

Planning for the 2004-05 Influenza Vaccination Season: A Communication Situation Analysis

Glen Nowak, Ph.D.

Associate Director for Communications
National Immunization Program



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DEPARTMENT OF HEALTH AND HUMAN SERVICES



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Overview

- My goal
- A Quiz
- A Brief 2003-04 Communications Review
- The communications recipe for success
- 2004-05 Communication Plans:
A Brief Overview



My Goal

To broaden understanding and thinking about influenza vaccination communication— especially when it comes to greatly increasing coverage.



Quiz Question 1

- April 7, 2004 was World Health Day. What was the theme or focus of this year's event?
- How many people in the U.S. are killed annually by the thing that was focused on in this year's event?



Answer: Road Traffic Safety

- In the U.S. alone, 40,000 people are killed in road traffic crashes and another 4.5 million are injured each year.
- Road traffic injuries are the leading cause of death for Americans between 4 and 33 years of age.



Quiz Question 2

“It strikes 2 million Americans each year. And complications from this kill up to 200,000 people a year-- more people than breast cancer, car crashes, and AIDS combined. The good news is, in most cases, this can be prevented.”

What is it that causes this harm?



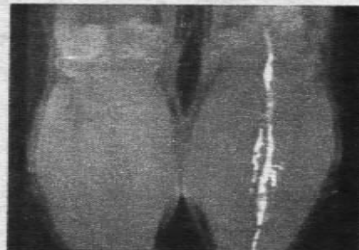
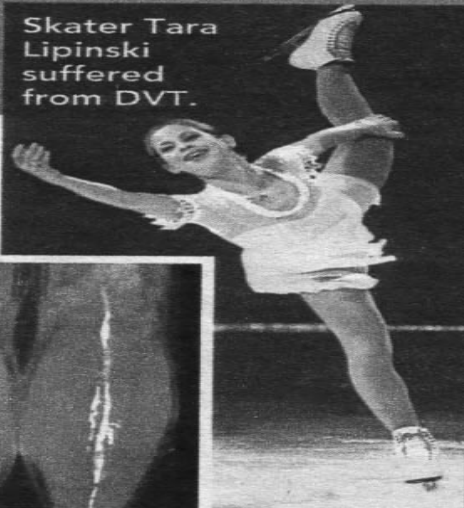
IntelligenceReport[®]

By Lyric Wallwork Winik

Stop A Deadly Killer

It strikes 2 million Americans each year and kills more people than breast cancer, car crashes and AIDS combined, yet most of us do not even know its name. The condition is called deep vein thrombosis, or DVT. It begins with a blood clot in the leg that can travel to the lungs, causing a pulmonary embolism and often death. Many of us are at risk—just sitting for a long time on a plane can produce DVT. But older people, pregnant women, smokers, the obese and others with a condition that limits mobility are at increased risk. Symptoms include leg tenderness, pain, swelling, discoloration or redness. If you suspect DVT, call a doctor immediately: There are quick, non-invasive tests to identify it, plus options ranging from blood thinners to simple exercises. National DVT Awareness Month begins tomorrow. Go to www.preventdvt.org to learn more.

Skater Tara Lipinski suffered from DVT.



A magnetic scan shows a leg blockage (white line), indicating deep vein thrombosis. Its clots can be fatal.

There are tests to identify DVT, and simple solutions.



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Quiz Question 3

TRUE or FALSE?

“When it comes to the 185 million people that we recommend receive an annual influenza vaccination, they are all pretty alike when it comes to their influenza vaccination-relation knowledge, beliefs, and intentions.”



FALSE

- So how do they differ?
- How should we characterize/segment different people into different groups to facilitate: a) identifying interest or concerns regarding influenza vaccination; b) developing effective messages and materials, and c) reaching them with those messages and materials?



2003-2004 Flu Season: A Communication Review



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2003-04 Logo and Slogan



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Posters for the Public

Póngale un alto a

You can stop **INFLUENZA** before it knocks you flat *and others*

shopper crowd classmate co-worker neighbor friend YOU spouse child parent grandchild friend grandparent abuelo

Get vaccinated.

Influenza is a highly contagious disease. Best the weather helps protect you and others from getting influenza.

Each year in the United States, flu and its complications kill over 35,000 people.

Some people are at high risk for complications from the flu—people 65 and over, very young children, people with diabetes, heart disease, and other health conditions, and pregnant women. If you are at high risk or are in close contact with someone at high risk, protect yourself and them by getting vaccinated.

Protect yourself. Protect your loved ones. *Get Your Flu Vaccine!*

¡Proteja a sus seres queridos. ¡Cámbiese la Gripe!

www.cdc.gov/flu

Department of Health and Human Services
Centers for Disease Control and Prevention

For more information, ask your doctor or call the CDC IMMUNIZATION HOTLINE — English: 800-232-2522 Spanish: 800-232-0233 Website: www.cdc.gov/flu

Proteja a sus **Niños** de **La Gripe**

La gripe y sus complicaciones son la **causa principal de muertes** en los niños de 4 años y de menor edad

La gripe es una grave enfermedad

Department of Health and Human Services
Centers for Disease Control and Prevention

Protect your **Kids** from **Influenza**

Protect yourself. Protect your children.

