

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

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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



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My Goal

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



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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.



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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?



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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.

There are tests to identify DVT, and simple solutions. 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.



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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.”



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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 *and others* **before it knocks you flat**

shopper crowd
classmate
coworker
neighbor
friend
YOU
spouse
child
parent
grandchild
friend
Grandparent
abuelo

Get vaccinated.

► Influenza is a major contagious disease that is every day spreading to more than 100 million people each year.

► Each year, the flu (Influenza, flu) and its complications kill more than 35,000 people.

► Some people are at high risk for complications from the flu—people 65 and older, very young children, people with chronic conditions, and people who live in close contact with someone at high risk, protect yourself and those by getting vaccinated.

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

For more information, visit your doctor or call the CDC Immunization Hotline — English: 800-232-2522 Español: 800-232-0233 Website: www.cdc.gov/flu/flu




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

1 Prevents 1 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!

For more information, visit your doctor or call the CDC Immunization Hotline — English: 800-232-2522 Español: 800-232-0233 Website: www.cdc.gov/flu/flu

3

1 Evita 1 causa de muerte relacionada con la gripe.
Cada año mueren más de 35,000 personas en los Estados Unidos a causa de la gripe. Si usted o alguien que vive con usted es mayor de 65 años, es más probable que sea hospitalizado que un adulto mayor de 65 años.

2 Evita una enfermedad grave.
Cada año, la gripe y sus complicaciones hospitalizan a unos 114,000 personas en los Estados Unidos. Los niños menores de 2 años y las personas mayores de 65 años corren el mismo riesgo de ser hospitalizados que los adultos mayores de 65 años.

3 Proteja a otras personas.
Usted se debe vacunar si vive con o cuida a otras personas que corren un alto riesgo de complicaciones de la gripe. Vacunarse puede ayudar a proteger a sus familiares, incluidos los niños y los jóvenes.

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

Para más información, visite a su médico o llame al Servicio de Línea de Información de Inmunización de los EE. UU. — Inglés: 800-232-2522 Español: 800-232-0233 Website: www.cdc.gov/flu/flu

Proteja a sus Niños de La

Protect your Kids from Influenza

2 ways you can protect them

- vaccinate them
- get your flu vaccination!

Flu and its complications are the 6th leading cause of death among children 4 years old and younger. Flu is a serious illness.

Protect yourself. Protect your children.

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

La gripe y sus complicaciones son la sexta causa principal de muertes en los niños de 4 años y de menor edad. La gripe es una grave enfermedad.

For more information, visit your doctor or call the CDC Immunization Hotline — English: 800-232-2522 Español: 800-232-0233 Website: www.cdc.gov/flu/flu



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Flyers

¿Cuándo debe usted vacunarse?

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 younger than 2 years old have one of the highest rates of hospitalizations from influenza
 - Adults and children with a chronic health condition, such as asthma, diabetes, heart disease, kidney disease, or HIV/AIDS
 - Women more than 3 months pregnant during flu season, which is typically November through March
 - People who can give the flu vaccine to those at high risk**
 - Health care workers
 - Household member or caregiver of a child under 2 years old, or anyone who must help protect them.
 - Children getting their very first flu immunization**
 - Children 6 months to 8 years old, getting their first flu immunization, will need a booster dose one month after the first dose of flu vaccine.
 - Persons aged 50-64 years**
- Anyone who wants to prevent the flu**



La Vacuna contra la Gripe

Flu Vaccine Facts & Myths

- TRUE** "People can die from the flu." Influenza (flu) is a highly infectious disease of the lungs, and it can lead to pneumonia. Each year about 114,000 people in the United States die from complications of the flu. Most victims are 65 years and older. But small children less than 2 years old are also likely die from complications of the flu.
- TRUE** "Even if I get flu vaccine, I can still get a mild case of the flu." A person who receives flu vaccine can get the flu but will feel less sick than without the vaccine. Flu vaccine will not protect you from other viruses that sometimes look like the flu.
- FALSE** "The side effects are worse than the flu." The most side effect you're likely to get with influenza vaccine is a sore arm, redness, or swelling at the injection site. In rare cases, mild allergic reactions to the vaccine can cause nasal congestion, runny nose, sore throat and cough. The risk of a true allergic reaction is far less than the risk of severe complications from influenza.
- TRUE** "Not everyone can take flu vaccine." Most people can take the flu vaccine, and many are very ill with a high fever, or have had a severe reaction to the flu vaccine in the past.
- FALSE** "Only older people need flu vaccine." Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease need to get flu vaccine. People with chronic health conditions and healthy children benefit from the protection the flu vaccine offers.
- TRUE** "You must get a flu vaccine before December." Flu vaccine can be given before or during the flu season. The best time to get the flu vaccine is before the flu season begins. In December or later, you can still protect you and your family.

Who is at high risk of flu complications?

Even if you are active and in excellent health, you have a higher risk of flu complications if you are 65 or older.

You may look and feel healthy, but if you have a chronic health condition, such as asthma, you are more likely to have complications from the flu. Your immune system is weakened by long-term health conditions, and you are also in need of protection.

You are more likely to have complications from the flu if you are pregnant or have recently had your immune system weakened by long-term health conditions.

Children under 2 years old have one of the highest rates of hospitalizations due to flu complications.

- People who are 65 years old or older
- People with chronic health problems
- Women who are at least 3 months pregnant during flu season
- Infants aged 6 months to 23 months



If you live with or take care of people like these, you also should get the flu vaccine. You help protect your family and friends.

