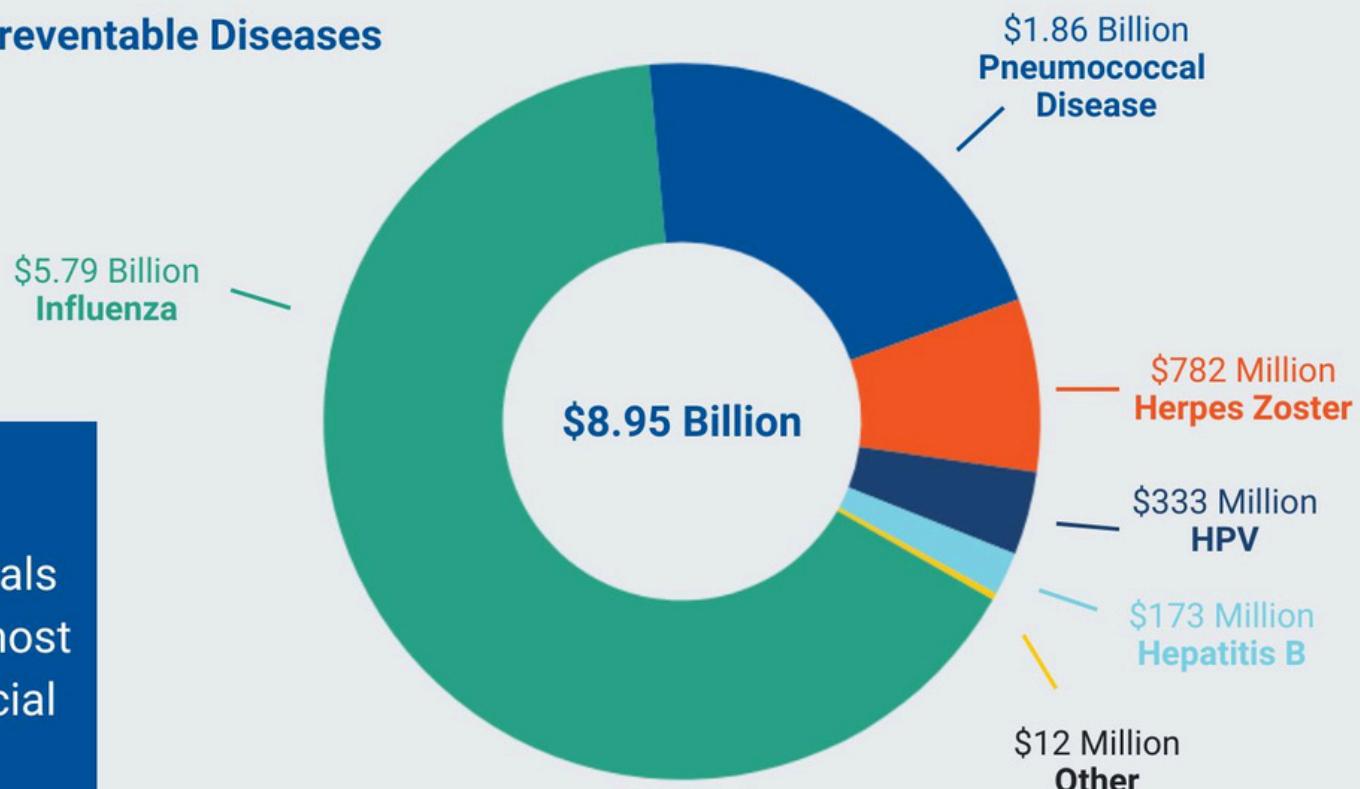
DISEASE	PRE-VACCINE	2023 REPORTED	DECREASE	DISEASE	PRE-VACCINE	2023 REPORTED	DECREASE		
DIPHTHERIA		21,053	2	↓ >99%	PNEUMOCOCCAL DISEASE		63,067	17,700	↓ 72%
HIB		20,000	27	↓ >99%	POLIO		16,316	0	↓ 100%
HEPATITIS A		117,333	11,500	↓ 90%	ROTAVIRUS		62,500	16,250	↓ 74%
HEPATITIS B		66,232	13,300	↓ 80%	RUBELLA		47,745	3	↓ >99%
MEASLES		530,217	47	↓ >99%	SMALLPOX		29,005	0	↓ 100%
MUMPS		162,344	429	↓ >99%	TETANUS		580	15	↓ 97%
PERTUSSIS		200,752	5,611	↓ 97%	VARICELLA		4,085,120	26,919	↓ >99%