Flu and its complications are the **5th leading cause of death** among children 4 years old and younger

Flu is a serious illness

2 ways you can protect them

- vaccinate them
- get your flu vaccination!

Protect yourself. Protect your loved ones. *Get Your Flu Vaccine!*

Department of Health and Human Services
Centers for Disease Control and Prevention

TOP 3 REASONS to get your **flu vaccine**

1 Prevents influenza-related death.
Each year over 35,000 people in the U.S. die because of the flu—most are 65 or older. More people die from flu than from any other vaccine-preventable disease.

2 Prevents severe illness.
Influenza puts about 114,000 people in the hospital each year in the U.S. Children younger than 2 years old are as likely to be hospitalized as adults over 65.

3 Protects other people.
You should get vaccinated if you live with or care for others who are at high risk of complications from the flu. Getting a flu vaccination yourself can help protect your family members, including seniors and young children.

Protect yourself. Protect your loved ones. *Get Your Flu Vaccine!*

Department of Health and Human Services
Centers for Disease Control and Prevention

For more information, ask your doctor or call the CDC IMMUNIZATION HOTLINE — English: 800-232-2522 Spanish: 800-232-0233 Website: www.cdc.gov/flu

¿Cuándo debe usted vacunarse con

- Las personas que sufren enfermedades crónicas
- Personas que viven en residencias de ancianos
- Niños entre los 6 meses y los 2 años
- Adultos y niños que viven con alguien que tiene una enfermedad crónica
- Mujeres que están embarazadas durante el invierno
- Las personas que viven con alguien que tiene una enfermedad crónica
- Personas que trabajan en un hogar de ancianos
- Personas que visitan a alguien que vive en un hogar de ancianos
- Los niños que van a la escuela
- Niños de 6 meses a 2 años que van a la guardería
- Las personas que viajan a países donde la gripe puede ser una enfermedad grave

When should you get your flu vaccination?

People at high risk of severe illness if they get influenza

- 65 years old or older—even if you're in great health!
- Children 6-23 months old—Children younger than 2 years old have one of the highest rates of hospitalizations from influenza
- Adults and children with a chronic health condition, like heart disease, diabetes, kidney disease, asthma, cancer, and HIV/AIDS
- Women more than 3 months pregnant during flu season, which is typically November through March

People who can give the flu to those at high risk

- Household member or caregiver of someone at high risk
- Health care workers
- Household member or caregiver of a child under two years old—Infants under 6 months old are too young to get vaccinated, so you must help protect them.

Children getting their very first flu immunization

- Children 6 months to 8 years old, getting their first flu protection, will need a booster dose one month after the first dose of vaccine.

Persons aged 50-64 years

Anyone who wants to prevent the flu



For more information, ask your health care provider or call the CDC Immunization Hotline: 800-232-2522. Equal Opportunity: 800-232-0233

Muchas personas...

Personas de 65 años o de mayor edad
Aun si se sienten bien, las personas mayores corren un mayor riesgo de complicaciones graves por la gripe.

Personas con enfermedades crónicas o a largo plazo
Puede tener un corazón que sufre, diabetes, asma o cáncer.

Mujeres con al menos 3 meses de embarazo durante la temporada de la gripe
Si está embarazada, su sistema inmunológico se debilita.

Niños entre las edades de 6 a 23 meses
Los niños menores de 2 años tienen uno de las tasas más altas de hospitalización por gripe.

Si usted vive o cuida a estas personas, se debe vacunar también contra la gripe. Al protegerse a sí mismo, protege a su familia y amigos.

Who is at high risk of flu complications?

Many people are in danger of being hospitalized or even dying:

People who are 65 years old or older
Even if you are active and in excellent health, you have a higher risk of flu complications if you get the flu. Each year over 36,000 people in the U.S. die because of the flu—most are 65 or older.

People with chronic (on-going) or long-term health problems
You may look and feel healthy, but if you have a condition like diabetes, heart disease, kidney disease, or asthma, you are more likely to have complications from the flu. If your immune system is weakened by long-term problems like cancer or HIV/AIDS, you are also in need of protection.

Women who are at least 3 months pregnant during flu season
You are more likely to have complications from the flu when you are pregnant. Protect yourself and your baby by getting vaccinated. (Flu season is typically November through March.)

Infants aged 6 months to 23 months
Children under 2 years old have one of the highest rates of hospitalizations due to flu complications.

People who live with or take care of people like these, you also should get a flu vaccine. When you protect yourself, you help protect your family and friends.



For More Information: Ask Your Doctor or Call the CDC Immunization Hotline: 1-800-232-2522. Equal Opportunity: 1-800-232-0233. Website: www.cdc.gov/npflu

"La gente puede morir de la gripe."
La gripe (influenza) es una enfermedad de las vías respiratorias que puede causar neumonía. Cada año se hospitalizan...

