

Influenza Vaccination Campaign

- Annual efforts
- Activities in 2020-2021

October 2020

More Information:

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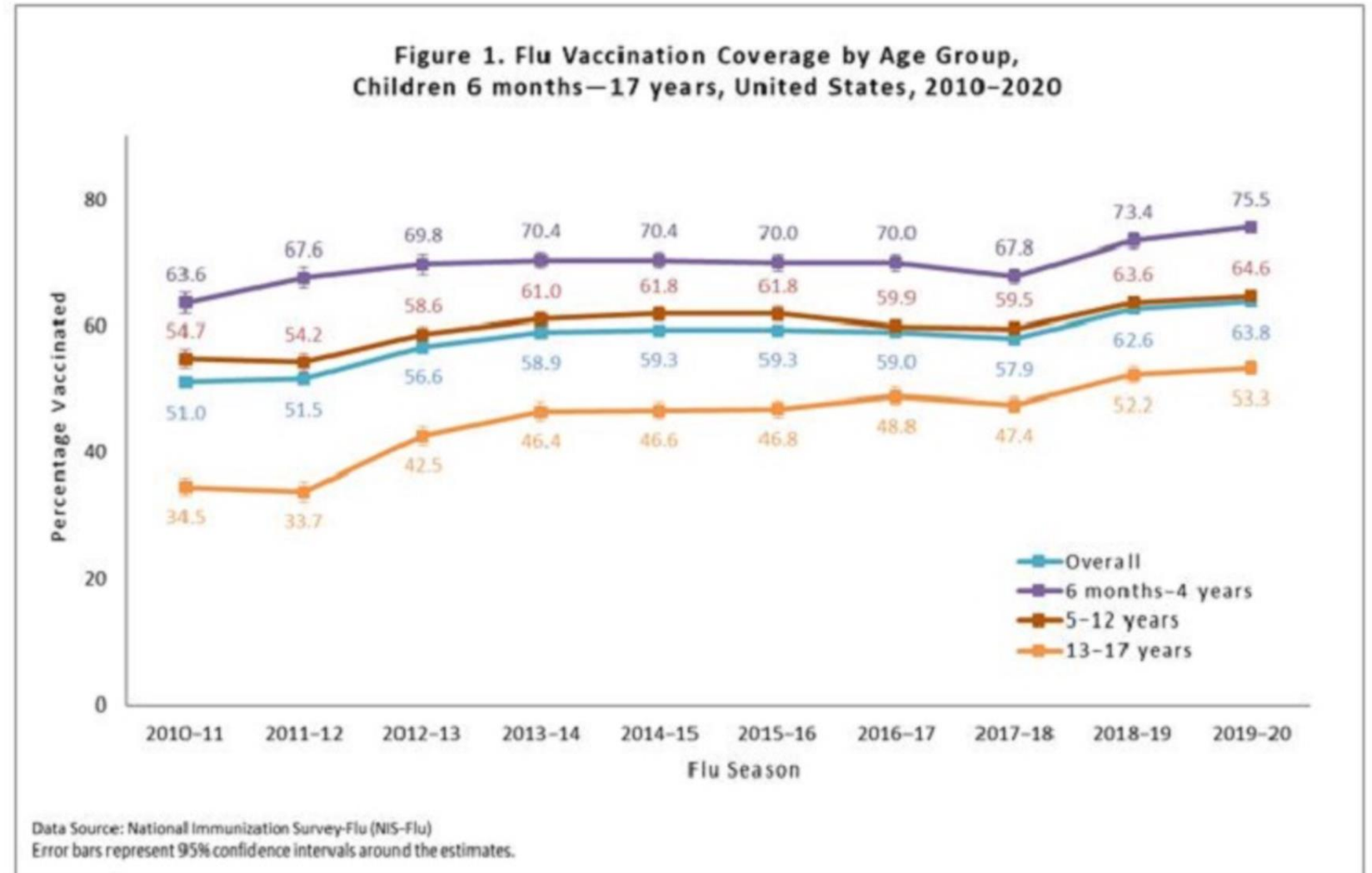
Centers for Disease Control and Prevention

Communications Goal

- *Increase compliance with CDC influenza recommendations*
- *For vaccine, that means increasing flu vaccine uptake*
- *TARGET AUDIENCES:*
 - *Persons at higher risk:* Older Americans, People of any age with underlying health conditions (for example lung disease, heart disease, neurologic disorders, weakened immune systems, diabetes),
 - *Added emphasis:* African Americans and Hispanics, Essential Workers
- Two campaigns for the public with traditional media, digital and social media and partner outreach plus ongoing public and clinician education activities by CDC.

