

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.

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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

abc NEWS

CBS

CNBC

Forbes

The Boston Globe

FOX NEWS

THE WALL STREET JOURNAL



Doctors urge Americans to get flu shot and COVID booster

Experts warn we could be in store for a rough flu season

Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead

Influenza Survey: Only 4.9% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask

Worried about possibility of a tough flu season, officials urge vaccinations

Less than half of US adults plan on getting the flu shot

When to Get Your Flu Shot and Other Advice for This Flu Season

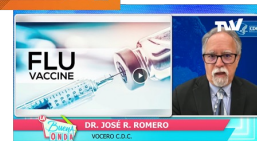
*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire

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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



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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

Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–10 Through 2021–22 Influenza Seasons

Weekly / October 28, 2022 / 71(43);1366–1373

On October 18, 2022, this report was posted online as an MMWR Early Release.

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Article Metrics

Altmetric:



Views: 809

Views equals page views plus PDF downloads



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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)

Communication Resources



[Seasonal Flu Vaccine Campaign Toolkit](#)

Find everything you need to guide a seasonal flu campaign.



[How Do You Help Fight Flu?](#)

Social media and print resources you can use to share information on the importance of an annual flu vaccine.

GetMyFluShot.org

Campaign Toolkit

Campaign Background PSAs Spread the Word

Help us share the Flu Vaccination campaign and encourage everyone to get their flu shot! The PSAs in this section are available for you to use free of charge but cannot be altered or changed in any way. All PSAs can be downloaded through Ad Council's website. Download the guide on how to access PSAs here.



Radio

[Preview & Access](#)



TV

[Preview & Access](#)



OOH

[Preview & Access](#)



Print

[Coming Soon](#)



Banners

[Preview & Access](#)

[Seasonal Flu Partner Resources Center | CDC](#)

[PSAs – Get My Flu Shot \(adcouncilkit.org\)](#)

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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

Increased Respiratory Virus Activity, Especially Among Children, Early in the 2022-2023 Fall and Winter

[Print](#)



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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

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