Flu Vaccine Facts & Myths

"People can die from the flu." TRUE
Influenza (flu) is a highly infectious disease of the lungs, and it can lead to pneumonia. Each year about 36,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

"Even if I get flu vaccine, I can still get a mild case of the flu." TRUE
The vaccine usually protects most people from the flu. Sometimes a person who receives flu vaccine can get the flu but will be far less sick than without the vaccine. Flu vaccine will not protect you from other viruses that sometimes feel like the flu.

"The side effects are worse than the flu." FALSE
The worst side effect you're likely to get with injectable vaccine is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a rare allergic reaction is far less than the risk of severe complications from influenza.

"Not everyone can take flu vaccine." TRUE
You might not be able to get the protection if you are allergic to eggs (used in making the vaccine), are very ill with a high fever, or have had a severe reaction to the flu vaccine in the past.

"Only older people need flu vaccine." FALSE
Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease need to get flu vaccine. People who are active and healthy can benefit from the protection the flu vaccine offers.

"You must get a flu vaccine before December."
Flu vaccine can be given before or during the flu season. The best time to get flu vaccine is October or November, but getting it in December or later can still protect you.



For more information, ask your health care provider or call the CDC Immunization Hotline: 800-232-2522. Equal Opportunity: 800-232-0233. Website: www.cdc.gov/npflu

Flyers

Para protegerse a usted y sus seres queridos, vacúnese contra LA GRIPE.

To Protect Yourself & Those You Love

get immunized against

To Protect Yourself & Those You Love

get immunized against

INFLUENZA

BEST TIME! October & November

But you can still get vaccinated in December and beyond

The "GET-IMMUNIZED-EARLY" List:

- Adults aged 50 or over—Even if you're in great health!
- Infants aged 6 months to 23 months
Children younger than 2 years old have one of the highest rates of hospitalizations due to influenza
- Anyone with a chronic health condition
These include: heart disease, diabetes, kidney disease, asthma, cancer, HIV/AIDS
- Children 6 months to 8 years old getting flu vaccine for the first time
These children will need a follow-up booster one month after the first dose of vaccine
- Women who will be more than 3 months pregnant during flu season, which is typically November-March
- Health care workers
- Household contacts or caregivers of adults or children at high risk
"High risk" includes adults 65 and older, infants under 24 months (babies less than 6 months can get influenza but are too young to get flu vaccine), anyone with chronic health problems, and pregnant women

For more information, ask your doctor or call the CDC Immunization Hotline: 800-232-2522. Equal Opportunity: 800-232-0233. Website: www.cdc.gov/npflu

October & November

But you can still get vaccinated in December and beyond

Protect yourself. Protect your loved ones.

Get Your Flu Vaccine!

CDC Department of Health and Human Services

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Protect yourself. Protect your loved ones.

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Health Care Provider Materials

Department of Health and Human Services
Centers for Disease Control and Prevention




Are you ready?

Influenza season is here



Get an influenza vaccination
An annual flu shot can help protect you, your patients, your colleagues and your entire community from influenza.

Vaccinate your patients
Encourage your patients to get an annual flu vaccination and remind them that more people die from the flu than any other vaccine-preventable disease. Most of those deaths are in people 65 and older.

Protect your community
Promote the flu vaccine throughout the influenza season (October-March). The CDC is offering a free health provider kit with bilingual materials for your patients.



Click onto www.cdc.gov/nip/flu to download a free provider kit.
For more information on influenza: www.cdc.gov/flu or call 1-800-232-2522




114,000 hospitalizations African Americans and Hispanics have significantly higher rates of influenza-related hospitalizations.	100,000-135,000 hospitalizations African Americans and Hispanics have significantly higher rates of influenza-related hospitalizations.	Half of all deaths African Americans and Hispanics have significantly higher rates of influenza-related hospitalizations.
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INFLUENZA AND PNEUMOCOCCAL DISEASE IMMUNIZE NOW

Minimize staff time. Maximize patient care.