2019-2020 Flu Vaccine Coverage Estimates

- Coverage among people 6 months and older 52%, the highest ever
- Pregnant women 61%, +7.5 percentage points
- 44% of adults with a chronic medical condition
- Hispanic adults had the lowest flu vaccination coverage (38.3%), followed by non-Hispanic black adults next lowest (41.2%) while white adults had the highest flu coverage (52.8%)



Take 3 Flu Prevention Platform

- Take 3
 - Get a flu vaccine
 - During the 2020-2021 cold and flu season, getting a flu vaccine is more important than ever to protect yourself, your loved ones, your community, and the global community from flu.
 - Take everyday preventive actions
 - Take antiviral drugs if prescribed.

Formative Research

- 13 years of research (2000-2013)
- Primarily qualitative NCIRD-sponsored studies, including focus groups, in-depth interviews, message testing and surveys.
- Surfaced recurring themes and provides global “lessons learned” over the course of 29 research studies (e.g., facilitators and barriers)



Contents lists available at ScienceDirect

Vaccine

journal homepage: www.elsevier.com/locate/vaccine



Review

Promoting influenza vaccination: Insights from a qualitative meta-analysis of 14 years of influenza-related communications research by U.S. Centers for Disease Control and Prevention (CDC)

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ABSTRACT

Introduction: A primary mission of the U.S. Centers for Disease Control and Prevention's (CDC) is promoting immunization against seasonal influenza. As with most education efforts, CDC's influenza-related communications are often informed by formative research.

Methods: A qualitative meta-analysis of 29 unpublished, primarily qualitative CDC-sponsored studies related to flu and flu vaccination knowledge, attitudes and beliefs (KABs). The studies, undertaken between 2000 and 2013, involved focus groups, in-depth interviews, message testing and surveys. Some involved health care professionals, while others involved members of the public, including sub-populations at risk for severe illness.

Findings: The themes that emerged suggested progress in terms of KABs related to influenza and influenza vaccination, but also the persistence of many barriers to vaccine acceptance. With respect to the public, recurring themes included limited understanding of influenza and immunization recommendations, indications of greater sub-group recognition of the value of flu vaccination, continued resistance to vaccination among many, and overestimation of the effectiveness of non-vaccine measures. Seven cognitive facilitators of vaccination were identified in the studies along with six cognitive barriers. For health care providers, the analysis suggests greater knowledge and more favorable beliefs, but many misperceptions persist and are similar to those held by the public. KABs often differed by type or category of health care provider.

Conclusions: The themes identified in this qualitative analysis illustrate the difficulty in changing KABs related to influenza and influenza vaccine, particularly on the scope and scale needed to greatly improve uptake. Even with an influenza pandemic and more vaccine options available, public and some health care provider perceptions and beliefs are difficult and slow to change. This meta-analysis does, however, provide important insights from previously unpublished information that can help those who are promoting influenza vaccination to health care providers, the general public and specific populations within the general population.

