Communication Plans for the 2013-14 Influenza Season: Key Events and Resources

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State and National Mayors Support Resolutions to Promote Flu Vaccine Among Medically Vulnerable

- Georgia Conference of Black Mayors first to sign resolution to promote flu vaccination in their cities.

- June 21, 2013: U.S. Conference of Mayors authored resolution “Promotion of Influenza Vaccination among Medically Vulnerable African American and Hispanic Populations”
Kicking Off Flu Vaccination Promotion

NFID Influenza /Pneumococcal Press Conference: September 26

- National Foundation for Infectious Diseases (NFID) annual influenza vaccination press event September 26 in Washington DC
- NFID plans the news conference in collaboration with CDC and the Flu Summit.
- Scheduled to coincide with the widespread availability of influenza vaccine
- Drs. Koh and Schuchat will participate; other experts to touch on key issues
- CDC will release final influenza vaccine coverage estimates for 2012-13 season
- Flu vaccines will be available to all in attendance
- Radio media tours to extend reach to regional and local media markets

CDC Director Dr. Thomas Frieden at the 2012 NFID flu vaccination press event
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

http://www.cdc.gov/flu/nivw
Web content: Update seasonal flu site (http://www.cdc.gov/flu) regularly for the general public, clinicians, and public health and other partners.

• What You Should Know for the 2013-2014 Influenza Season
• Weekly situation updates and new FluView interactive tools
• Articles written/posted on emerging seasonal flu issues
• Free resources
• Several pages mobile accessible
• Spanish-translated counterpart
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 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 vaccine 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 activities.

Partner Campaign Highlights

Updated! Partner Activities
Submit Your Flu Vaccination Promotion Events
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.
Digital and Social Media Strategies and Tools

Publisher Outreach
Content syndication
CDC email alerts
Mobile messaging (http://m.cdc.gov/)
Smart phone/iPad apps
Social Networking sites
Social Media Tools
Blogs

Content Syndication: http://tools.cdc.gov/syndication/
RSS Feeds: http://www2c.cdc.gov/podcasts/rss.asp
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

CDC Flu Twitter: http://twitter.com/CDCFlu

CDC Facebook: http://www.facebook.com/CDC
CDC FREE RESOURCES: [http://www.cdc.gov/flu/freeresources](http://www.cdc.gov/flu/freeresources)
CDC Expert Commentary Series on Medscape

What is Medscape?

• Professional arm of the WebMD Health Network
• The leading online source of medical information and professional education
• More than 32 clinician specialties
• **5 million** health professional visits / month

CDC Expert Commentary Series

• Weekly video commentary
• Taped in batch at CDC studios
• Closed captioned to comply with CDC 508 compliance requirements
• Editorial calendar developed by Medscape editors and CDC communication teams

**More than .7 million views of influenza commentaries**
Some Recent Influenza Commentaries

The New Avian Influenza A (H7N9) Virus – Text Commentary
Alicia M. Fry, MD, MPH

Recommendations for Influenza Antiviral Medications
Alicia M. Fry, MD, MPH
30,238+ views

Sorting Out the 2012-2013 Influenza Vaccine Recommendations
Tim Uyeki, MD, MPH, MPP
26,392+ views
Some Recent Influenza Commentaries

Recommended Vaccines for All Healthcare Personnel
JoEllen Wolicki, BSN, RN
21,959+ views

Child Deaths From Influenza — Text Commentary
Laurie Scudder, DNP, PNP, Georgina Peacock, MD, MPH
30,312+ views

Human Infections With H3N2v Virus -- Interim Information — Text Commentary
Influenza Division, CDC
60,980+ views
Health Insurance Marketplace Communication Plan

https://www.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
• 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
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.