Para protegerse a usted y sus seres queridos, vacínese contra la Gripe

To Protect Yourself & Those You Love get immunized against INFLUENZA

BEST TIME! October & November

But you can still get vaccinated in December and beyond

- Adults aged 50 or over—even if you're in great health!
- Children younger than 2 years old have one of the highest rates of hospitalizations due to influenza
- Anyone with a chronic health condition, such as asthma, diabetes, kidney disease, or HIV/AIDS
- Children 6 months to 8 years old getting the vaccine for the first time. These children will need a booster one month after the first dose.
- 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

Who is at high risk of flu complications?

Even if you are active and in excellent health, you have a higher risk of flu complications if you are 65 or older.

You may look and feel healthy, but if you have a chronic health condition, such as asthma, you are more likely to have complications from the flu. Your immune system is weakened by long-term health conditions, and you are also in need of protection.

You are more likely to have complications from the flu if you are pregnant or have recently had your immune system weakened by long-term health conditions.

Children under 2 years old have one of the highest rates of hospitalizations due to flu complications.



If you live with or take care of people like these, you also should get the flu vaccine. You help protect your family and friends.



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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

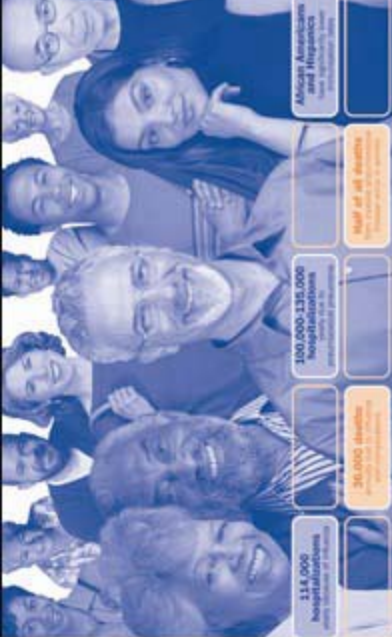
Get an influenza vaccination
An annual flu shot can help protect you, your patients, your colleagues and your entire community from influenza.

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/nip/flu or call 1-800-232-2522



11.6.000
Infectious Diseases
Specialists in the U.S.

30,000
Deaths
from influenza
each year in the U.S.

100,000-135,000
Hospitalizations
each year in the U.S.

Mississippi Americans
and Hispanics
have the highest
rates of influenza.


Half of all deaths
from influenza
occur in people
65 and older.

INFLUENZA AND PNEUMOCOCCAL DISEASE

IMMUNIZE NOW

Minimize staff time. Maximize patient care.

Important new resources for:
Medical professionals
Other practice staff
Patients



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

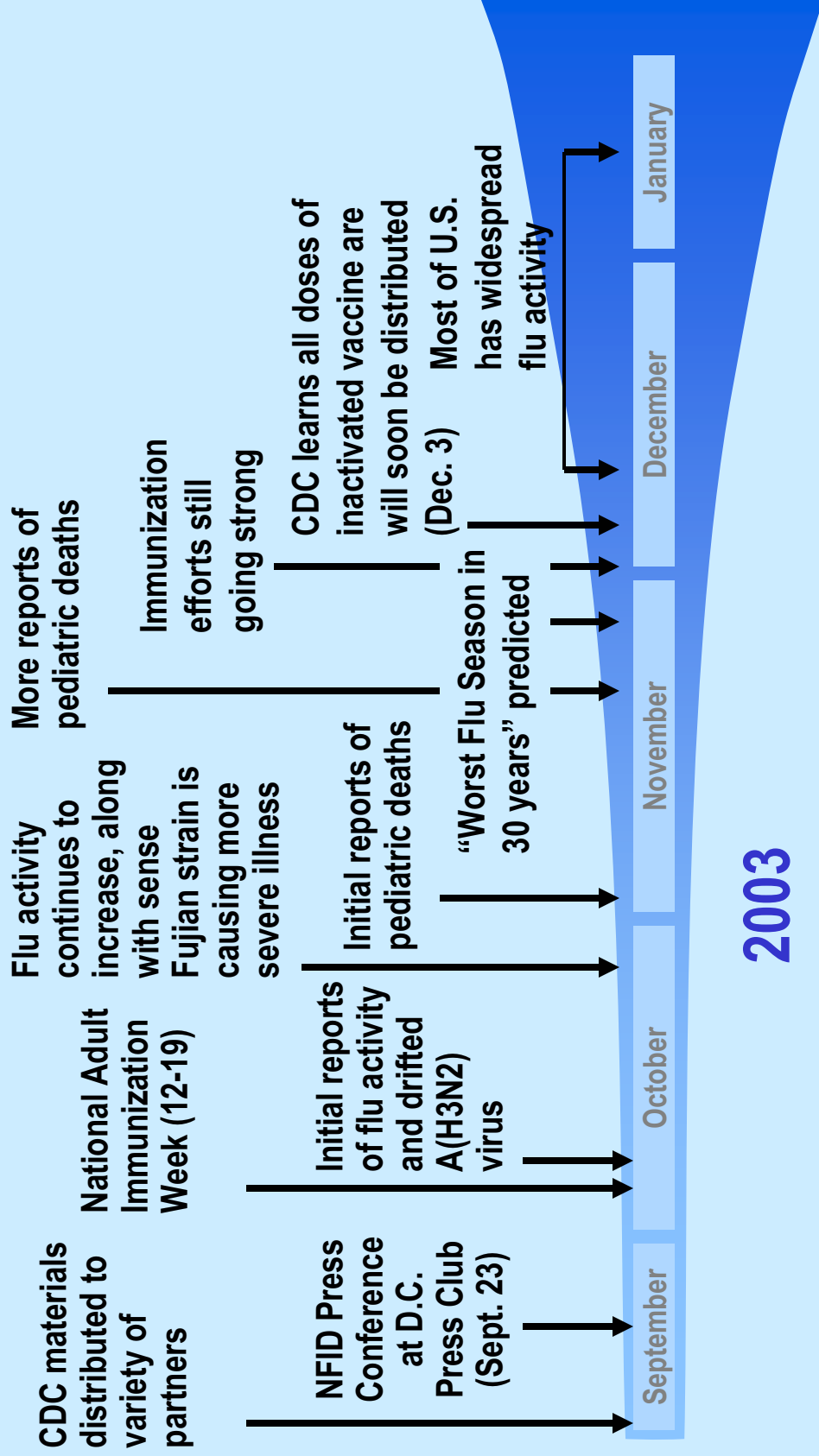


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2003-04 Flu Season: Key Time Points



