The Virtual Immunization Communication (VIC) Network is a project of the National Public Health Information Coalition (NPHIC) and the California Immunization Coalition, funded through a cooperative agreement with the Centers for Disease Control and Prevention.
What's Trending this Fall? CDC's Communication Plans for the 2013-14 Influenza Season

Webinar Objectives

- Review key communication considerations and planned strategies for the 2013-14 influenza season
- Share research findings on flu vaccine effectiveness and public perceptions for 2012-13 flu season
- Introduce campaign plans for the general audience and disparate populations.
A nationwide ‘virtual’ immunization community of health educators, public health communicators and others who promote immunizations.
Welcome to the Webcast!
We Will Be Starting Momentarily.
Communication Considerations and Plans for the 2013-14 Influenza Season

Kris Sheedy, PhD
Associate Director of Communication Science (ADCS)
National Center for Immunization and Respiratory Diseases
U.S. Centers for Disease Control and Prevention (CDC)
Communication Considerations and Plans for the 2013-14 Influenza Season

Kristine Sheedy, PhD
Associate Director for Communication Science

August 20, 2013
Objectives

- Review key communication considerations and planned strategies for the 2013-14 influenza season
Key Consideration

PUBLIC PERCEPTIONS OF THE 2012-13 SEASON
2012-13 Season: Influenza Activity Summary

- Influenza activity in the US in 2012–13 season began ~4 weeks earlier than usual, and occurred at moderately high levels
  - Activity peaked in late December
  - Influenza A (H3N2) viruses predominated overall and until late February, after late February influenza B viruses predominated through the end of the season

- There were high influenza hospitalization rates, esp. in the elderly

- The peak of outpatient visits for ILI (6.1%) was one of the highest reported since current format of system began in 1997

- # of pediatric deaths (158) was the highest since surveillance began, excluding the pandemic year
Public Perceptions of the 2012-13 Flu Season

- Varying recollection of the 2012-13 season
  - Many recall that it was a “bad year” and referred to news stories about school closings, higher rates of hospitalizations and deaths, as well as vaccine shortages and long lines at pharmacies and clinics.

- Varying opinions on the amount and quality of media coverage
  - Some thought it was too much and sensationalized
  - Others thought it was helpful and wanted more coverage devoted to prevention

- Varying impact on behaviors
  - Compared to men, women more frequently reported that they took additional precautions (e.g., getting vaccinated, washing hands)

Observations from focus groups conducted by CDC in June 2013
Implications for 2013-14 Messages

• Recalling the 2012-13 season in September communications may be helpful
  – The 2012-13 season was a reminder that:
    • seasonal influenza viruses can cause a lot of illness
    • influenza can be serious
    • the timing and duration of influenza seasons varies and is unpredictable
    • critical that people be protected before significant influenza activity begins.

• Vaccination coverage estimates provide opportunity to reinforce the growing social norm around annual flu vaccination
Key Consideration

COMMUNICATING ABOUT FLU VACCINE EFFECTIVENESS
Flu Vaccine Effectiveness: The 2012-13 Season

• In early December 2012 CDC described circulating strains as “very well matched with this year's flu vaccine”
• CDC released two interim VE estimates
• Last season, vaccination reduced the risk of having to go to the doctor from flu by more than half across all age groups except people 65 and older
• Unfortunately, last season’s vaccine worked much less well in people 65 and older against influenza A H3N2.
2012-13 Flu VE in the News

• “Flu shot doing poor job of protecting elderly”  
  Associated Press
• “CDC says flu vaccine barely worked in over- 
  65s this year”  - NBC News
• “Flu vaccine barely worked in people 65 and 
  older” – USA Today
• “Flu vaccine worked in just over half of 
  Americans who got it” - Reuters
Public Perceptions of Flu VE