Important new resources for
Medical professionals
Other practice staff
Patients

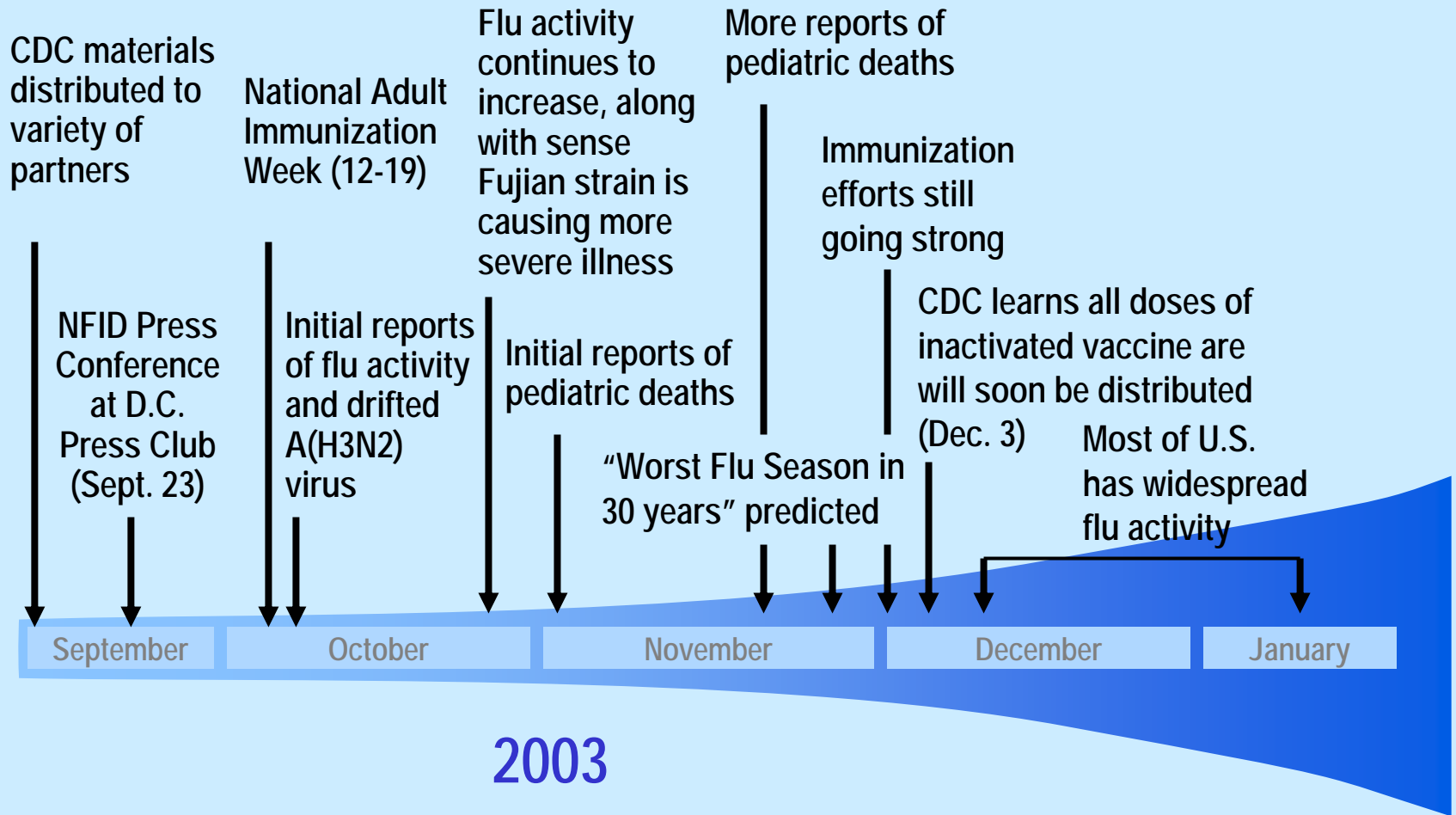


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2003-04 Flu Season: Key Time Points



The Immediate (and ultimately predominant prevention) Messages (Sept. 21-28)

Message

Frequency

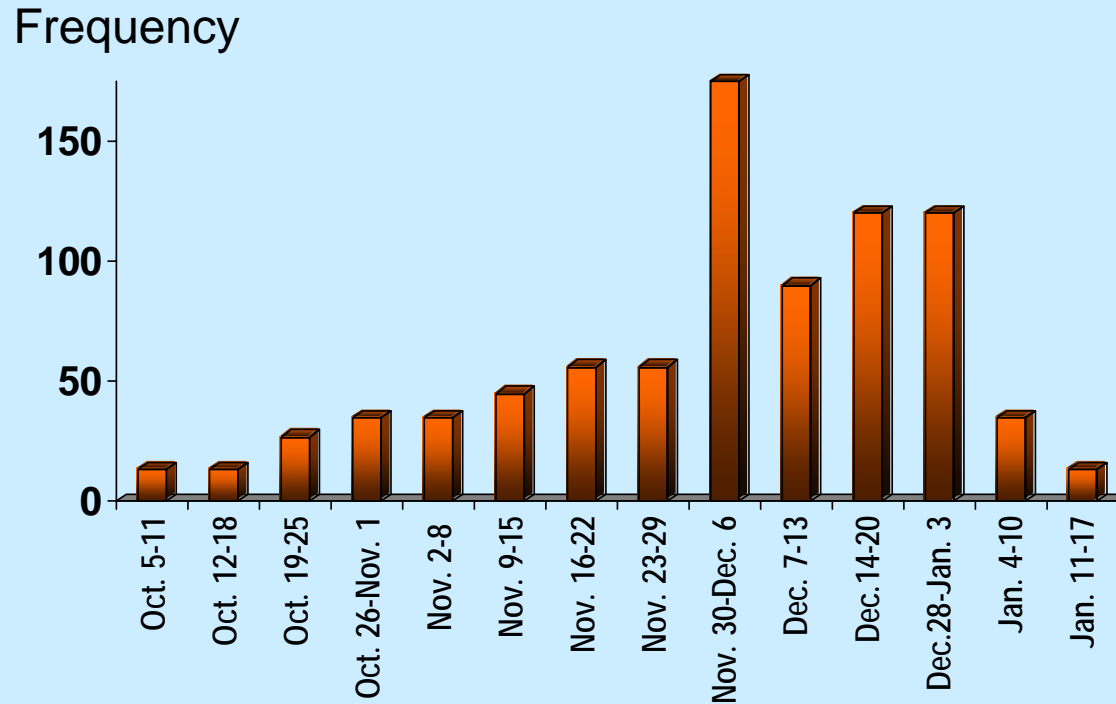
Doctors recommend/urge flu shot	285
Flu kills 36,000 per year	221
There will be plenty of vaccine this year	177
This could be a bad/serious flu year	174
Flu Mist availability	173
Flu vaccine best defense against flu	149
Flu vaccine prevents disease	135
Oct/Nov/Dec is best time to get vaccine	117
Flu vaccine arrived/available	114
Now is good time to get flu vaccine	106

