

# 2025-2026 Respiratory Disease Awareness Campaign Final Results



# Impact by the Numbers



**470**

Total earned media stories

**207**

Original earned media stories

**169%+**

Increase in original media stories YOY

**100%**

Stories included at least one NFID message

**99%**

Stories included two or more NFID messages

**99%**

Stories included a positive sentiment on respiratory vaccination

**18.59B**

Earned + paid media impressions

**2.94M**

Social media impressions

**45%+**

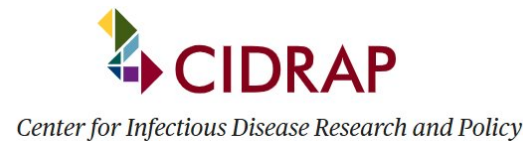
Increase in impressions YOY

# Collaboration and Support

In 2025, NFID effectively engaged partners through three Respiratory Season News Briefings, focused on timely topics, including vaccine guidelines for children and pregnant women, the importance of vaccination for healthcare professionals (HCPs), and emerging public health challenges amid the ongoing vaccine landscape.

Highlights include:

- Worked with **IQVIA** for a presentation on current vaccination rates and collaborated with **Families Fighting Flu** and **Trusted Messenger Program** to feature educational “Spotlight” videos.
- Featured expert panelists from **American College of Obstetricians and Gynecologists (ACOG)**, **American Academy of Pediatrics (AAP)**, **Vaccine Integrity Project**, **Resolve to Save Lives**, **Baylor College of Medicine**, **American Nurses Association (ANA)**, **American Medical Association (AMA)**, and **American Pharmacists Association (APhA)**.



# NFID Survey Provided Mid-Season Snapshot

**Medscape**

**Lost Work, Higher Costs, and Disease Likely With Lower Vaccine Rates: NFID Briefing**

“Among adults who skipped the flu vaccine, for example, 16% cited concerns about side effects,” said Hopkins, who moderated a press briefing at which the survey findings were presented. Similarly, patterns emerged for COVID-19 vaccination, with 20% of survey respondents worried about side effects.”

“As part of a series of press briefings on respiratory season data, the National Foundation for Infectious Diseases (NFID) shared the results of a survey assessing the beliefs, attitudes and practices surrounding vaccines for respiratory diseases.”

**Healio**

**Survey: Social media on par with CDC as trusted vaccine source**

“In the foundation’s 2024 survey, 55% of American adults trusted the CDC, down to 13% in 2025. Trust in the advice of doctors, nurses and pharmacists fell from 75% in 2024 to 44% this year, and 44% also found guidance on vaccinations either unclear or muddled.”

**THE BALTIMORE SUN**  
**Trust in CDC collapses as young adults turn to social media for vaccine advice, survey finds**

[www.nfid.org/resource/2025-national-survey-on-respiratory-diseases/](http://www.nfid.org/resource/2025-national-survey-on-respiratory-diseases/)

# Earned Media Highlights



What's the Best Time to Get a Flu Shot?  
Doctors Explain What to Expect for the  
2025-2026 Season



CDC Panel Targets Size of Childhood Vaccine  
Schedule, Safety of Aluminum Adjuvants



*Health Groups Hailed a Vaccine  
Ruling, but Their Relief May Be  
Short-Lived*



**It's time get a flu vaccination. Here's  
who needs one and why**



**Experts Warn This Winter Virus Will  
'Likely Cause A Problem' This Year.  
Here's What To Know.**



HEALTH

Coronavirus COVID-19

Add Topic +

RFK Jr., the CDC and confusing  
vaccine recommendations. What to  
know right now.



Mary Walrath-Holdridge  
USA TODAY



**Public health experts try to 'prebunk'  
misinformation about vaccines ahead of  
CDC vaccine meeting today**

# Paid Media Extended Reach of Important Messages



NFID executed four consumer-facing paid media campaigns that underscore the safety and efficacy of vaccines and the role of vaccination in preventing severe disease-related outcomes. Paid media content includes:

- A native article focused on the benefits of vaccines for people age 50 and older and those with diabetes, heart or lung disease, or other chronic conditions generated placements on **AP News, Time, and Newsweek**, among others, and received **1,128,389,506 impressions and 588 article clicks**.
- Mat release campaigns in both English and Spanish, urging individuals of all ages to get vaccinated during the 2025-2026 flu season, garnered **311,749,776 impressions and 1,823 placements** in community-focused outlets across the country, including local NBC and ABC stations.
- An audio news release that featured Dr. Hopkins emphasizing the role of vaccination to protect against serious respiratory disease and recommending that listeners turn to a trusted healthcare professional with questions garnered **19,944,750 impressions across 544 placements in 105 markets**.

Valley Press  
Antelope

NewsRadio

1450/1370 AM/98.5 FM  
WKIP

CENLA'S TALK RADIO  
KSYL  
104.9 • 970 • 100.3 HD3

No es demasiado tarde para vacunarse esta temporada respiratoria

The Minnesota Star Tribune

It's Not Too Late to Get Vaccinated This Respiratory Season

The PATRIOT  
AM 1150

((94.7))  
ESPN  
ALEXANDRIA  
1410 AM | 93.1 HD3

# Funders

The news briefing series is sponsored by NFID in collaboration with professional societies and patient advocacy partners, and unrestricted educational grants from:

- AstraZeneca
- Sanofi Pasteur Inc.
- Seqirus USA Inc.

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

# News Briefing Recordings and NFID Resources



Protect Yourself and Your Loved Ones

	Influenza (Flu)	COVID-19	Respiratory Syncytial Virus (RSV)	Pneumococcal Disease (Pneumonia)
<b>Who</b>	Everyone age 6 months and older	People at high risk Anyone 6 months+ who wants to be vaccinated	Adults 75+ Adults 50-74 with certain risk factors	Children < 5 years Adults 65+ People with certain medical conditions
<b>What</b>	Annual vaccine	Updated vaccine Additional doses for: • Adults age 65+ • People who are immunocompromised	1 vaccine (if/etime)	1 vaccine
<b>When</b>	Fall/Winter	Fall/Winter	Fall/Winter	September-January
				Typically October-March
				Anytime of the year

Learn more: [www.nfid.org/immunization](http://www.nfid.org/immunization)

National Foundation for Infectious Diseases