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Barriers to Vaccination

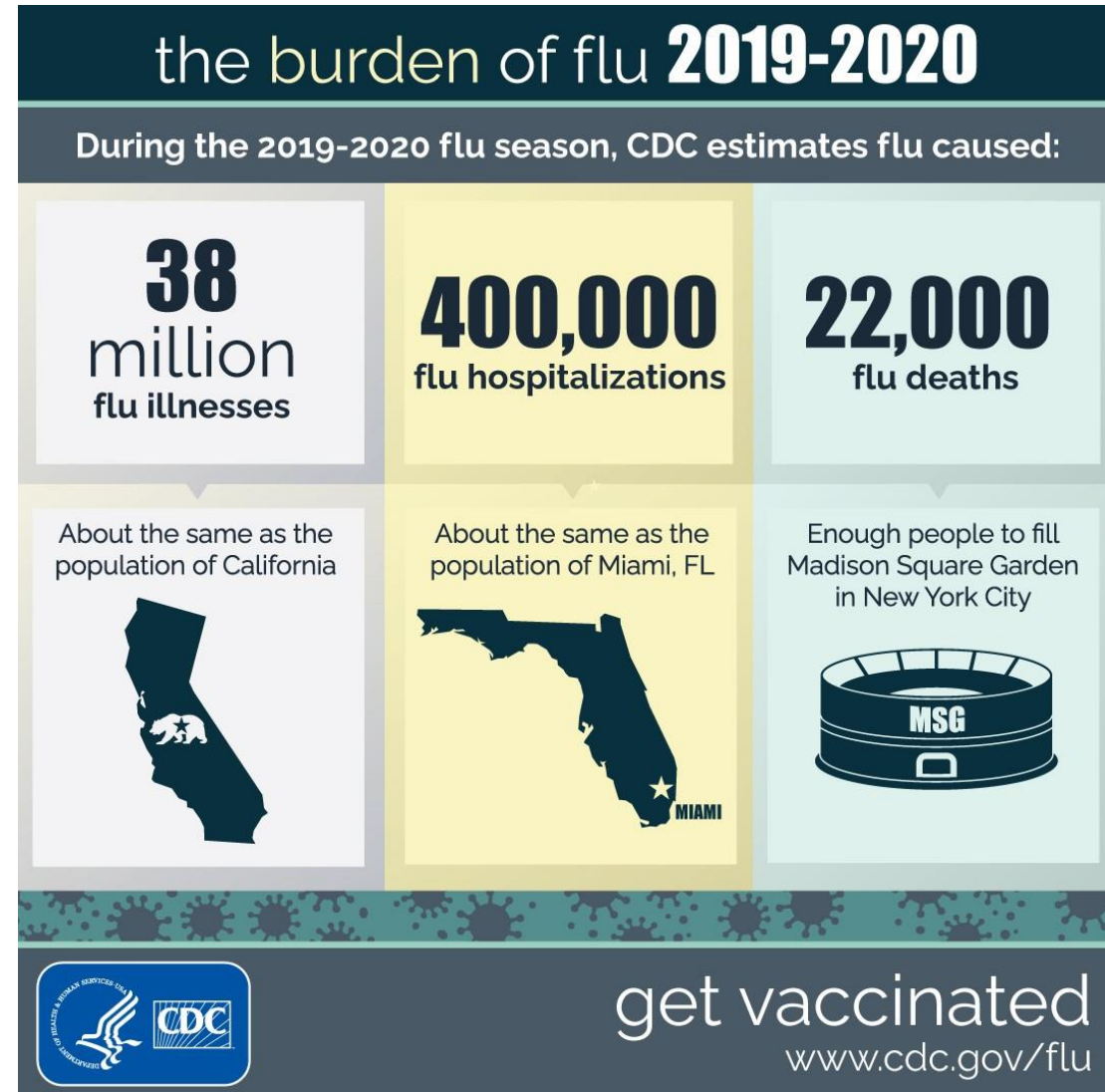
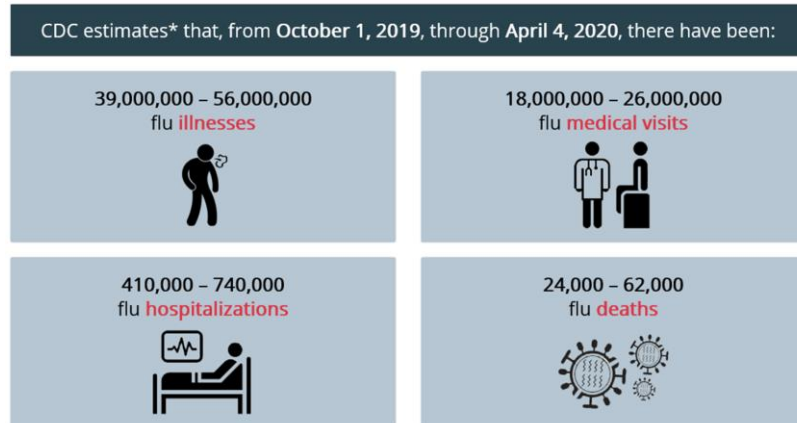
- Flu is not serious, or flu is “manageable”
 - Personal experience with mild illness
- Not aware of recommendation or “doesn’t apply to me”
- Effectiveness (“flu vaccine doesn’t work”)
- Safety or “can cause flu”
- Other measures are better (preventive actions, vitamins, natural infection is better)

Facilitators to Vaccination

- Flu is serious and I am susceptible (or “my __ is susceptible”)
- Aware of recommendation/high risk condition
- Vaccination is protective – e.g., prevent flu or reduce severity of the illness
- Believe vaccination is safe
- Health care provider recommendation
- Convenience/Easy access to influenza vaccine
- Seeing messages and materials about why people like themselves should receive a seasonal flu vaccination (resonate)
- Empowering messaging

