



# Seasonal Influenza Communication Update

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# A Bad Flu Season May Feel Like...



# What's the good news?

- Today's flu vaccine DOES work
- The flu vaccine:
  - Saves lives in children
  - Can reduce the risk of flu-associated hospitalizations, including among children and older adults
  - Is an important preventive tool for people with chronic health conditions
  - May make illness milder for those who do get sick



# 2017-18 Flu Season Communication Metrics

## ■ Media

- At least 700 media inquiries between September and April
- 4 telebriefings
- 20+ on camera interviews with major media

## ■ Social media

- 470 posts to Twitter, Facebook, LinkedIn, and Instagram
- 209,942 engagements
- 24,480,566 estimated impressions
- Over 200 inquiries

## ■ Flu Web Snapshot (views during peak flu season activity):

- 2017-18 season: 9,924,932
- 2016-17 season: 3,717,550
- 2015-16 season: 4,323,303
- 2014-15 season: 3,842,120

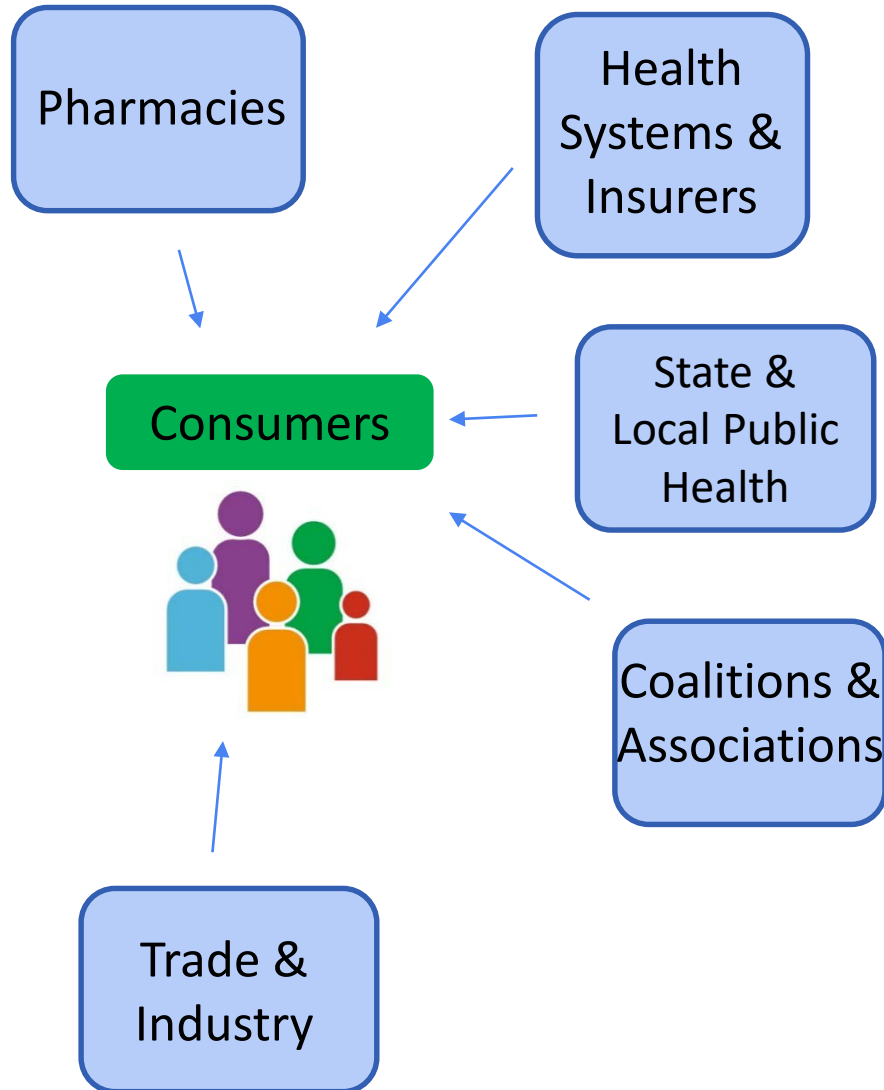
## ■ CDC INFO

- January – April 2018: 2,469 (compared to 1,025 during the same time in 2017)