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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)



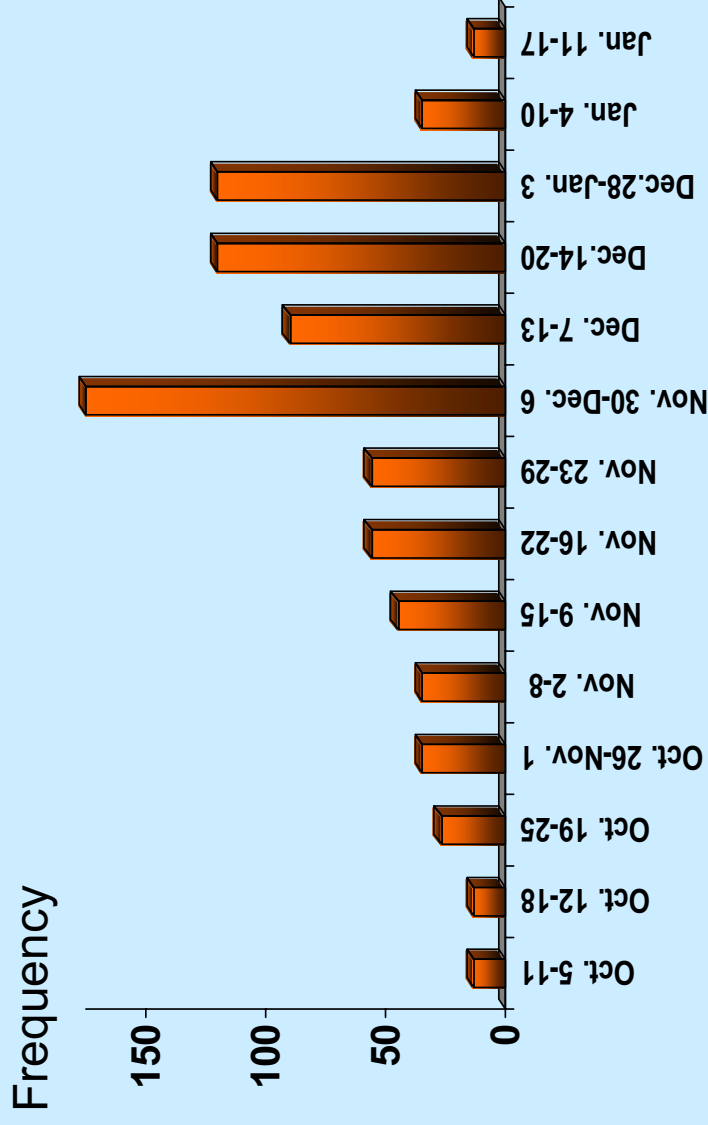
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Flu Season 2003-2004

News Message – Outbreak/Disease Widespread



Daily newspaper stories



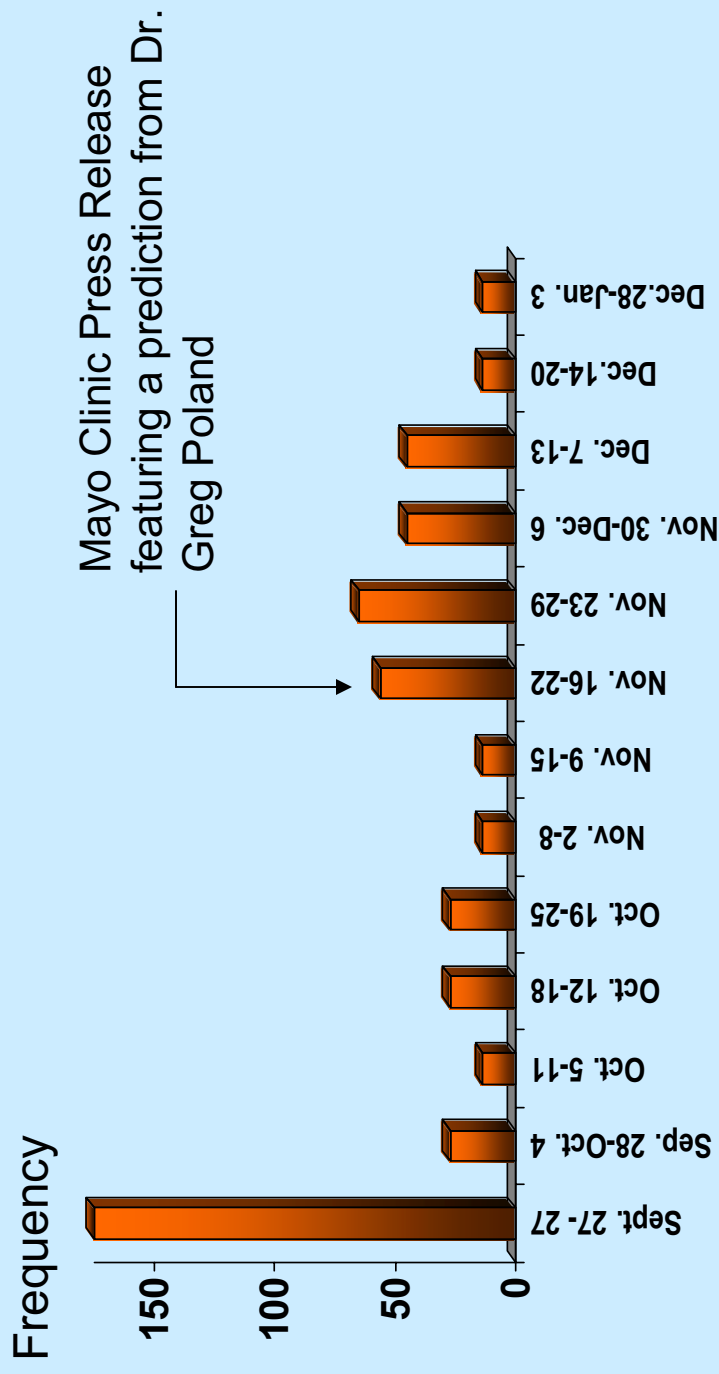
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Flu Season 2003-2004