Examples: Flu is serious

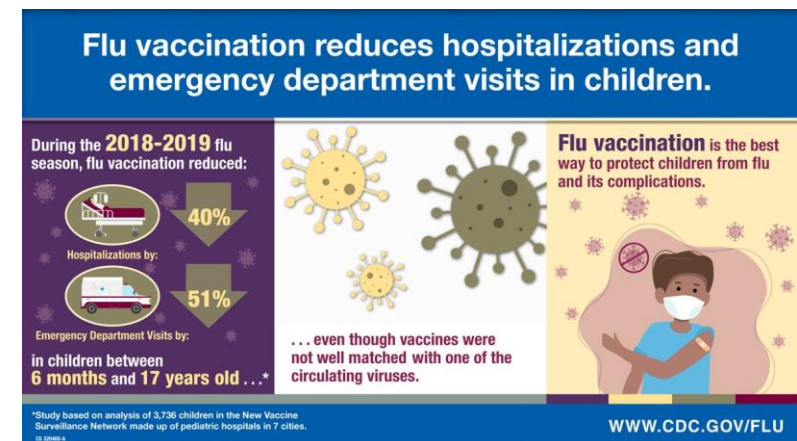
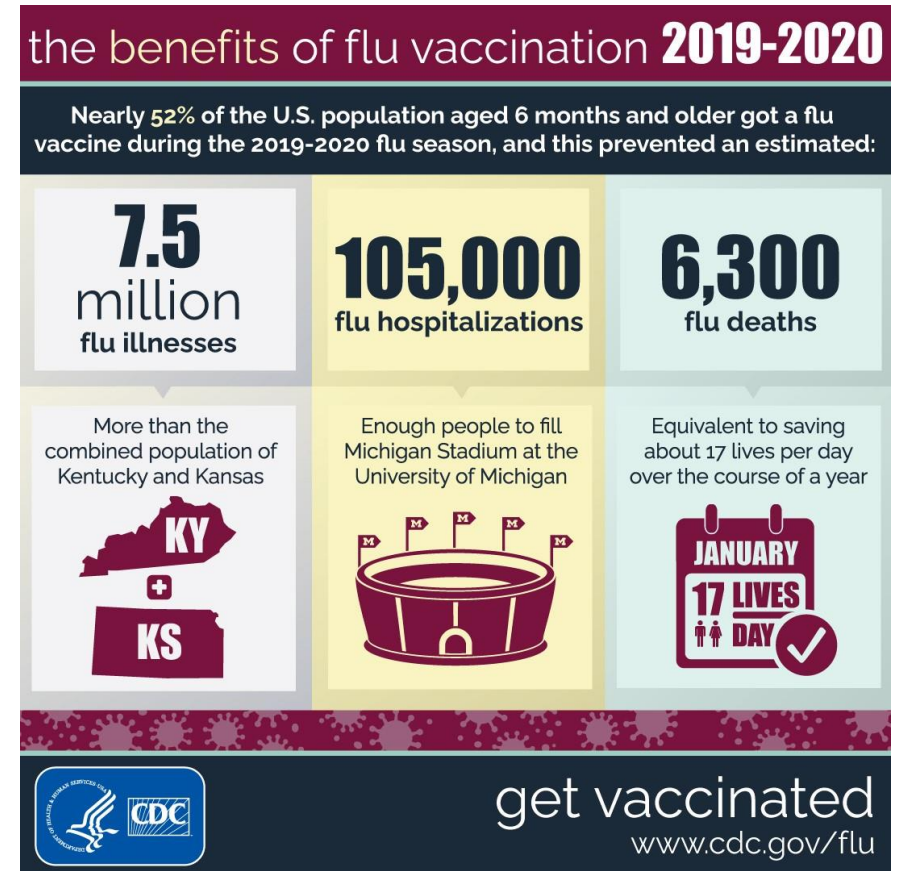
Flu causes hundreds of thousands of hospitalizations and thousands or tens of thousands of deaths every year. (Burden estimates)



Examples:

Flu vaccine has many benefits

- Flu vaccine protects against flu illnesses, hospitalization and death.
- Important preventive tool for people with chronic health conditions.
- Protect women during and after pregnancy and baby after birth.
- Protects people around you, including those who are more vulnerable.
- Partial protection.