... AND BILLIONS OF DOLLARS IN HEALTHCARE COSTS

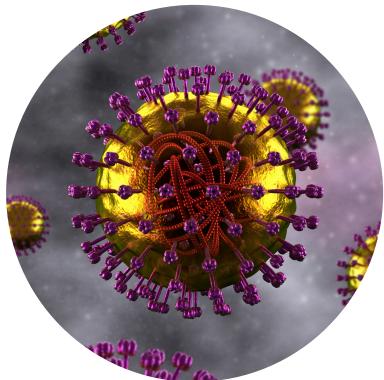
Economic Costs of Vaccine-Preventable Diseases

~\$7.1 Billion

Unvaccinated individuals
are responsible for almost
80% of the total financial
burden



WHEN IMMUNIZATION RATES DROP, OUTBREAKS OCCUR



MEASLES

2,144

US cases in 2025



Highest number
since elimination
from US in 2000

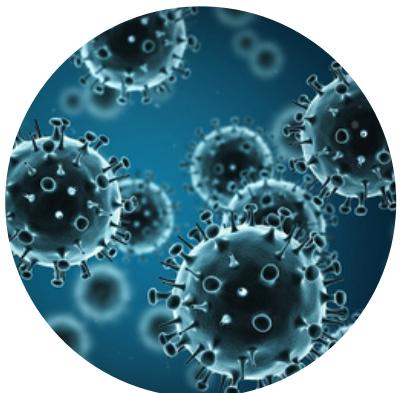


PERTUSSIS

20,000+

US cases in 2025

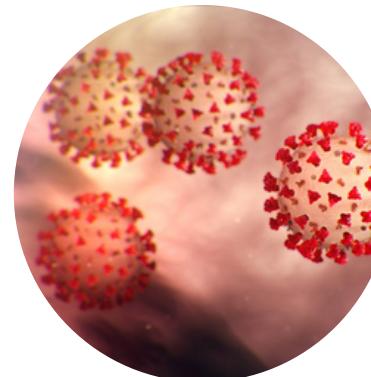
Highest number
since 2019



INFLUENZA (FLU)

289

pediatric flu-related
deaths in the US in
2024-2025



COVID-19

1.2M+

US deaths since
the start of the
pandemic



2025 IMPACT: WHAT WE ACCOMPLISHED

FOSTERING HEALTHIER COMMUNITIES

HANDS IN FOR HANDWASHING

In 2025, NFID launched the Hands In For Handwashing movement to promote the importance of handwashing to help stop the spread of germs.

1.7B

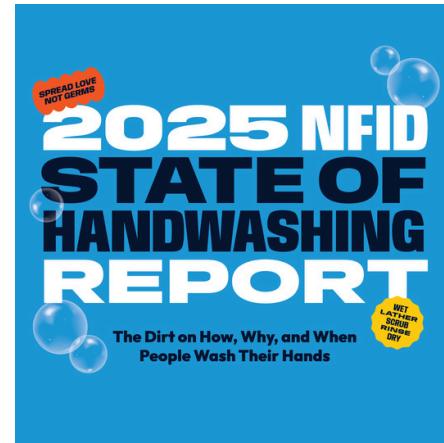
earned media impressions

3

caravan cities

19,500

hands washed
across caravan stops



FOCUSING ATTENTION ON RESPIRATORY DISEASES

Navigating unprecedented times, the NFID 2025-2026 respiratory season campaign aimed to educate, engage, and empower the public and healthcare professionals to follow evidence-based recommendations for prevention and treatment.