News Message – Could be a bad/serious flu season



Daily newspaper stories



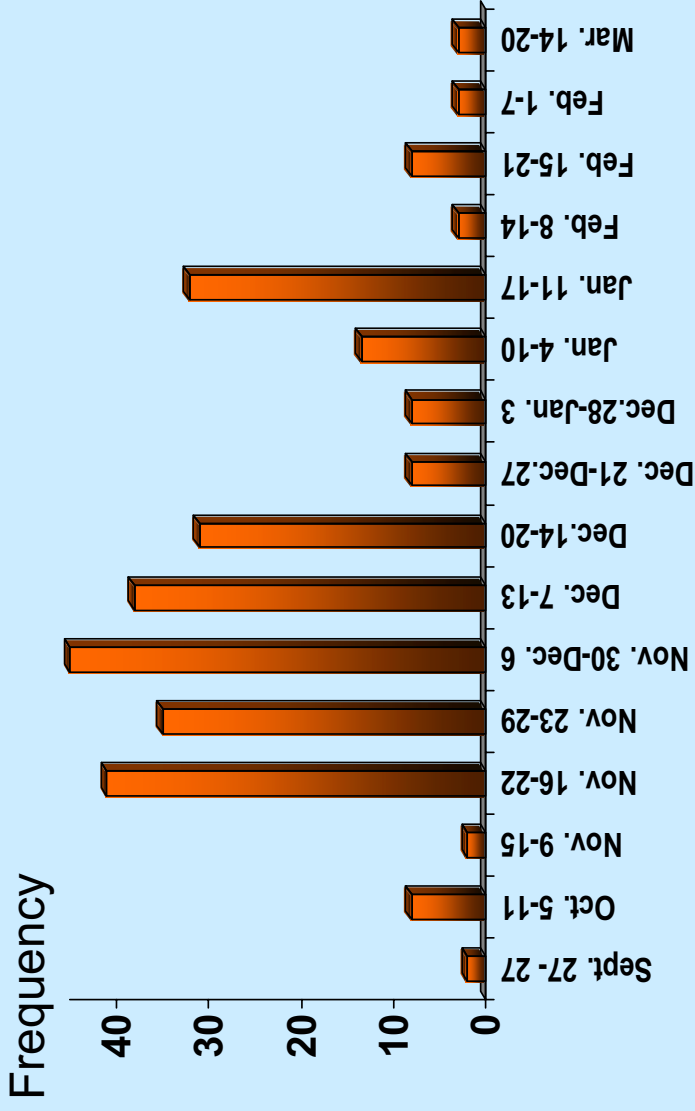
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Flu Season 2003-2004

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



Frequency



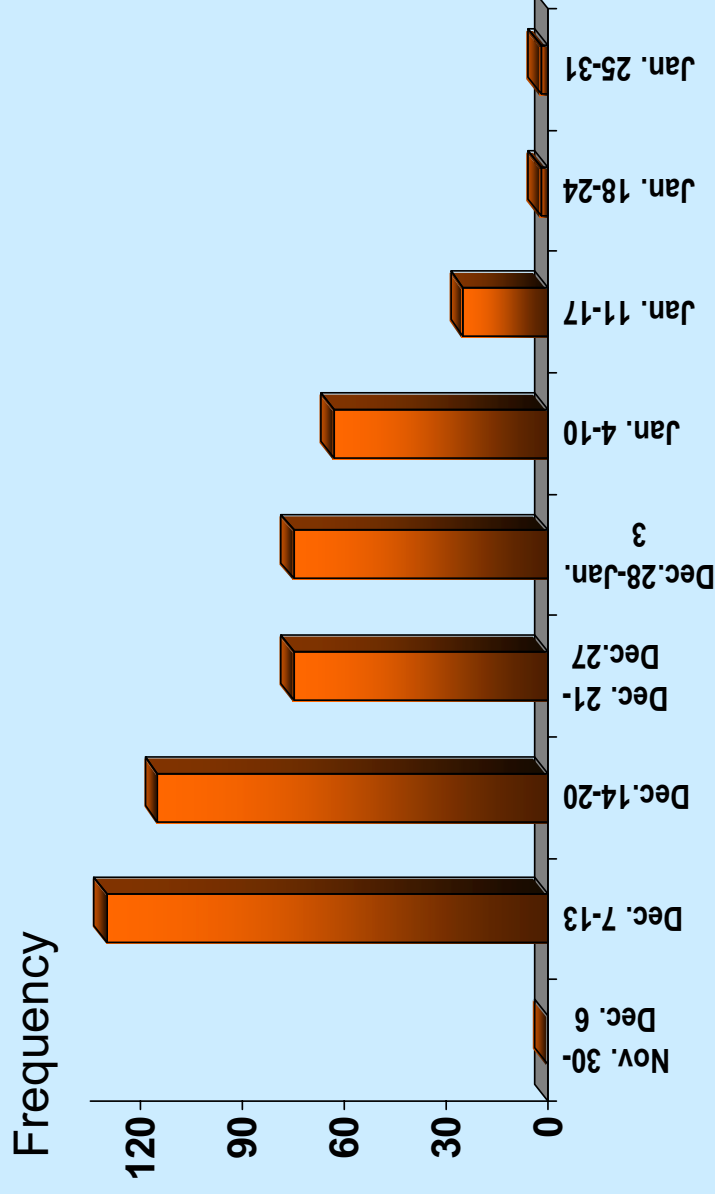
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Flu Season 2003-2004