Communications During COVID-19

- Porter Novelli – Digital campaign
 - General population, people with high risk conditions, essential workers
 - Guided by consumer testing
- CDC, AMA, Ad Council Collaboration – Full campaign
 - African American & Hispanic Audiences
 - Doing their own research & testing
- CDC in-house product development
 - Clinician outreach
 - Supplemental materials

Communications During COVID-19

- CDC tested draft messages and materials in July 2020
- Messages were generally motivating, even among a sizable minority of participants who did not plan to get a flu vaccine this season
- *This season, flu vaccine is more important than ever.*
 - *Flu vaccine protects you, your loved ones, and your community from flu.*
 - *Flu vaccine can flatten the curve of flu illnesses, save medical resources, and protect essential workers from flu.*
- *The more people vaccinated, the more people protected.*

Communications During COVID-19

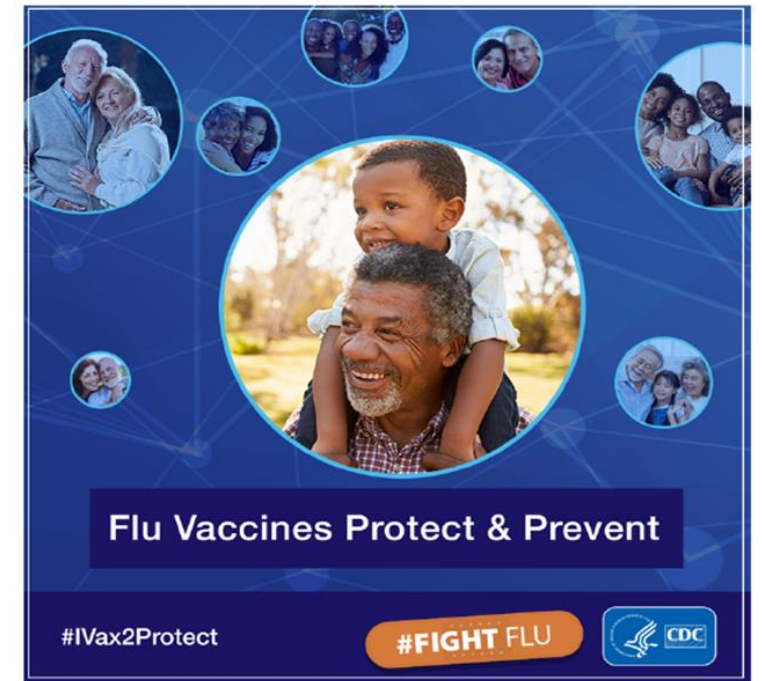
- Two creative concepts were preferred and those were blended.



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Communications in the Context of COVID-19