**IT'S ON
US**



National
Foundation for
Infectious
Diseases



It's On Us Participating Organizations



8.58B+ IMPRESSIONS

ADVOCATING FOR EVIDENCE-BASED POLICY

NFID is striving to uphold scientific integrity in US immunization policy ... calling out misinformation, urging the Advisory Committee on Immunization Practices (ACIP) and Centers for Disease Control and Prevention (CDC) to correct misleading communications, and mobilizing partners to demand transparent, evidence-based vaccine recommendations.

- 3** Number of NFID Board of Directors members who served as ACIP liaisons in 2025
- 3** Number of current NFID Directors who previously served as ACIP voting members
- 20+** Number of advocacy letters endorsed by NFID in 2025
- 60+** Number of partners who signed NFID-led joint letter urging evidence-based CDC guidance



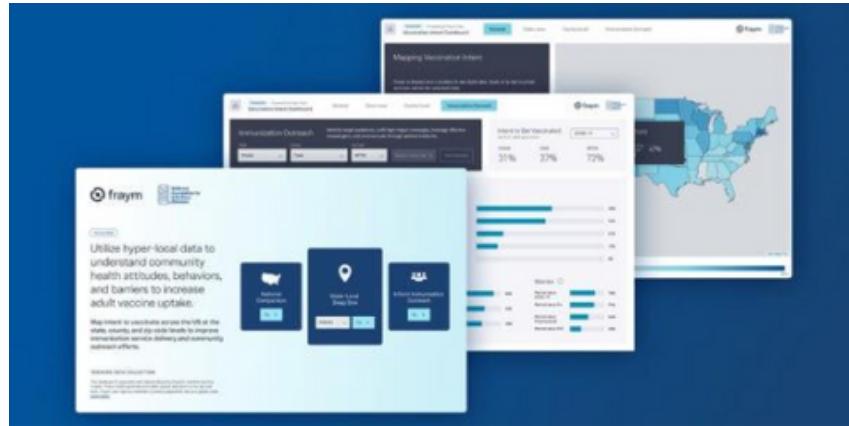
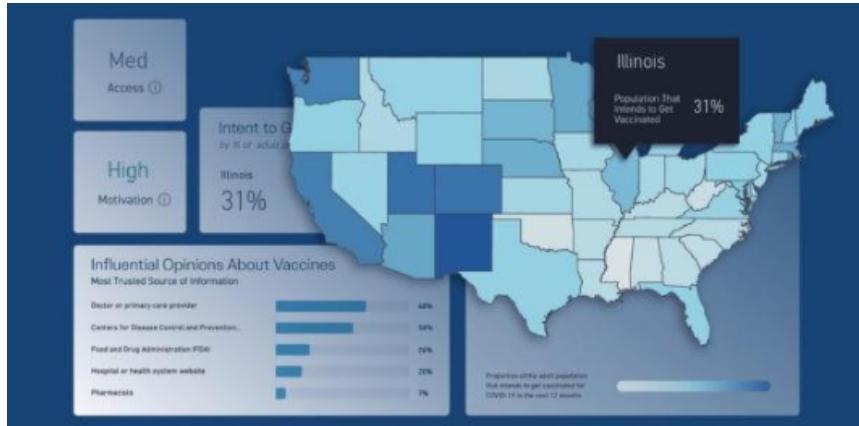
“Decades of rigorous research in the US and internationally have found: There is no credible evidence that vaccines cause autism.”