(n=1056)



Flu Season 2003-2004

News Message – Outbreak/Disease Widespread

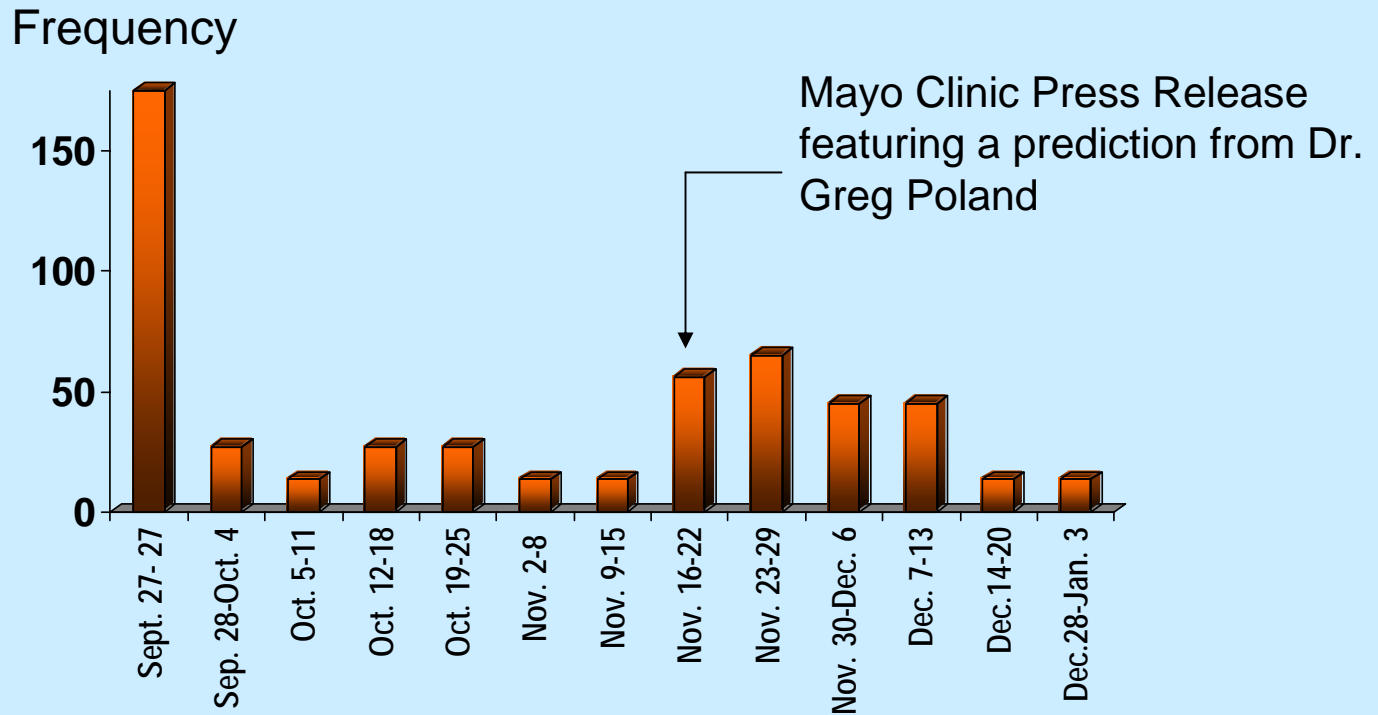


Daily newspaper stories



Flu Season 2003-2004

News Message – Could be a bad/serious flu season

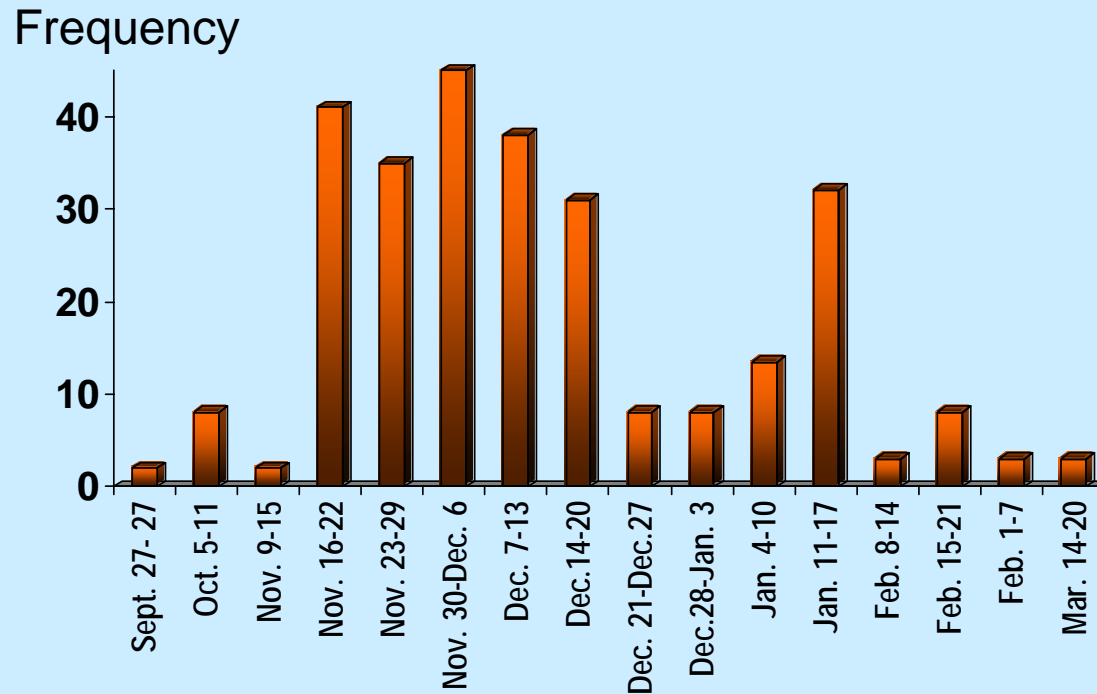


Daily newspaper stories



Flu Season 2003-2004

News Message – Vaccine does not have the same viral strain as circulating flu virus