Frame1



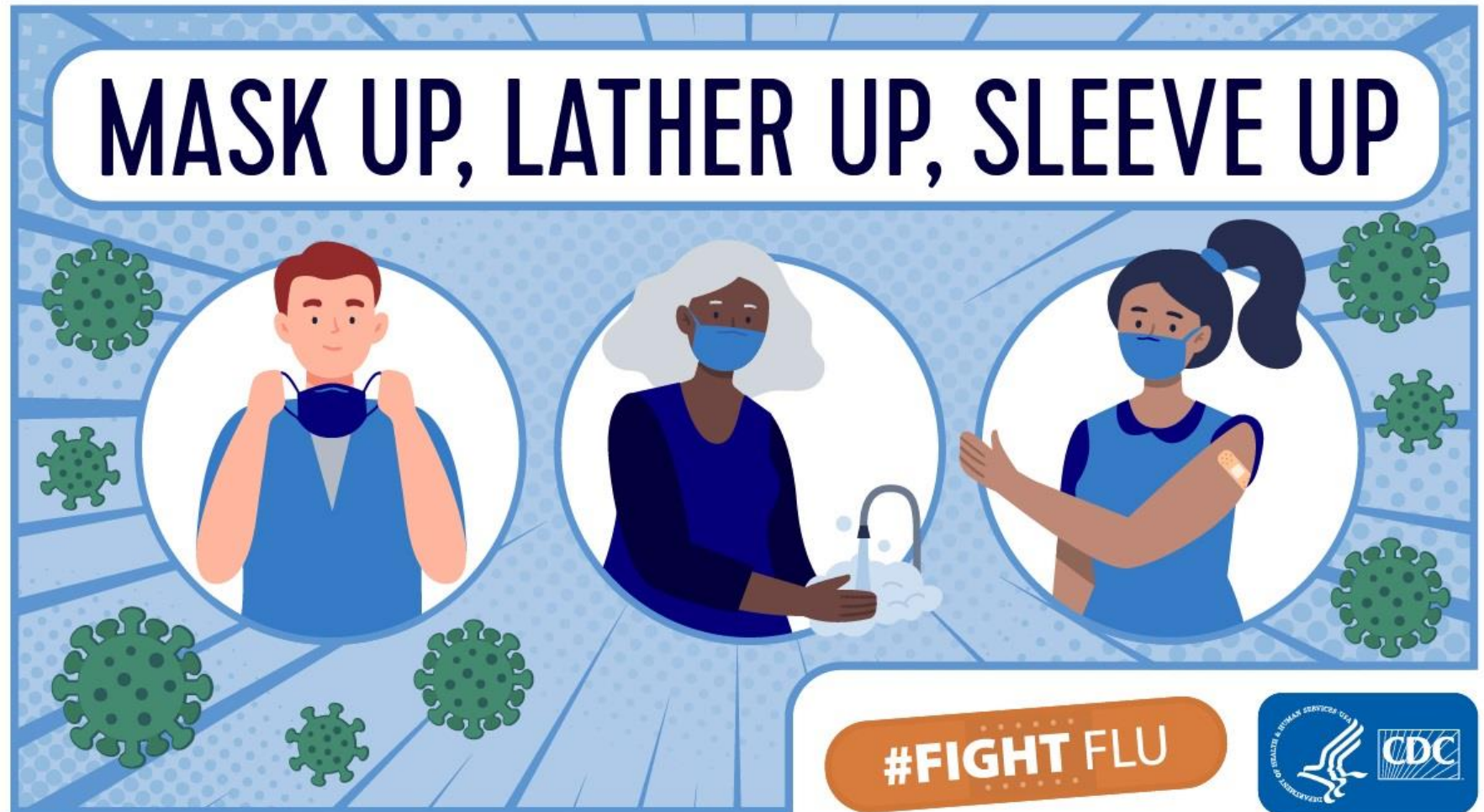
Frame 2



Frame 3



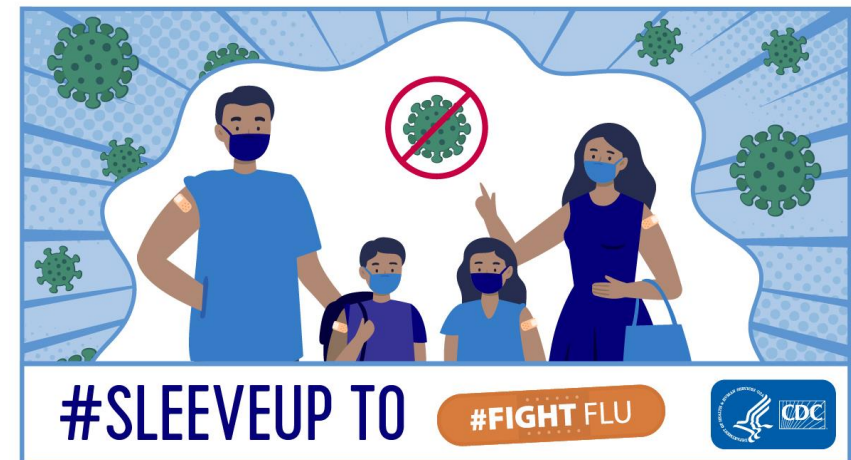
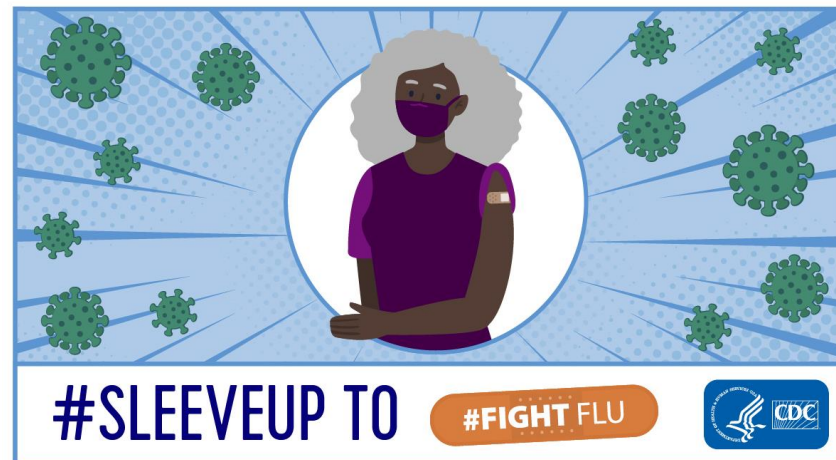
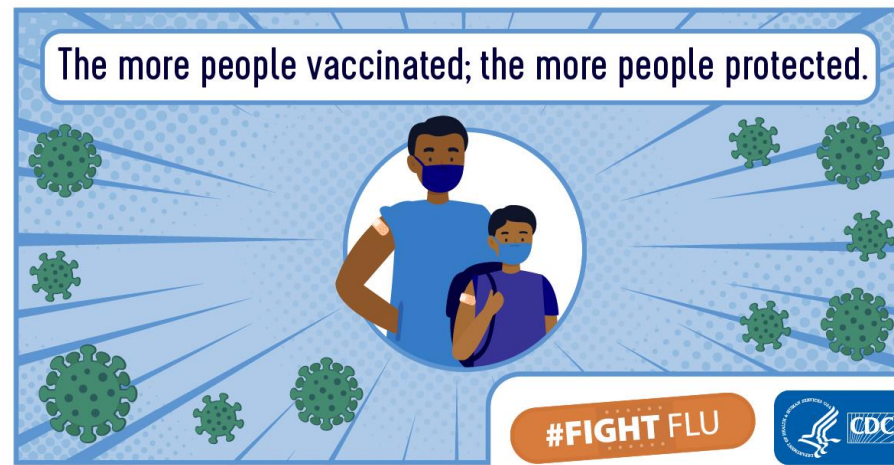
Mask Up, Lather Up, Sleeve Up: Video