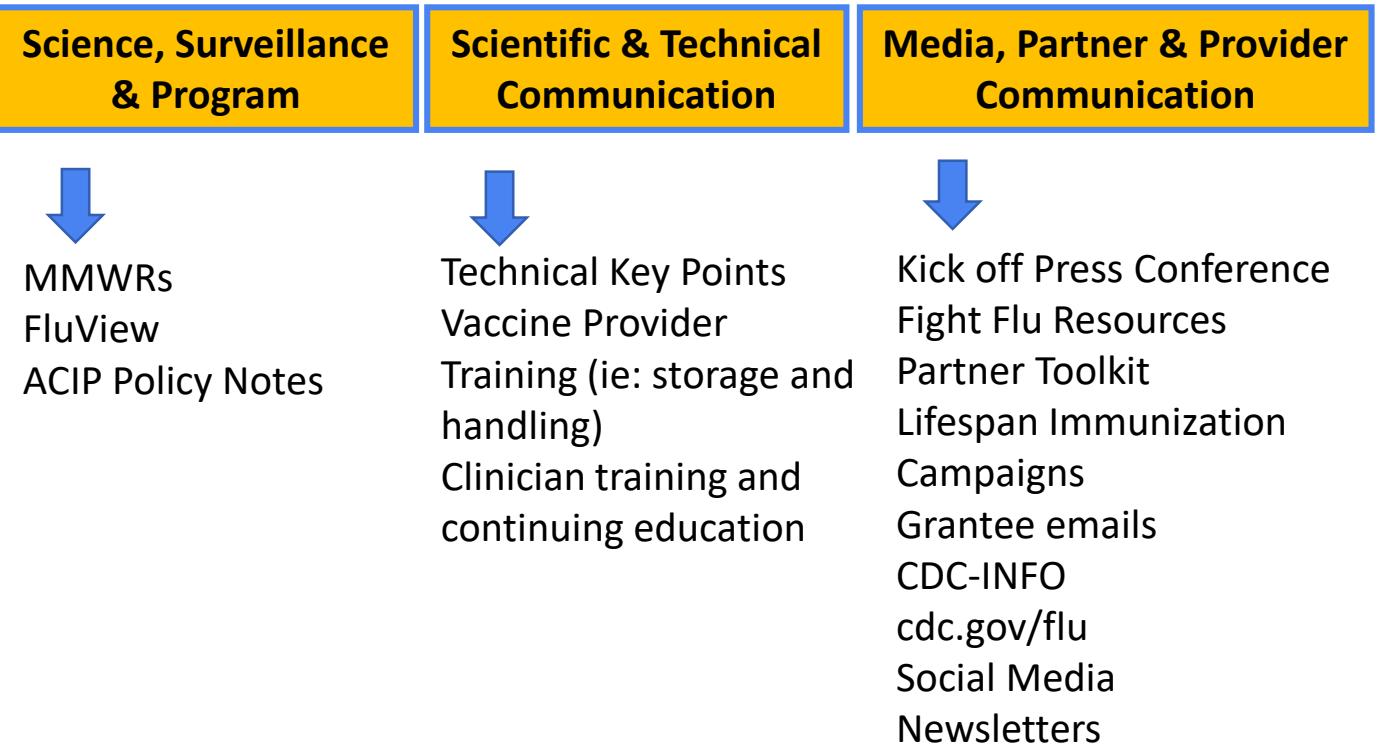


# Flu Communication Landscape

## Summit Partners and Others



## CDC's External Flu Communication



# Research Timeline

## Consumers

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| <ul style="list-style-type: none"> <li>Maternal survey</li> <li>Maternal focus groups</li> <li>Styles survey</li> </ul> | <ul style="list-style-type: none"> <li>Styles survey</li> </ul> | <ul style="list-style-type: none"> <li>Maternal survey</li> </ul> | <ul style="list-style-type: none"> <li>Parent triads</li> </ul> | <ul style="list-style-type: none"> <li>Styles survey</li> <li>Parent survey</li> <li>Adult IDIs</li> <li>Childhood campaign focus groups</li> </ul> | <ul style="list-style-type: none"> <li>Styles survey</li> <li>Adult disparities survey</li> </ul> |
|---|---|---|---|---|---|