- In June 2013 focus groups:
  - Participants generally had awareness that flu vaccine is not 100% effective
    - Concern over this most prominent among seniors
  - Many participants referred to hearing news that last season’s vaccine did not work well
    - However, last season’s news was not prominent in discussions about flu vaccine effectiveness
  - Previous personal experience with flu vaccination was prominent in discussions about perceptions of VE
  - When discussing flu VE, participants frequently raise concerns that “flu vaccine gives you the flu”
  - CDC messages about flu VE generally tested well
  - Participants asked for VE information specific to their population and representing a greater period of time
Plans for 2013-14 Messages

• Continue to be transparent regarding flu VE
• Use caution when discussing “match”
• Utilizing insights from message testing, CDC will finalize and distribute flu VE messages
• Use impact data and data over multiple years to provide perspective on vaccine benefits
• Revise/distribute matte article about flu and seniors to partners like CMS and National Council on Aging
• At all opportunities, continue to educate providers, partners and the public on the reasons people may get sick with ILI following flu vaccination.
  – http://www.cdc.gov/flu/about/qa/misconceptions.htm
A Few Key Messages

• With a good match, flu vaccine can reduce the risk having to go to the doctor for flu by about 60% among the overall population.
  – This number may be higher for some groups of people and lower for others (e.g., older people with weaker immune systems)
• Unlike the 2012-13 season, during other seasons, studies have measured a reduced risk among vaccinated people 65 and older of having to go to the doctor from flu.
• Vaccination also can reduce the risk of hospitalizations and deaths.
• Important benefits can be gained by increasing vaccination rates across all age groups with currently available vaccines.
• One CDC study concluded that flu vaccination prevented an estimated 13.6 million flu cases, 5.8 million medical visits and nearly 113,000 flu-related hospitalizations in the United States over a 6-year period (2005-2011).
Key Consideration

SO MANY FLU VACCINES AND VIRUSES
Influenza Vaccine Abbreviations

- **TIV** (Trivalent Inactivated Influenza Vaccine) replaced with **IIV** (Inactivated Influenza Vaccine):
  - IIV refers to inactivated vaccines (egg and cell-culture based)
  - Includes trivalent (IIV3) and quadrivalent (IIV4) vaccines;
  - Where necessary, cell-culture-based IIV is referred to as ccIIV/ccIIV3;

- **RIV** refers to recombinant HA influenza vaccine
  - Trivalent (RIV3) for 2013-14;

- **LAIV** refers to Live Attenuated Influenza Vaccine
  - Quadrivalent (LAIV4), for 2013-14.)
Recently-approved Influenza Vaccines

Quadrivalent Influenza Vaccines (IIV4 and LAIV4):
- Flumist® Quadrivalent (MedImmune)—licensed December 2012
- Fluarix® Quadrivalent (GSK)—licensed December 2012
- Fluzone® Quadrivalent (Sanofi Pasteur)—licensed June 2013
- FluLaval® Quadrivalent (GSK) – licensed August 2013

Cell culture-based Influenza Vaccine (ccIIV3):
- Flucelvax® (Novartis)—licensed November 2012

Recombinant hemagglutinin (HA) vaccine (RIV3):
- FluBlok® (Protein Sciences)—licensed January 2013
Other Vaccines Available for 2013-14

- **Standard dose IIVs**
  - For ≥6 mos., **BUT** age indications differ by brand

- **High dose IIV—65 yrs. and over**

- **Intradermal IIV—18 through 64 yrs.**

- **ACIP currently expresses no preferences**

- **IIV rather than LAIV is recommended for**
  - those with mild egg allergy (hives only)
  - those caring for severely immunosuppressed (those needing protective environments).
Vaccine Options: Communication Considerations

• When it comes to vaccines, “new” is not a selling point

• Most members of the general public have limited knowledge of the composition of flu vaccines – and aren’t terribly interested
  – They trust their providers to give them with a recommendation of which vaccine is right for them
  – They have greater interest in mode of vaccination

• In CDC research, quadrivalent vaccine information well-received, but raised concerns about: safety, effectiveness, cost, and availability
  – The term “quadriivalent” was not well-received
2013-14 Vaccine Options Messages

• Keep public messages about vaccine options high-level
  – Do let public audiences know that there are different options, including mode (regular shot, intradermal, nasal spray)
  – Remind seniors about high dose vaccine
  – Communicate that there is an egg-free option
  – Be as simple as possible in explaining quadrivalent vaccines, and be cognizant of supply
  – Encourage people to talk to their provider or visit our website if they want to learn more (“bite, snack, meal” approach)

• CDC expresses no preference. The most important thing is that people get an annual flu vaccine
So Many Viruses.....