<https://www.cdc.gov/flu/resource-center/freeresources/video/media-video.htm>

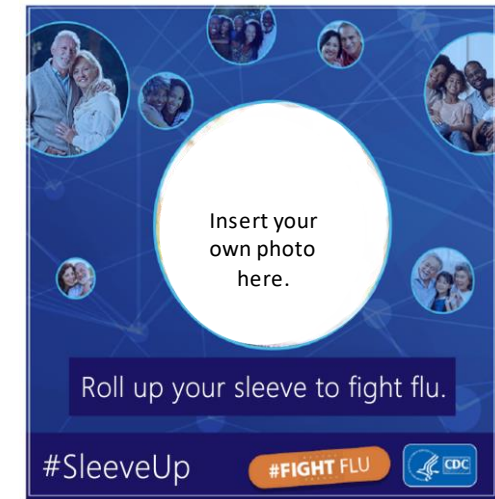
Mask Up, Lather Up, Sleeve Up:

Digital assets



Social Activation

- As part of this season's flu vaccination campaign, CDC is implementing a social activation campaign.
- Social media frames for people to add their own #SleeveUp photo in.



#SleeveUp to Fight Flu

Add your own photo to our frames





OBJECTIVE: Encourage the American public, and with an emphasis on Black and Latinx/Hispanic audiences to get vaccinated against the flu for the 2020-21 flu season.

PROCESS:

- Research
- Campaign strategy development
- Campaign creative development
- Testing creative concepts with audience
- Production of TV, radio, OOH, print & digital assets, etc..
- 10/6 – Launch of website, toolkit, and radio assets
- Late October – Launch of television, OOH, print, and digital

Ad Council Research & Testing Findings

- 40% of African-American respondents and 39% of Hispanic respondents fall into an “uncommitted” group
- Inertia is a big factor in why people do not get a flu vaccine. The top reason for not getting vaccinated was “I never get the flu shot/not something I do”
- Protecting yourself and loved ones rose to the top as a key motivator
- The term “shot” should be used in place of “vaccine” in public-facing language as the latter conjures fears and misconceptions
- The “No One Has Time For Flu” message conveys both a practical and emotional benefit that is especially motivating for viewers.
- Doctors and medical professionals are key trusted messengers for this audience.