2014

2015

2016

2017

2018

18-19 season

## HCPS

- |  |   |  |  |
|--|---|--|--|
| <ul style="list-style-type: none"> <li>Ob-gyn survey</li> <li>Ob-gyn IDIs</li> <li>CNM survey</li> </ul> | <ul style="list-style-type: none"> <li>Ob-gyn IDIs</li> </ul> | <ul style="list-style-type: none"> <li>Styles survey</li> <li>Adult survey</li> <li>UC Denver Ob-gyn survey</li> </ul> | <ul style="list-style-type: none"> <li>Ob-gyn observations</li> <li>Styles survey</li> <li>Message testing survey</li> </ul> |
|--|---|--|--|

# Lifespan Campaign - Messages

6 months and older

Children  
6 months-  
11 years

Teens &  
Young  
Adults

Pregnant  
Women

Adults  
w/ Chronic  
Conditions

Adults  
(Otherwise  
Healthy)

Aging  
Adults  
50-64

Older  
Adults  
65+

Health Care  
Providers



The flu vaccine  
saves lives in  
children.



The flu vaccine  
protects you and  
your baby.



The flu vaccine is  
an important  
part of managing  
your chronic  
disease.



The flu vaccine  
is part of your  
healthy lifestyle.

# Lifespan Campaign - Tactics

6 months and older

**Children  
6 months-  
11 years**

**Teens &  
Young  
Adults**

**Pregnant  
Women**

**Adults  
w/ Chronic  
Conditions**

**Adults  
(Otherwise  
Healthy)**

**Aging  
Adults  
50-64**

**Older  
Adults  
65+**

**Health Care  
Providers**

Print material  
for parents,  
schools, and  
HCPs

Ready Wrigley  
Activity book

Cooperative  
Agreement  
(AAP)

Audience  
profiles (HCP  
and Consumer)

College health  
center material  
Digital Media  
Infographics

Print materials  
for moms,  
families  
Digital ads  
Infographics  
Digital Media  
Contributed  
articles  
Paid Media  
Cooperative  
Agreement

Diabetes  
Infographic  
Digital Media  
Partnerships  
with diabetes  
organizations  
Targeted print  
materials  
Contributed  
articles  
Paid media

Workplace/  
Business toolkit  
Digital Media  
Infographics  
Messaging to  
caregivers  
Print materials

Targeted print  
material  
External media  
placement  
Sandwich  
generation  
messaging  
Audience  
profiles (HCP  
and Consumer)  
Digital Media

Targeted print  
material  
Vaccine option  
info  
Audience  
profiles (HCP  
and  
Consumer)

Recommendation  
materials  
Inter-agency  
partnerships  
Professional  
organization  
partnerships  
Medscape  
Commentaries  
"How I  
Recommend"  
Videos



# CDC Plans for 2018-19 Flu Season

## *External Communication Activities*

- Seasonal Flu Vaccination Campaign Kick-off: September 27
- Focus on reaching healthcare professionals
  - Fight Flu materials will be updated and online
  - Website will include updated recommendations
  - Pilot new approaches, incl “How I Recommend” videos
  - Continue to support flu messages and materials across CDC lifespan immunization campaigns
- Continue media relations strategies and response to clinician and consumer inquiries

## *Upcoming Communication Research*

- Patient interviews to improve HCP vaccine recommendations
- Maternal clinician encounter observations during upcoming flu season
- Adult survey on health disparities



# Lifespan Activities with Partners

- Digital Media (social, toolkits, and web)
- Traditional Media
- Kick-off and Awareness Weeks
- Messaging and material
- Newsletters



## What now?

Tie your shoes,  
pack a good lunch  
and remember that we're  
all in this together.

# Questions?

For more information, contact CDC  
1-800-CDC-INFO (232-4636)  
TTY: 1-888-232-6348 [www.cdc.gov](http://www.cdc.gov)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