- H3N2v, H7N9, MERS-CoV create the potential for
  - Questions, confusion, and concern (e.g., “how do I know which virus I have?”, “does this year’s flu shot prevent it?”, “what should I do?”)
  - large communication demands
    - Including outreach/education to partners and providers
    - Requiring strategic use of our communication resources
Getting the Word Out

HEALTH INSURANCE MARKETPLACE
Opportunities for Public Health

Health Insurance Marketplace
HealthCare.gov

- The Health Insurance Marketplace will be a new and easier way to find affordable health insurance.
- Many people will get a break on costs at the Marketplace. New tax credits can reduce insurance premiums right away.
- Every health plan will offer comprehensive coverage, from doctors to medications to hospital visits, and free preventive care.
- Through the same streamlined application process, many will find out if they are eligible for Medicaid or CHIP.
Most insurance plans, including all plans on the Marketplace, will provide many free preventive services. Examples include:

- Blood pressure, diabetes, and cholesterol tests
- Cancer screenings, including mammograms and colonoscopies
- Counseling to help quit smoking, lose weight, eat healthfully, identify depression, reduce alcohol use, and avoid sexually transmitted infections
- Screenings for sexually transmitted infections
- Regular well-woman, well-baby, and well-child visits
- Routine vaccinations against flu, pneumo, measles, polio, meningitis, and many other diseases
- Care to ensure healthy pregnancies

[healthcare.gov/what-are-my-preventive-care-benefits](http://healthcare.gov/what-are-my-preventive-care-benefits)
Opportunities for Public Health
Access to Care

Marketplace Enrollment
- Open October 1, 2013 to March 31, 2014
- Open October 15 to December 7 each year beginning in 2014
- Special Enrollment Periods available in certain circumstances during the year (childbirth, employment changes, etc.)
  - Medicaid and CHIP enrollment open year-round

Coverage starts as early as January 1, 2014.
“Get Covered. Stay Healthy.”

For more information now

- HealthCare.gov; CuidadoDeSalud.gov
  - Sign up to get updates at healthcare.gov/subscribe, twitter.com/HealthCareGov, and facebook.com/Healthcare.gov
  - 24/7 Call Center: 1-800-318-2596 (1-855-889-4325 TTY/TDD)
- Partner resources available at marketplace.cms.gov

Starting October 1, 2013, visit HealthCare.gov to

- Learn about available health coverage choices
- Find community-based Navigators that will provide unbiased advice about coverage choices
- Sign up for coverage online or on the phone
1600 Clifton Road NE, Atlanta, GA  30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: 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.
Q & A Session
CDC National Influenza Vaccination Communications Campaign:

Plans for 2013-14 Flu Season
Overall Communication Goals:

Provide consistent messages throughout flu season about the importance of flu vaccination and its benefits to:

- Maintain and increase awareness of universal flu vaccination recommendation and related key messages
- Drive steady increases in flu vaccination coverage over time
- Foster knowledge and favorable beliefs regarding influenza vaccine and vaccination recommendations
- Maintain and extend confidence in flu vaccine safety
- Address disparities in vaccination coverage
- Emphasize importance of provider recommendation
Communication Challenges for 2013-2014

- Vaccine options
- Vaccine effectiveness
- Misperceptions regarding vaccine
- Audiences: similarities/differences
- Vaccination coverage disparities:
  - Adult vaccination disparity
  - Underserved populations
Target Audience Tracks:

- Everyone 6 months and older
- Parents of young children
- Pregnant Women
- Adults with chronic health conditions
- Adults 65 years+
- People who live with or care for those at high risk for flu-related complications, including:
  - Health care workers
  - Household contacts
  - Household contacts/caregivers of children <5 years of age; emphasis on contacts of children <6 months of age
Flu Vaccine Communication Landscape