News Message – Child death reported from Flu



newsprd



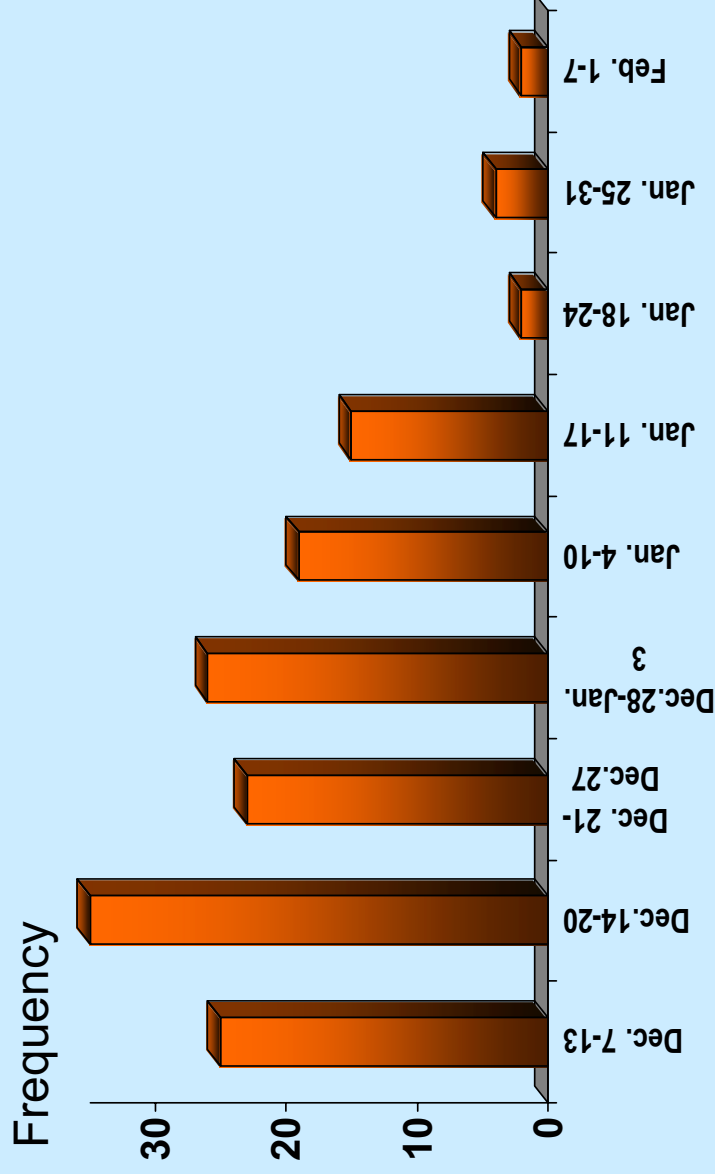
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Flu Season 2003-2004

News Message – Adult/elderly death reported from Flu



newsprd



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Flu Season 2003-2004

News Message – Flu kills 36,000 people per year



newspr



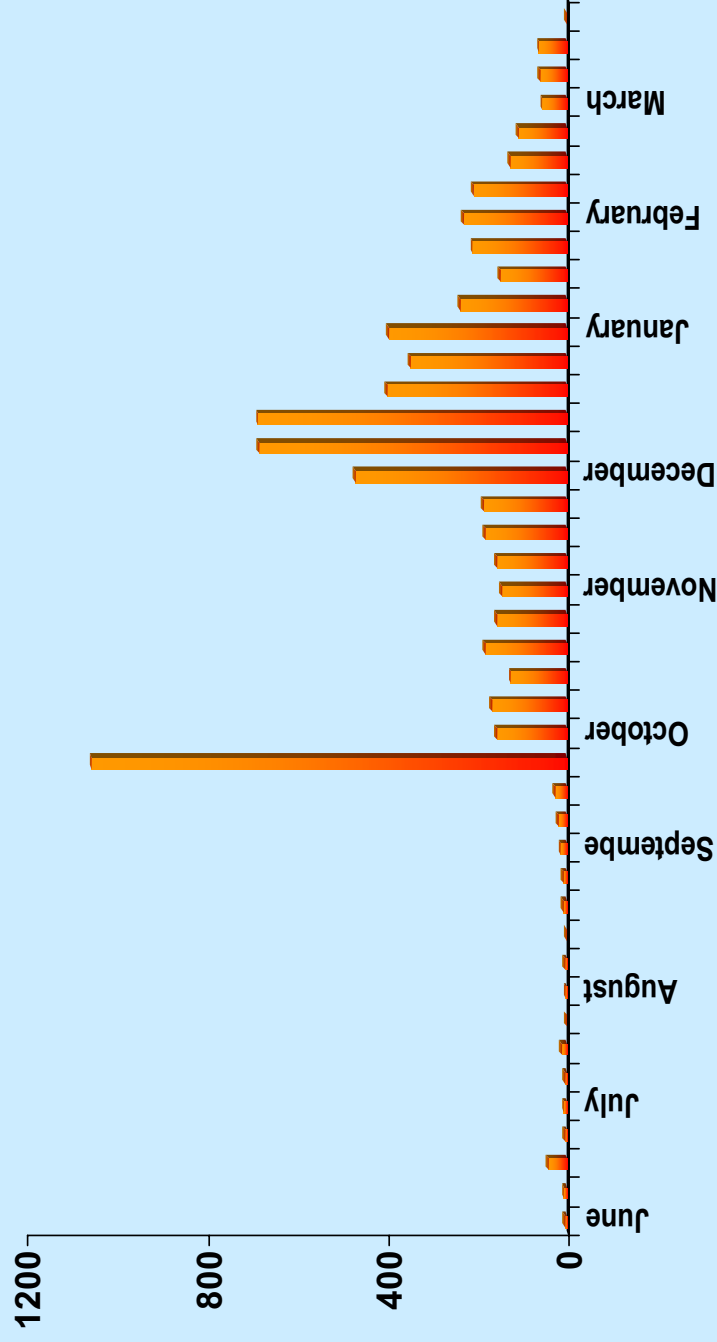
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Flu Season 2003-2004