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

TURNING DATA INTO ACTION

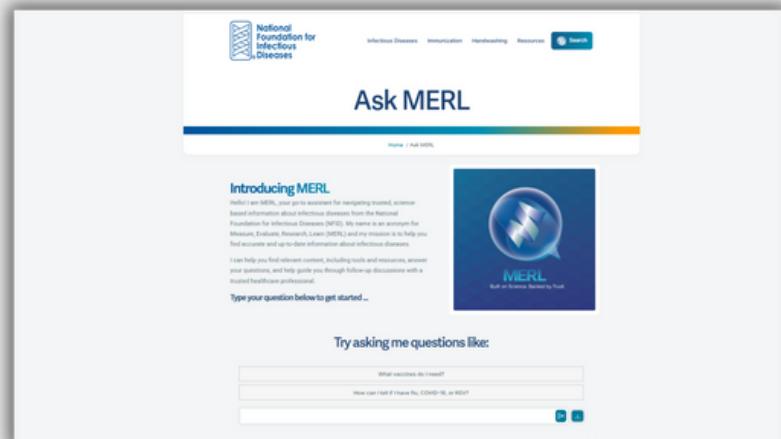
VACCINE UPTAKE DASHBOARD

To help local public health leaders allocate limited resources and increase adult immunization rates, NFID collaborated with Fraym, the Association of Immunization Managers (AIM), and the National Association of County and City Health Officials (NACCHO) to develop a pilot [US Adult Vaccine Uptake Dashboard](#) to empower stakeholders with hyperlocal data on COVID-19, flu, RSV, and pneumococcal disease.



ASK MERL

Through new digital tools such as [MERL](#), a go-to online AI assistant, NFID continues helping people find trusted, science-based information about infectious diseases.



SHARING TRUSTED EVIDENCE-BASED INFORMATION

RAISING AWARENESS ABOUT PREVENTION AND TREATMENT

NFID efforts help counter misinformation and cut through the noise on immunization, antivirals, outbreaks, and more ...

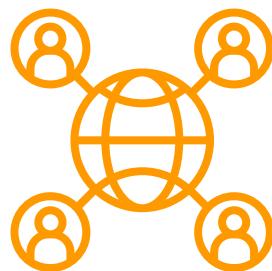
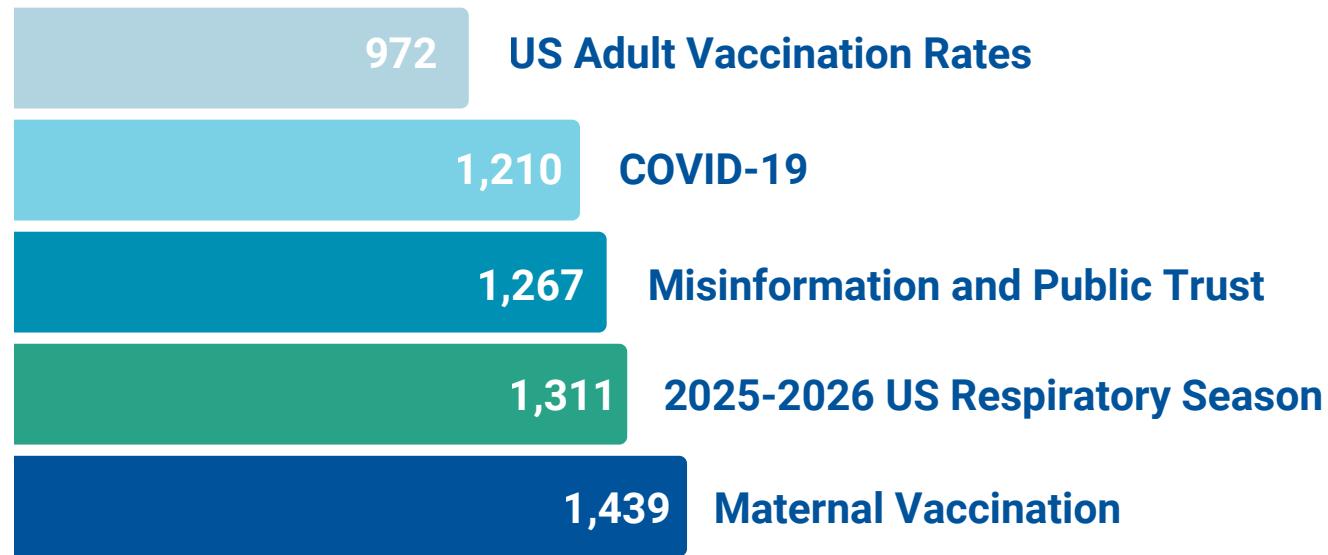
The image displays a collage of various NFID campaign materials:

- Laptop screen:** Shows a cartoon of a family (a doctor, a mom, and a child) on a couch, with a small inset in the top right corner showing a target with the text "VACCINES HELP PROTECT YOU THROUGHOUT YOUR LIFE".
- Smartphone screen:** Displays the text "There might be a lot of vaccine information coming at you." Below this, a colorful background of bubbles contains the words "Podcasts", "Websites", "News", "Social media", "Friends", and "Family". At the bottom, it says "Cut through the noise. Tune in to your doctor." and includes a QR code.
- Website section:** A green graphic titled "FLU MOVES FAST" featuring a stopwatch icon. It lists "ANTIVIRAL MEDICATIONS" (represented by a prescription bottle icon), "FEEL BETTER FASTER" (represented by a person icon), and "PREVENT COMPLICATIONS" (represented by an ambulance icon). Below this is a blue banner with the text "HOW TO SPOT HEALTH MISINFORMATION".
- Checklist section:** A list of five items with icons:
 - Check the Source:** Is it from a reputable health or science organization? Look for .gov, .org, .edu, or other well-known public health sites.
 - Look for Evidence:** Are claims backed by peer-reviewed research? Avoid "miracle cure" language.
 - Watch for Emotional Triggers:** Be cautious if it uses fear, anger, or urgency to push you to act.
 - Beware of Anecdotes over Facts:** Personal stories can be powerful, but they are not proof.
 - Check the Date:** Old or outdated information can be misleading.
- Digital kiosk:** A large screen in a public space (a train station) displays the text "Flu can be serious ... but antiviral medications can help" with an ambulance icon, and "Call your doctor at the first sign of flu symptoms". It also features a large stopwatch icon and a play button icon.

SUPPORTING HEALTHCARE PROFESSIONALS

Across our **Clinical Vaccinology Course**, **Annual Conference on Vaccinology Research**, and monthly webinars, NFID translates emerging science into practical education that supports scientists and healthcare professionals in their vital work.

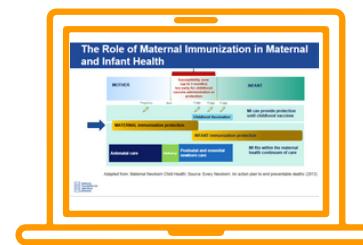
TOP WEBINAR TOPICS:



8K+ INDIVIDUALS
FROM 86 COUNTRIES



20 ACTIVITIES



9 WEBINARS



ACCME
ACCREDITED

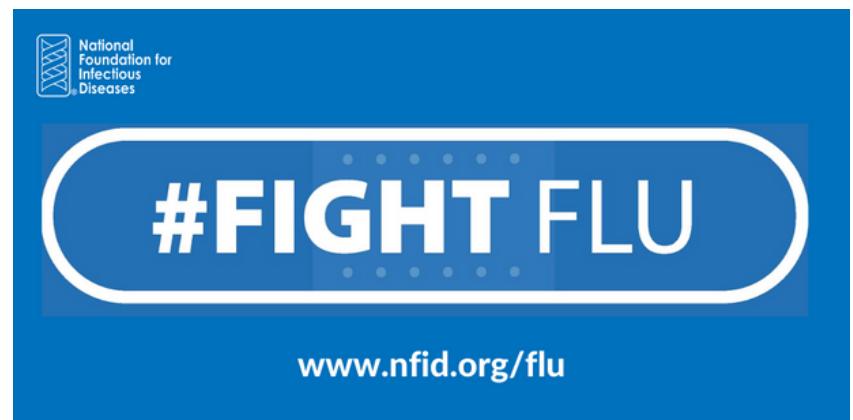
MAKING VALUABLE RESOURCES ACCESSIBLE TO ALL

#FIGHTFLU

NFID is proud to offer the popular [**Wild to Mild**](#) graphics and animations (in English and Spanish) to encourage everyone age 6 months and older to get an annual flu vaccine.