- National promotion and advertising

- Segmentation:
  - Focus on select target audiences
  - Provide culturally relevant and linguistically appropriate materials

- Partnerships:
  - Multi-sector partnerships at national level to reach general audience
  - Multi-sector partnerships at grassroots level to reach diverse audiences: National Influenza Vaccination Disparities Partnership (NIVDP)
  - Events: NFID/CDC Press Conference, National Influenza Vaccination Week (NIVW), and Mayors’ Resolution to support flu vaccination in their cities
National and Grassroots Campaign Strategies

**General Audience:** Multi-sector partners represent business, health, retail, national organizations, sports organizations, universities, multi-media, etc.

**Minority Populations:** Grassroots stakeholder engagement and workshops with health departments/organizations, CBOs, faith-based organizations, pharmacies and other vaccinators, consulates/embassies, ethnic media outlets, insurance, etc.

**CDC Support Mechanisms:**
- Digital & Print Materials and Tools
- Workshops
- Flu Partner Web page
- Capacity Building Plans (Webinars, Flu 101, Social Media)
- Weekly key points shared via email to partners
- Periodic partner calls and presentations
Key Messages

Influenza (the flu) is a contagious respiratory illness caused by influenza viruses.

Influenza can be a serious disease that can lead to hospitalization and sometimes even death. Anyone can get sick from the flu.

Some people, such as older people, young children, and people with certain health conditions, are at high risk for serious flu complications.

Everyone aged 6 months and older should get a flu vaccination each year to protect themselves and their loved ones against the flu.

It takes about two weeks after vaccination for the body’s immune response to fully respond and for you to be protected.

Vaccination is the first and most important step to protect against flu.
Health Insurance Marketplace Communication Plan
HealthCare.gov

Objective:
Create awareness about the Health Insurance Marketplace program, sign-up dates, and the Marketplace consumer information resources.

Strategies:
Three waves of promotion - Fall season, NIVW, and January and key events.

Messages:
-Dates of enrollment: October 1, 2013 to March 31, 2014
-Coverage starts as early as January 1, 2014
-Toll-free number: 1-800-318-2596.
-New way to find affordable health coverage—including many free preventive services such as flu vaccination
2013-14 Influenza Season Key Events

NFID/CDC Influenza /Pneumococcal Press Conference:
• Planning to participate in National Foundation for Infectious Diseases (NFID) annual influenza vaccination press event September 26; Radio Media Tours
• Free evergreen flu vaccine promotional materials are for use/download/order now at www.cdc.gov/flu/freeresources
  – Print
  – Video/audio
  – Web tools
  – Mobile content and apps
  – Images

2013 National Influenza Vaccination Week will be held December 8-14
www.cdc.gov/flu/nivw/index.htm

Georgia Conference of Black Mayors and U.S. Conference of Mayors
CDC FREE RESOURCES:
www.cdc.gov/flu/freeresources

MATTE ARTICLES
These are easy-to-use articles that you can reprint in your publication or post online to your website. You can choose the articles that address specific audiences: general audiences, baby boomers, fast responders, pharmacists, young adults, and many more.

WEB BUTTONS, BANNERS, AND WIDGETS
Create visibility on your website about the flu and vaccination. Posting a web button allows viewers to click directly to the latest information from the CDC. Web banners act as visual reminders. Products are available in English and Spanish.

POSTERS
Posters promote flu vaccination. Posters address diverse audiences, including parents, healthcare workers, first responders, and employees. Available in Spanish and English, posters can be printed on standard office or commercial printers.