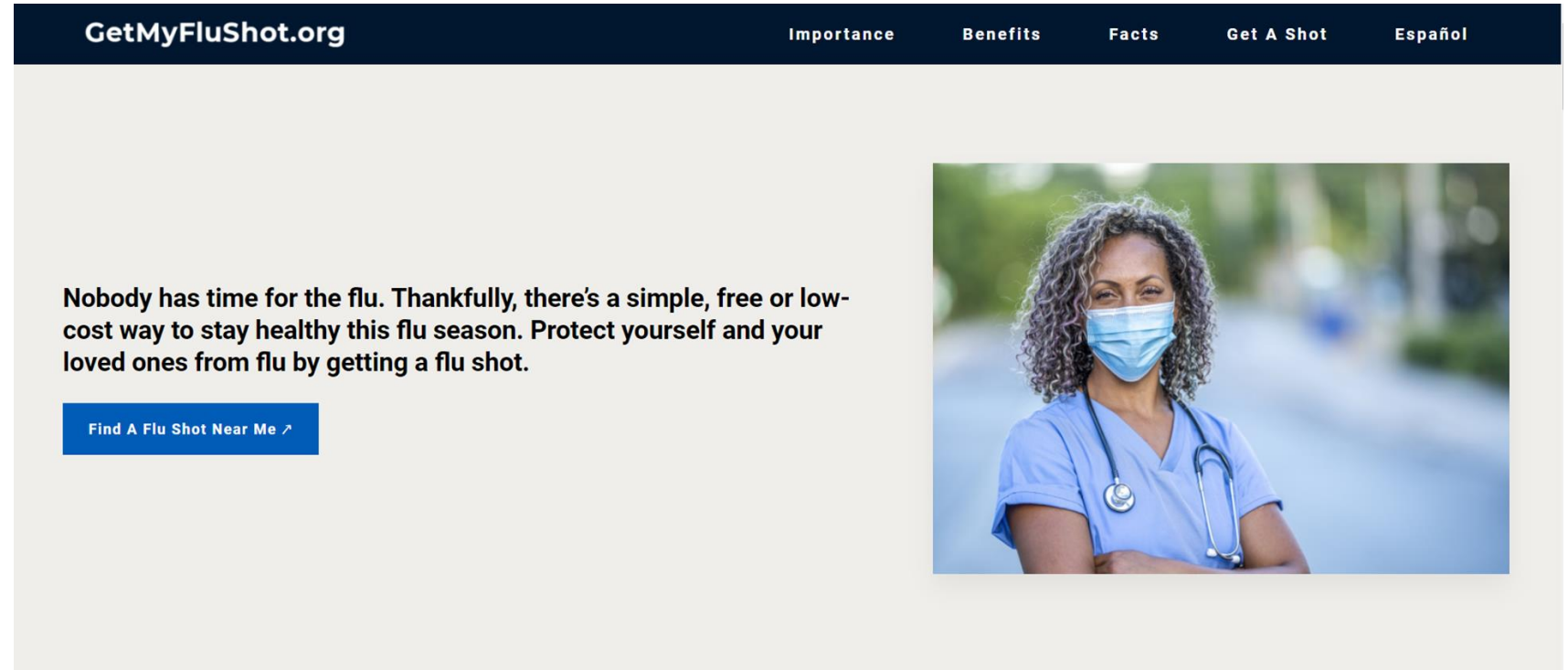
No Time for Flu, landing page www.getmyflushot.org

Ad Council webinar:

Today 3-4:30

Sign up:

<https://forms.gle/179mxyuGzDGL21B8>



No Time For Flu

Nadie tiene tiempo
para la influenza.



No one has time
for the flu.



[GetMyFluShot.org](https://www.getmyflushot.org)



Key CDC Campaign Links and Resources

- Clinician Resources
 - [Fight Flu Toolkit](#)
 - [Make A Strong Flu Vaccine Recommendation](#)
- Videos
 - [Roll Up Your Sleeve for Your Annual Flu Vaccine](#)
 - [Flu Can Be Very Serious – Flu Vaccine Protects](#)
- VaccineFinder (a *tool you can place on your website to help them find vaccination locations near them*)
 - [Download widgets from CDC website](#)
- Key Consumer Web Resources
 - [Protect Your Health This Season](#)
 - [What You Need to Know for 2020-21](#)
 - [The Difference between Flu and COVID-19](#)
- Multi-Language Resources:
 - [Multi-Language Factsheets](#)
 - [Spanish Communication Resources](#)



Prepare Your Practice to Fight Flu

Get materials and resources to improve your influenza vaccination rates this year.

[Get the Toolkit](#) ▶