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.



SHARING OUR STORIES TO MOTIVATE BEHAVIORS

Throughout the year, NFID encourages healthcare professionals and public health advocates to model the behaviors that help protect us all and share impactful personal stories about the importance of immunization.



SHARING PARTNERS' PERSPECTIVES ON TIMELY ISSUES



Why We Give Hepatitis B Vaccines to Infants

HepB United



Autism and Vaccines: What the Science Really Says

Autism Science Foundation



Staying on Track: Evidence-Based Vaccine Recommendations

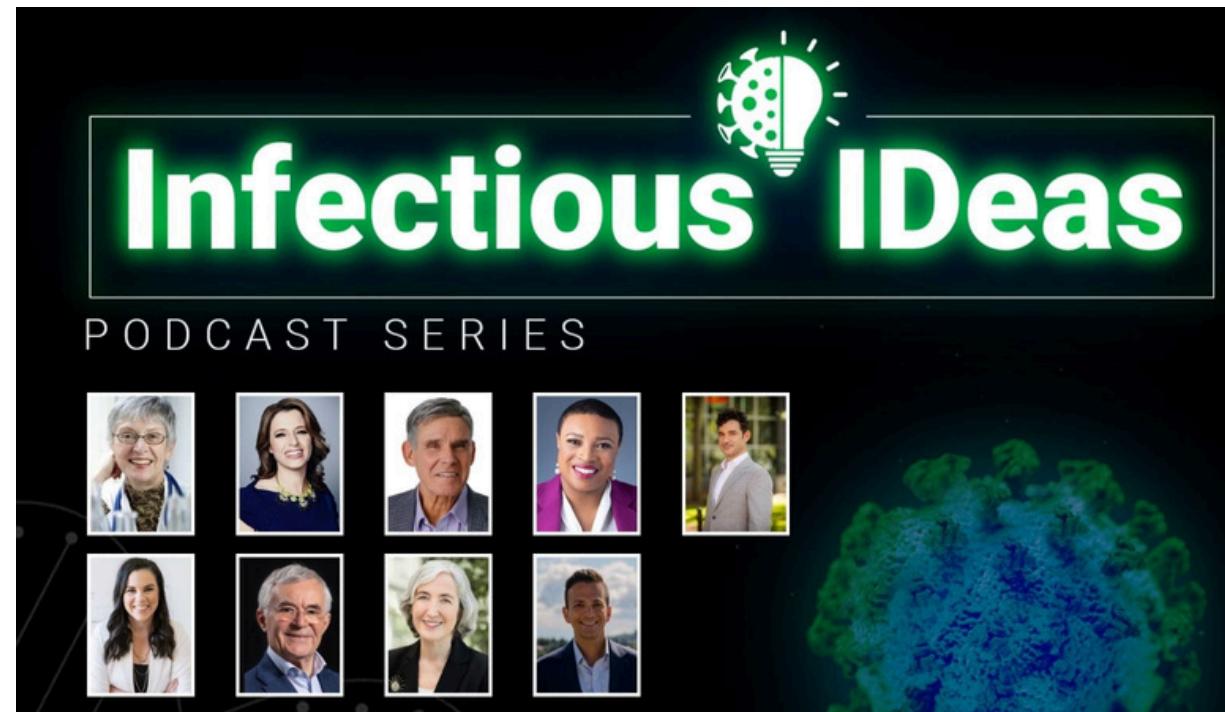
Immunization schedules from trusted NFID partners

EXPLORING PERSONAL STORIES BEHIND THE SCIENCE

Through our podcast, blog, and other forums, NFID thought leadership goes beyond the science to explore the personal stories and insights of humble heroes and public health leaders.