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



Many People Don't Get an annual Influenza Vaccination

- Overall, 35% (of 1,001 surveyed) said they got or planned to get a flu vaccine, while 65% did not (AP/Ipsos survey)
- 40% of respondents age 50-64 said they had received a flu vaccination in past three months (Harvard)
- About 47% with chronic illnesses did not get a flu vaccination (Harvard)
- Seven in 10 parents said they did not have their children vaccinated (AP/Ipsos)
- 78% of parents of children 6-23 months had not had their child vaccinated, though 74% said they were aware of the recommendation (Harvard).



“Recipe” that Fosters Higher Interest and Demand for Influenza Vaccine (1)

1. Influenza’s arrival coincides with immunization “season” (i.e., when people can take action)
2. Dominant strain and/or initial cases of disease are:
 - Associated with severe illness and/or outcomes
 - Occur among people for whom influenza is not generally perceived to cause serious complications (e.g., children, healthy adults, healthy seniors)
 - In cities and communities with significant media outlets (e.g., daily newspapers, major TV stations)



“Recipe” that Fosters Influenza Vaccine Interest and Demand (2)

3. Medical experts and public health authorities publicly (e.g., via media) state concern and alarm (and predict dire outcomes)—and urge influenza vaccination.
4. The combination of ‘2’ and ‘3’ result in:
 - A. Significant media interest and attention
 - B. Framing of the flu season in terms that motivate behavior (e.g., as “very severe,” “more severe than last or past years,” “deadly”)



“Recipe” that Fosters Influenza Vaccine Interest and Demand (3)

5. Continued reports (e.g., from health officials and media) that influenza is causing severe illness and/or affecting lots of people— helping foster the perception that many people are susceptible to a bad case of influenza.
6. Visible/tangible examples of the seriousness of the illness (e.g., pictures of children, families of those affected coming forward) and people getting vaccinated (the first to motivate, the latter to reinforce)
7. References to, and discussions, of pandemic influenza— along with continued reference to the importance of vaccination.



Implications of “Recipe”

- A large component of consumer demand for flu vaccination is contingent upon things we can't control (e.g., timing, severity, extent, duration of the disease and resulting illness).
- Vaccination demand, particularly among people who don't routinely receive an annual influenza vaccination, is related to heightened concern, anxiety, and worry. For example:
 - A perception or sense that many people are falling ill;
 - A perception or sense that many people are experiencing bad illness;
 - A perception or sense of vulnerability to contracting and experiencing bad illness.



Influenza Immunization Communication Challenges (1)

- The easiest people to effectively communicate with are in Segment 1, but they already convinced about the value and benefits of annual influenza vaccination.
- Persuading people in Segments 2 and 3 to change behavior is quite challenging – e.g., they are more skeptical about influenza consequences, vaccination need and benefits, effectiveness of influenza vaccine, etc. and often hold their beliefs quite firmly.
- Achieving and maintaining public and media interest in the 6th or 7th leading cause of death
- Effectively addressing parent concerns about a) the number and timing of vaccinations and b) thimerosal



Influenza Immunization Communication Challenges (2)

- Some component of success (i.e., higher demand for influenza vaccine) stems from media stories and information that create motivating (i.e., high) levels of concern and anxiety about influenza.
- Inducing worry, raised anxiety, and concern in people brings forth a number of issues and presents many dilemmas for health care professionals.



And can leave you searching for the “Holy Grail” of Health Communication

(Lanard and Sandman, 2004)

The belief that you can inform and warn people, and get them to take appropriate actions or precautions with respect to a health threat or risk without actually making them anxious or concerned. (Remember the quiz?)

This is not possible. Rather. . .

“This is like breaking up with your boyfriend without hurting his feelings. It can’t be done.”