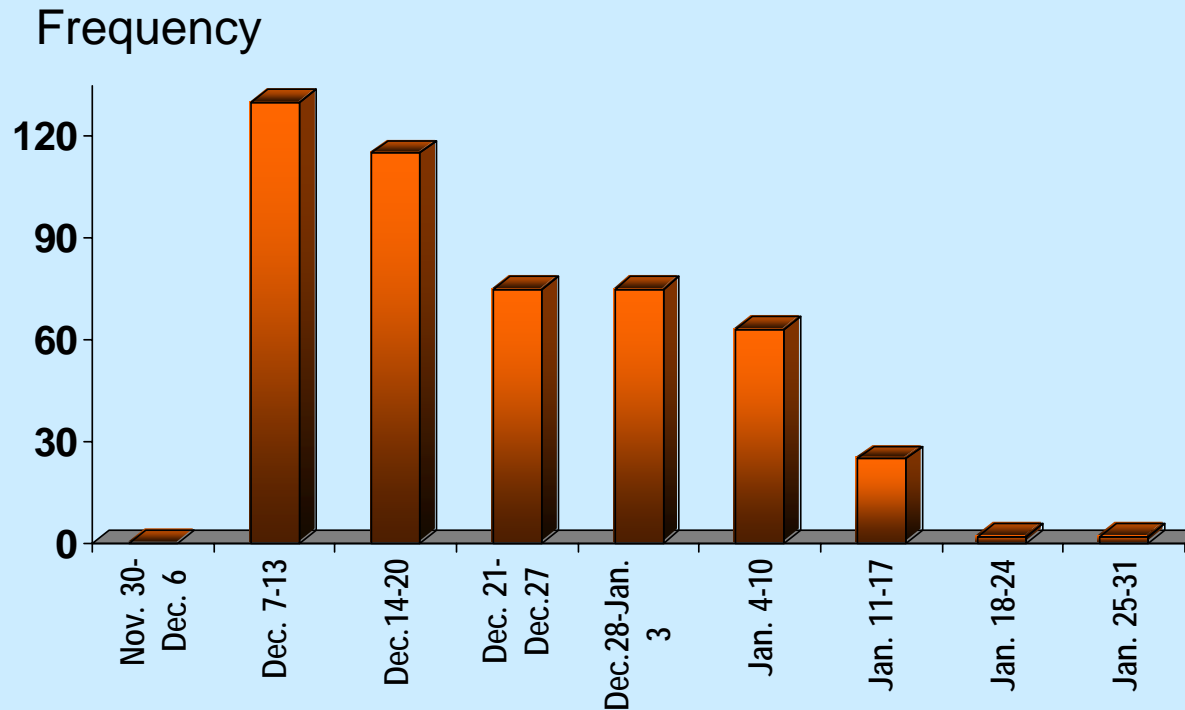


Frequency



Flu Season 2003-2004

News Message – Child death reported from Flu

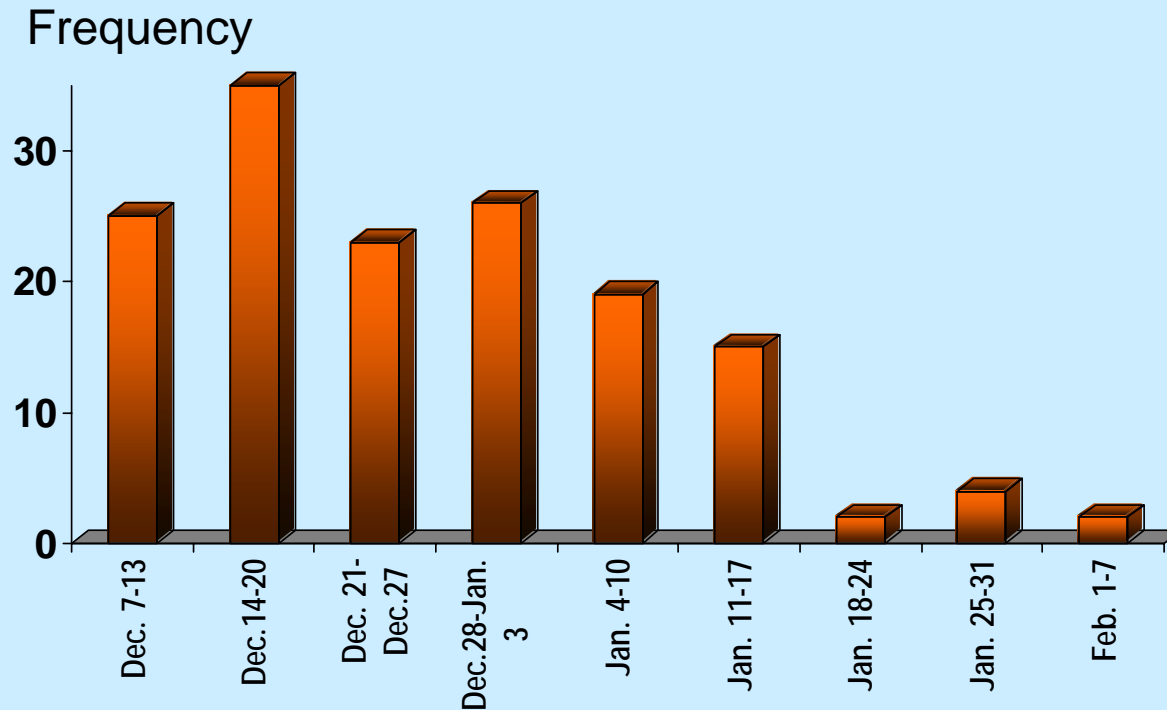


newsprd



Flu Season 2003-2004

News Message – Adult/elderly death reported from Flu

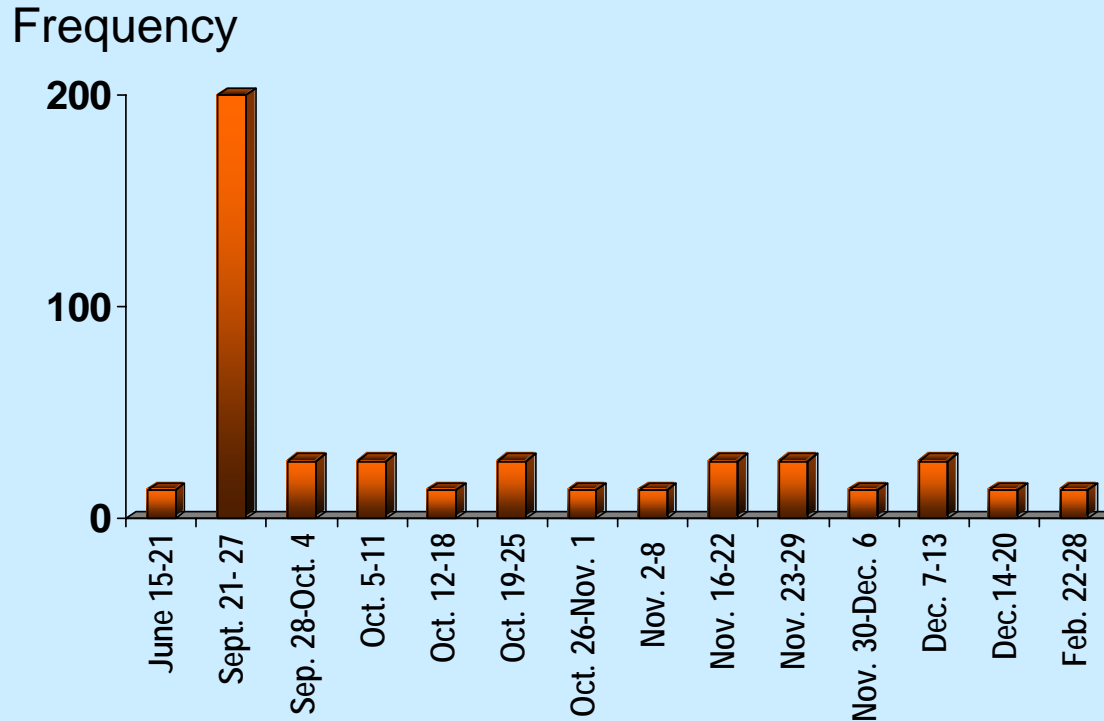


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Flu Season 2003-2004

News Message – Flu kills 36,000 people per year



newspr



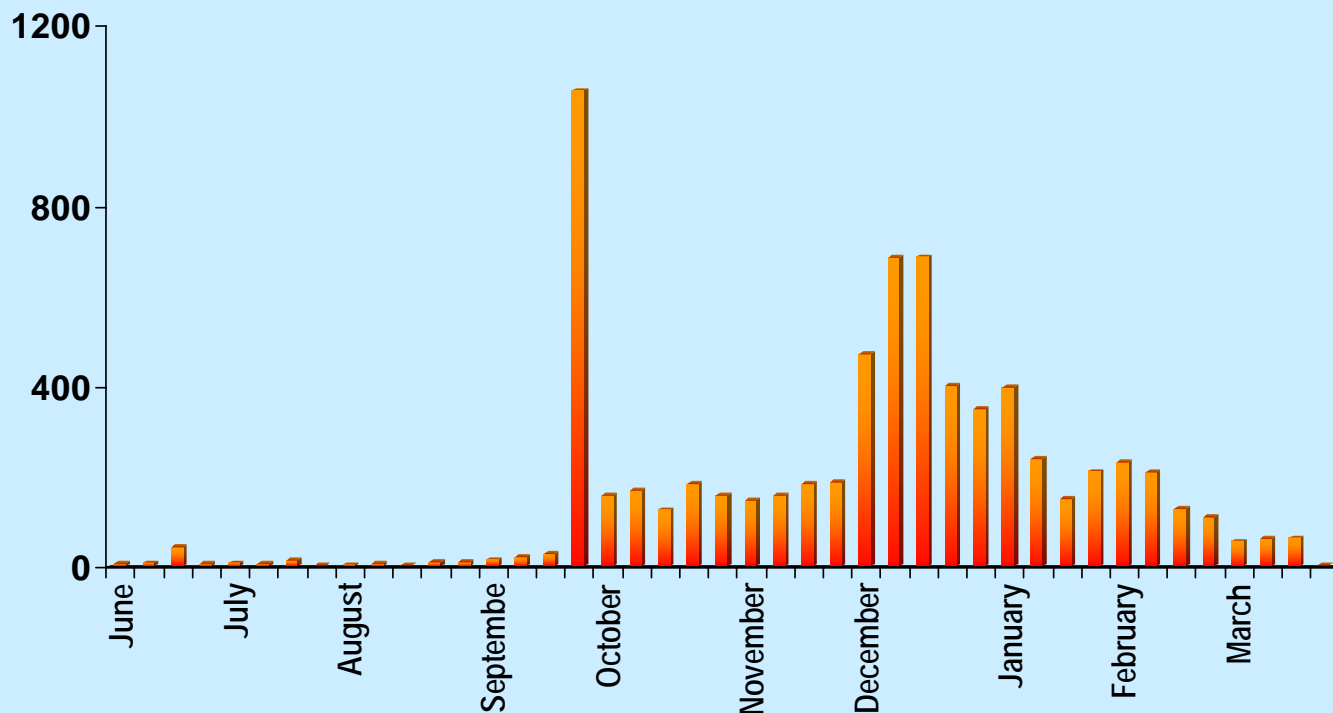
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Flu Season 2003-2004

Number of Influenza Stories by Week



Frequency



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**Getting Ready for 2004-2005:
Lessons (Re-)Learned
[Including the Seven-Step Recipe for
Generating Interest in,
and Demand for, Flu
(or any other) Vaccination]**



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Three Likely Population Segments

- **People who routinely receive an annual influenza vaccination, including those we recommend do so**
 - Primarily 65 years old and older
 - Primarily get vaccinated in Sept-November
- **People who sometimes receive an annual influenza vaccination, including those we recommend do so**
 - Interest is often contingent on perceptions of severity of the strain, likelihood they or someone they know will contract it
 - Appear to get vaccinated later (November, early December)
- **People who choose not to get an influenza vaccination, including those we recommend do so:**
 - Inversely related to age (e.g., most likely 18-49)
 - Among older people, often based on a firmly held belief/conviction

