CDC Flu Vaccine Communications Update

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PRELIMINARY CAMPAIGN RESULTS

In the first week of the campaign (around NFID on October 4), we generated:
✓ 8.79M paid media impressions
✓ 4.79K link clicks

Through October 25, we generated:
✓ 12.8M paid media impressions
✓ 7.6K link clicks
✓ 4.6K placements reaching an average site audience size of 95.67M across six mat releases (English and Spanish)

*Note: These results do not include results from CDC organic social media content reaching secondary audiences.
PRELIMINARY CAMPAIGN RESULTS

2022 NFID PRESS CONFERENCE
Tuesday, October 4, 2022

- Media placements in top-tier print/online/TV/radio outlets resulted in 6.2B+ impressions*
- 819 social media posts by 514 unique authors generated estimated 24.5 million* impressions
- 300+ attended news conference virtually and in-person
- Media Outlets Extended Reach of Messaging on Social

*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire

PRELIMINARY CAMPAIGN RESULTS

AD COUNCIL/AMA/CDC CAMPAIGN

- “Get My Flu Shot” Campaign Phase 1: October 12, 2022
- **Media Tour** (English/Spanish); **Press Release** (English/Spanish); **Social Media**
  - 68 media placements
  - 5M TV viewers (18+)
  - 194.4M potential reach of MNR releases
  - Nearly 4,000 impressions on Ad Council social media channels
PRELIMINARY CAMPAIGN RESULTS

CDC FLU VITAL SIGNS

October 18
Telebriefing with Dr. Debra Houry, MD, MPH (Acting Principal Deputy Director of CDC) and MMWR authors Carla Black, PhD and Alissa O’Halloran, MSPH
Within first 24 hours:
- 71 media placements, including CNN, ABC News, Axios, and U.S. News & World Report
- October 18-28, the flu Vital Signs webpage had over 10,000 visits
- MMWR had 809 views and 439 shares

ONGOING FLU VACCINE OUTREACH

- Digital campaign targeting parents
  - Sub-campaigns targeting pregnant people, people with certain chronic conditions and people 65 years +
- Ad Council Campaign (emphasis on Black and Hispanic Americans)


Weekly / October 28, 2022 / 71425;1,966–1,973

On October 18, 2022, this report was posted online as an MMWR Early Release.
Carlos L. Black, PhD; Alissa O’Halloran, MSPH; Ha-Chen Hong, PhD; Kemp Sanchez, PhD; T.P. Michael Jung, MD; Alice Py, MD; Tara C. Jatlow, MD; Elizabeth Davenport, MPH; Erin Burns, Surveillance Network (https://www.real-time-survey.org)
ADDITIONAL FLU VACCINE OUTREACH

- Issued a Health Alert to clinicians about early, elevated respiratory disease activity in children
  - Encourages clinicians to consider diagnostic testing for patients with suspected respiratory virus infections and initiate early treatment where appropriate, and to strongly encourage vaccination for both influenza and COVID-19
  - HAN subscribers: 147,276

- Press briefing and Congressional All-Hill briefing on 11/4
  - Press briefing had 150 media and 249 non-media attendees
  - 134 congressional staffers attended the All-Hill briefing

- Regular engagement with public health communications directors at ASTHO, BCHC, NACCHO, CSTE, APHL, TFAH and NPHIC to coordinate and promote messaging to state and local health departments

- COCA Call on 11/15 on Testing and Treatment of 2022-2023 Seasonal Influenza During the COVID-19 Pandemic

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ADDITIONAL FLU VACCINE OUTREACH

- Ad hoc Adobe newsletter
- Partner Webinars
- Partner letters
- Ongoing social media outreach
- Ongoing media outreach weekly (FluView/FluVaxView)
- National Influenza Vaccination Week (December 5-9)
  - Bylined article
  - Fluetting reels
  - NIVW assets (National Influenza Vaccination Week | CDC)
  - Micro-influencer engagement
  - Proposed media tour December 7