WEB CONTENT SYNDICATION
Receive the latest information from CDC about flu season activity and resources through a variety of tools:
- Content Syndication: http://flu.cdc.gov/flu/flueducation/subscribe.htm
- RSS feeds: http://www.cdc.gov/flu/about/fluactivity/fluactivity_rss.htm
- CDC Flu Twitter: http://twitter.com/CDCflu
- CDC Facebook: http://www.facebook.com/CDC
- CDC Twitter: http://twitter.com/CDCTwitter
- CDC YouTube: http://www.youtube.com/CDCflu
- CDC Instagram: http://instagram.com/cdcflu
- CDC Google+ Page: https://plus.google.com/116510664260109741478

FLYERS, HANDOUTS, AND BROCHURES
Material easy to use and understand to inform about flu and vaccination with flyers, handouts, and brochures. Materials are available to diverse audiences such as parents, caregivers, providers, and others. They are available in English and Spanish.
VIS STATEMENTS:
http://www.cdc.gov/vaccines/hcp/vis/vis-statements/flu.html OR
www.cdc.gov/flu (free resources site)
Digital and Social Media Tools

- Publisher Outreach
- Content syndication
- CDC email alerts
- Mobile messaging
- Smart phone/iPad apps

- Web site and tools
- Social Networking sites
- Social Media Tools
- Blogs

- Content Syndication: http://tools.cdc.gov/syndication/
- RSS Feeds: http://www2c.cdc.gov/podcasts/rss.asp
- CDC Flu Twitter: http://twitter.com/CDCFlu
- CDC Facebook: http://www.facebook.com/CDC
- Receive notices as CDC posts updates to specific flu web pages: http://www.cdc.gov/Other/emailupdates/
- Routine email updates from CDC—register by sending request to: fluinbox@cdc.gov
Seasonal Influenza (Flu)

Information for Flu Prevention Partners

First and foremost, CDC sends a special "THANKS" to all partners for their significant contributions to promote and provide flu vaccinations and prevent influenza across the United States. The overall success of this vital public health service depends on the support of partners at all levels—public health professionals, advocates, medical providers, community stakeholders and concerned consumers from across the country. We appreciate your time, energy, and commitment to public health.

Become A Partner

By becoming a flu prevention partner, CDC encourages organizations to promote flu vaccination within their communities, coordinate or host flu vaccination clinics, and increase awareness about the importance and benefits of annual flu vaccination.

This portal is intended to be a resource that partners can use in their flu prevention and control efforts. It includes a variety of materials and resources available to help prevent influenza in your community.

Partner Campaign Highlights

- Submit Your Flu Vaccination Promotion Events
- Submit Your Own Success Story
- National Influenza Vaccination Campaign: Targeting Underserved Populations
- National Influenza Vaccination Campaign: Targeting General Audiences
- Media: CDC Telebriefing on H7N9 Influenza Cases
- CDC Online Newsroom

Featured Partner: A Success Story

Improving Childhood Influenza Immunization Rates

The 2012-2013 influenza season marked five years since the National Foundation for Infectious Diseases (NFID) established the Childhood Influenza Immunization Coalition (CIIC) to encourage and support a universal pediatric influenza immunization recommendation and help improve influenza vaccination rates.

Learn more about this success story, see other partner success stories, or submit your own success story »
National Influenza Vaccination Week
December 8-14, 2013

• Media Teleconference
• National and Ethnic Media Tours
• National/Grassroots partner outreach
• Local flu clinic activities
• Traditional, digital and social media outreach tools
• NIVW-specific calendar of events

www.cdc.gov/flu/flu/nivw
Thanks to:
Jessica Alexander
Austyn Dukes
Cindy Fowler
Kate LaVail
Belinda Smith
Teresa Smith

1600 Clifton Road NE, Atlanta, GA  30333
Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348
E-mail: cdcinfo@cdc.gov  Web: http://www.cdc.gov

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Q & A Session
Please Complete Online Evaluation!
Connect with the VICNetwork…

e-mail: info@VICnetwork.org

Website
www.VICNetwork.org
Resources

Centers for Disease Control and Prevention
www.cdc.gov/vaccines

National Public Health Information Coalition
www.nphic.org
Resources

www.immunize.org
Immunization Action Coalition
Resources

www.preventinfluenza.org
National Influenza Vaccine Summit

www.familiesfightingflu.org
Families Fighting Flu
Thank you for your support and your participation!

National Public Health Information Coalition
www.nphic.org

California Immunization Coalition
www.immunizeca.org
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