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Influenza Immunization Communication Challenges (3)

- It's hard to create motivating levels of concern and anxiety about influenza-- and thus interest in influenza vaccination-- when:
 - disease severity and impact are in line with people's/media expectations
 - Perceived or actual vaccine effectiveness doesn't meet the expectations or standards of those for whom vaccination is recommended (fortunately, evidence of effectiveness helps)



CDC's Next Communication Steps

- Finalize communication “lessons learned” from 2003-04
- Develop and implement 2004 survey and focus group communication research plan (e.g., 50-64 year olds, parents)
- Update/revise 2003-04 materials, including evaluation of provider resource kit
- Continue to put a face on influenza through the use of a wide array of faces and people
- Develop comprehensive 2004-05 influenza communication plan and timetable



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**We welcome, need, and rely upon
your involvement in influenza
vaccination communication efforts**

- Contact Kari Sapsis, NIP OC's influenza immunization campaign project manager (e.g., via e-mail, ksapsis@cdc.gov)



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Additional Slides



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**Preparing for the 2004-2005
Influenza Season:
Recent Survey Findings that Need to
be taken into Account**



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Recent Influenza Vaccination Surveys

- Healthstyles panel survey, June 2003,
- RoperASW/NFID telephone survey, Sept. 26-28,
- Healthstyles Recontact panel survey, October, n=4,368
- Associated Press-Ipsos Poll, Dec. 15-17, n=1001
- Harvard telephone survey #1, Dec. 12-16, n=1,037
- Harvard telephone survey #2, Dec. 17-21, n=1,046
- Harris Interactive / Wall Street Journal online surveys:
 - December 18-22, 2003, n=1,792
 - Jan. 6-8, 2004, n=2,378



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Most people 65 and older get or are inclined to get an influenza vaccination...

- 82% of those 65 and older said they get a vaccination (vs. 56% or less for other age groups) (Roper/NFID)
- 85% of people 65 and older had been vaccinated (46%) or planned to get vaccinated (39%) (HealthStyles)
- People 65 and older were most likely to have received an influenza vaccination this fall (75%), vs. 44% of people between 50 and 64. (AP/Ipsos Survey)
- 71% of people 65 and older indicated they have received a flu shot this season (Harvard survey)

(Note: None of the surveys included senior citizens living in nursing homes or other care facilities)



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Most people believe they are well informed about influenza and flu vaccination...

- **A Roper/NFID national survey found:**
 - 84% said they were aware that flu can be prevented by vaccination
 - 94% were aware that flu can lead to hospitalization and possibly death
 - 77% were aware that healthy people need to get a flu vaccination
 - 75% were aware that December was not too late to get a flu vaccination
- **Most respondents in October 2003 Healthstyles survey said they were “well informed” about:**
 - Who should receive an annual flu vaccination (68%)
 - About the vaccine’s benefits and risks (62%)



Especially people 65 years old and older...

- 87% of people 65 and older said they were “well informed” about who should receive a flu vaccination, with 84% saying they were “well informed” about the vaccine’s benefits and risks (HealthStyles)
- 93% of respondents 65 and older in Harvard survey indicated that the “CDC highly recommends Adults 65 and older” get the flu vaccine (Note: 75% of the respondents 50-64 were aware of the recommendation for Adults 50-64).
- 76% of respondents 65 and older said they had recently read or heard something about flu shots or vaccine in the media recently (HealthStyles)



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Most People Believe Influenza is a Likely Health Threat

- Many (42%) believed that someone in their household would catch the flu this winter (Roper/NFID).
- Most (81%) perceived SARS to be a serious illness, but nearly half (46%) said it was not as serious as others viruses like the flu. (Roper/NFID)
- Overall, 62% of respondents were concerned that they or a family member would get the flu in the next three months (and about 19% indicated having the flu in the past 12 months). (HealthStyles)



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Most people who choose not to get a flu vaccination have more than one reason

(HealthStyles Fall Survey)

- 26% said they did not need a flu shot
- 24% cited concerns about allergic or other reactions
- 23% said no health professional had recommended
- 22% said they did not believe they were likely to get the flu
- 18% said they did not think the illness caused by flu was serious enough to get vaccinated
- 15% said they did not believe the flu vaccine was effective
- 9% said they were not know if they needed it



Health Segments: People 40 and older

(Morgan and Levy, 2002)

- **“Proactives”** (33%/39%) – work to stay healthy, using health information, trust in doctors, convinced that drugs will have positive effect
- **“Faithful Patients”** (26%/21%) – not doing what they should, lack follow through, trust doctors and medicines, prefer specialists
- **“Optimists”** (20%/21%) – believe they are in good health, avoid medicines, exercise, fatalistic with respect to bad health outcomes, trust physicians
- **“Disillusioned”** (21%/20%) – greatest concern is lack of adequate health insurance, feel alienated from physicians, often lack easy access to healthcare, concerned about side effects and adverse reactions



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Heading into 2004-2005, we leave behind...

- “Past Season’s Flu Worst in 4 Years” (Washington Post, April 9)
- “CDC: Flu Season not as bad as expected” (Holland, MI, Sentinel, April 9)
- “Flu Season Turns Out to Be Fairly Typical” (Associated Press, April 9)
- “CDC: U.S. Flu Season Typical” (Atlanta Journal Constitution, April 9)
- “Flu Season was Typical” (Topeka Capital World, April 9)



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Flu Communication Planning Goals

- To create a common understanding of the communication issues and challenges facing us.
- To increase the level of “sophistication” and critical thinking used to formulate communication plans and activities with respect to influenza vaccination – *persuading people to change behavior is usually hard to do.*
- To sharpen and help focus the limited resources we have to do influenza communication.