2025 Guests:

- Kathryn M. Edwards, MD
- Elizabeth Cohen
- Eric Topol, MD
- Shavon Arline-Bradley, MPH, MDiv
- Craig Spencer, MD, MPH
- Katelyn K. Jetelina, PhD, MPH
- Rino Rappuoli, PhD
- Anne Schuchat, MD
- Vin Gupta, MD, MPA



“What is really driving people’s decisions, especially on social media, is what’s below the surface—questions, confusion, and anxiety, and not being able to know where to turn to for answers.”

- Katelyn K. Jetelina, PhD, MPH, Your Local Epidemiologist

RECOGNIZING LEADERS WHO IMPACT PUBLIC HEALTH

NFID AWARDS

NFID annual awards shine the spotlight on 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

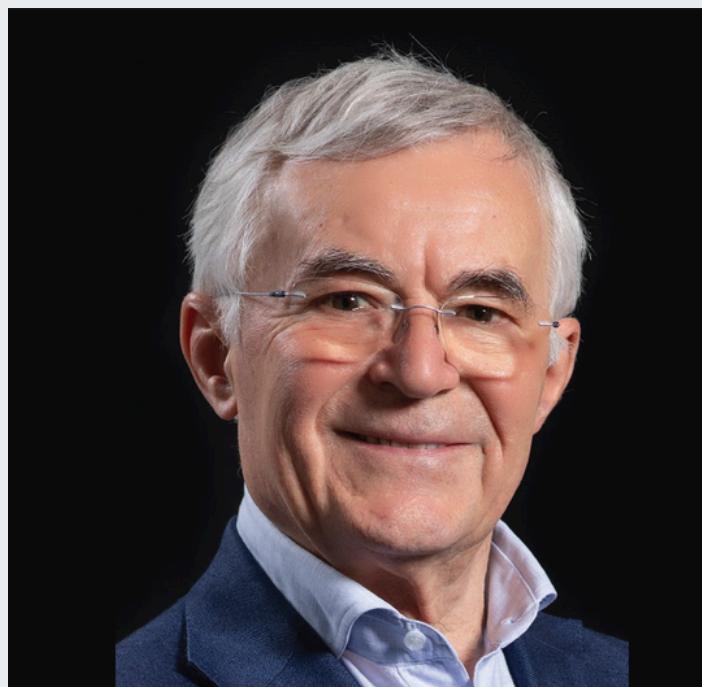
HONORING PUBLIC HEALTH LEADERS

2025 Jimmy and Rosalynn Carter Humanitarian Award



Anne E. Goldfeld, MD
Harvard Medical School
and Boston Children's
Hospital

2025 Maxwell Finland Award for Scientific Achievement

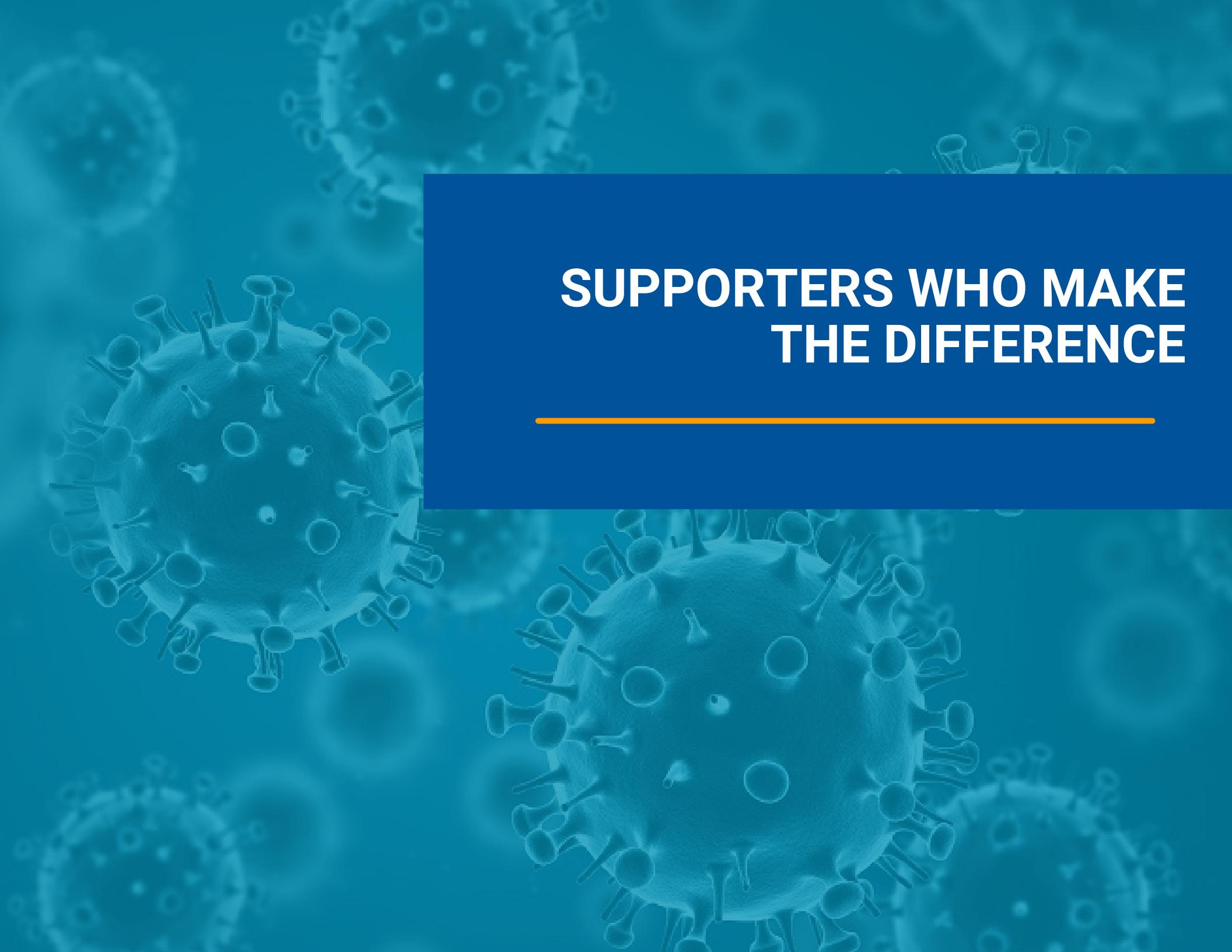


Rino Rappuoli, PhD
Fondazione Biotecnopolo
di Siena

2025 John P. Utz Leadership Award



**Patricia N.
Whitley-Williams, MD**
Rutgers Robert Wood
Johnson Medical School
(retired)



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\$1,000+

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Rino Rappuoli
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Amy Walker*
Patricia N. Whitley-Williams*
Sherry Yang

\$500-999

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UP TO \$100

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STRATEGIC PARTNERS

Through participation in the [**Strategic Partners Program**](#), organizations demonstrate their continued commitment to creating healthier lives and reducing suffering from preventable diseases



2025 STRATEGIC PARTNERS

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Bavarian Nordic, Inc.
GSK
ModernaTX, Inc.
Pfizer Inc.
Sanofi US

PLATINUM

Novavax, Inc.

GOLD

CSL Seqirus
Merck & Co., Inc.

SILVER

Opella

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* Former/Retired (Term ended in 2025)

SUPPORT NFID

In a time that demands vigilance and proactive strategies, NFID is translating evidence-based science into action. For more than 50 years, NFID has served as a trusted, innovative thought leader, educating millions—from families and patients to healthcare professionals and policymakers.

Your generous donations enable NFID to build vaccine confidence, close health disparities, and reduce the burden of preventable diseases across the lifespan. Every dollar helps deliver evidence-based education to vulnerable communities and the professionals who serve them.

Join us. Your gift is an investment in a healthier, more resilient future for all. Make your secure, tax-deductible contribution today at: www.nfid.org/support.

NFID has 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.





**National
Foundation for
Infectious
Diseases**

**National Foundation for Infectious
Diseases**

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