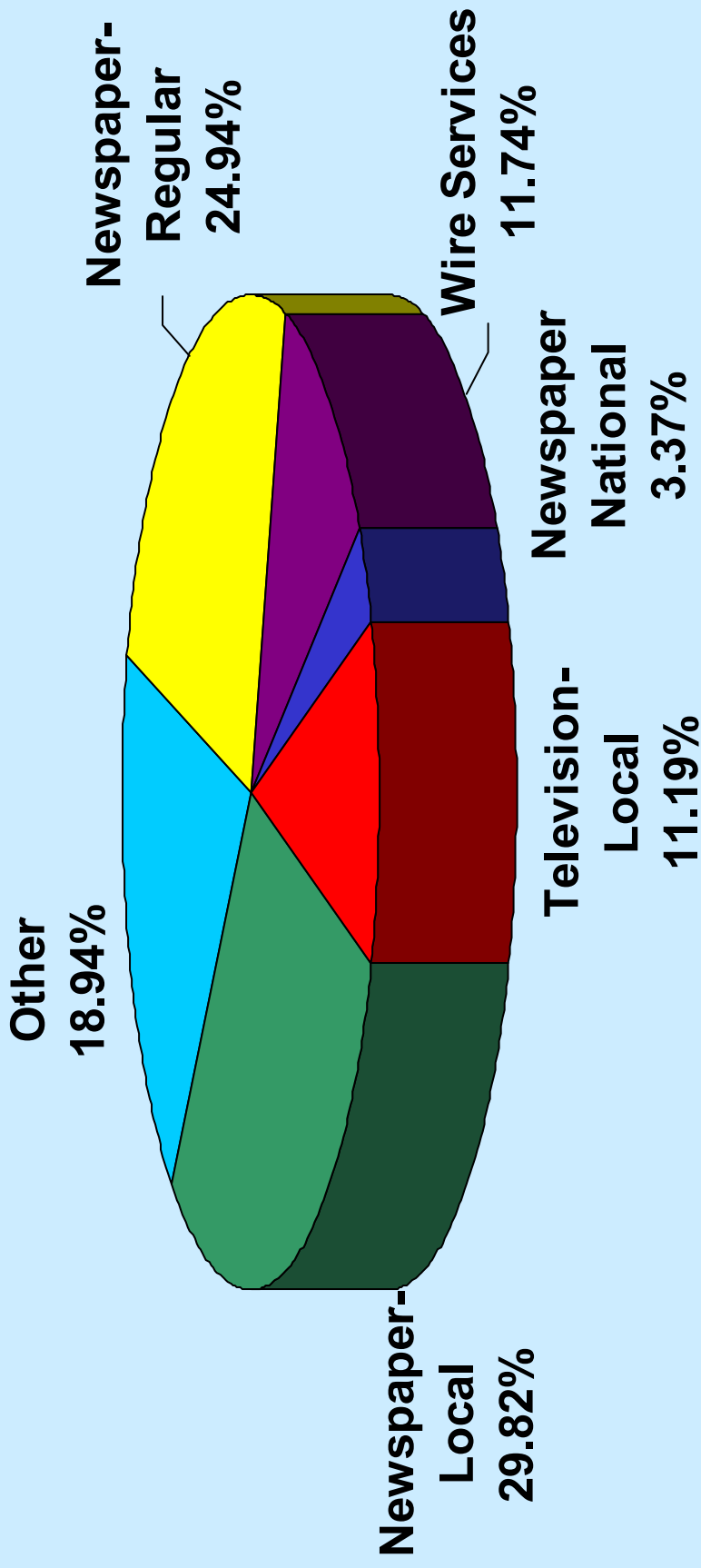


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Flu Season 2003-2004 Coverage by Media



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Flu Season 2003-2004

News Message – Doctors recommend/urge flu shot



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Flu Season 2003-2004

News Message – There will be plenty of vaccine this year



Frequency



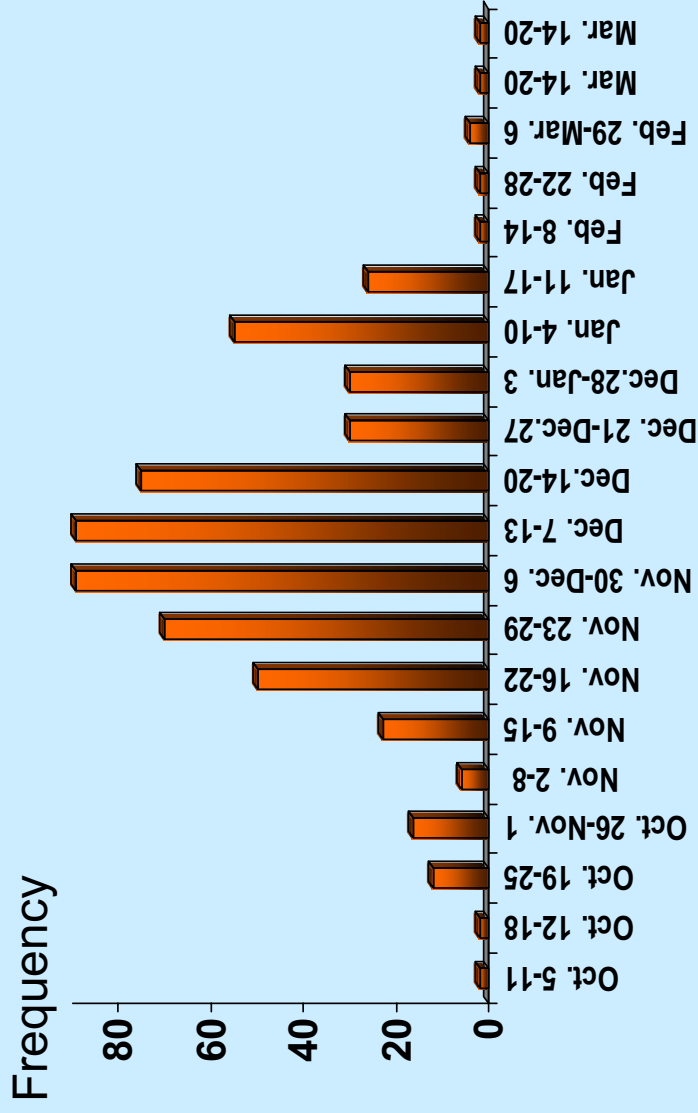
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Flu Season 2003-2004

News Message – Flu season arrived early



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