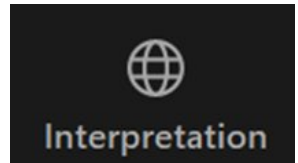


Partnering for **Vaccine Equity**



Get Ready for Flu Season: An Overview of Flu Disparities and
CDC Resources Available to Encourage Flu Vaccination in Your
Community
09.18.23



Zoom Webinar Features

- Participants will **remain muted** during this webinar, but you can use the **raised hand feature** to be unmuted to ask a question, OR
- Use **Q&A tab** in Zoom task bar to submit a question at any time
- **Live Spanish interpretation**: select your listening language in the Zoom toolbar (Globe icon)
- All **session materials and video recordings** will be shared via our website and the Adult Vax Program listserv
- Give feedback via the **satisfaction poll** (launched after our featured presentation(s))
- **Technical problems?** Email vaxequitylearning@urban.org

Today's Speakers

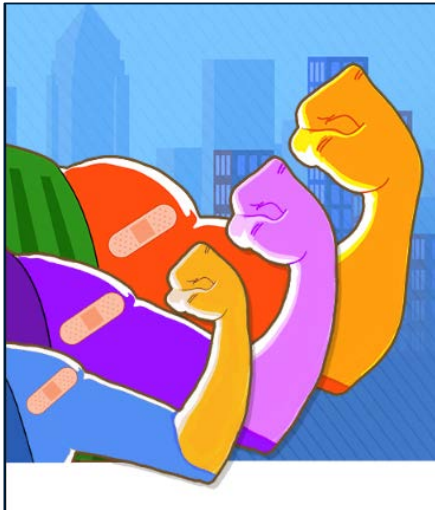


Shikha Garg, MD, MPH
Influenza Clinical Epidemiology &
Treatment Team Lead
CDC Influenza Division



Nicole Richardson-Smith, PhD
Campaign and Digital Outreach Lead
CDC Influenza Division

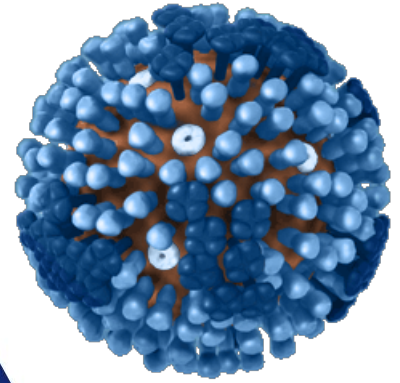
Influenza Epidemiology and Disparities in Influenza Vaccine Coverage and Health Outcomes



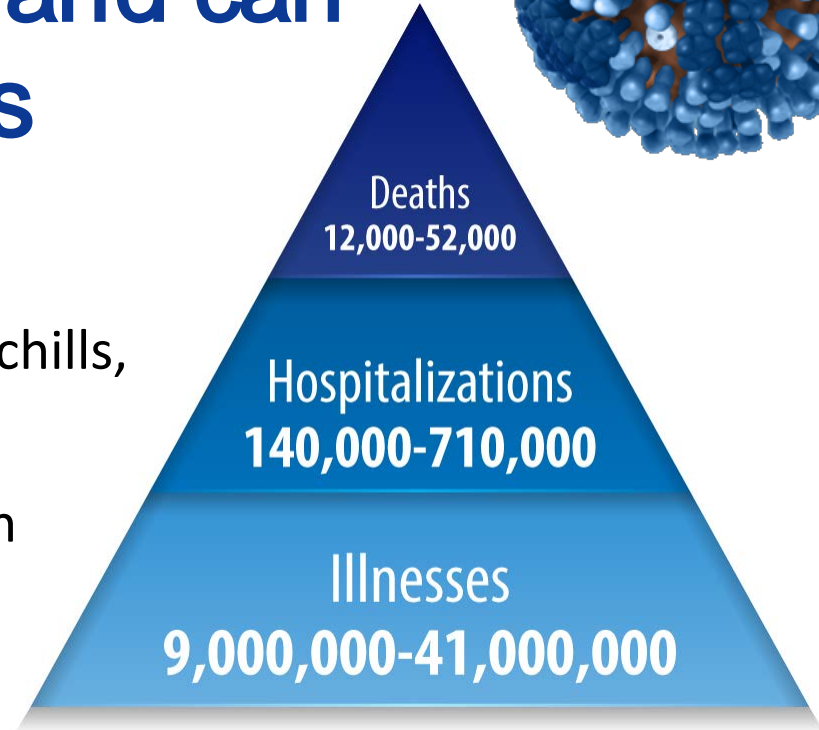
Shikha Garg, MD, MPH

Lead, Influenza Clinical Epidemiology and Treatment Team
Influenza Division
Centers for Disease Control and Prevention

Influenza viruses circulate annually in the U.S. and can cause serious illness

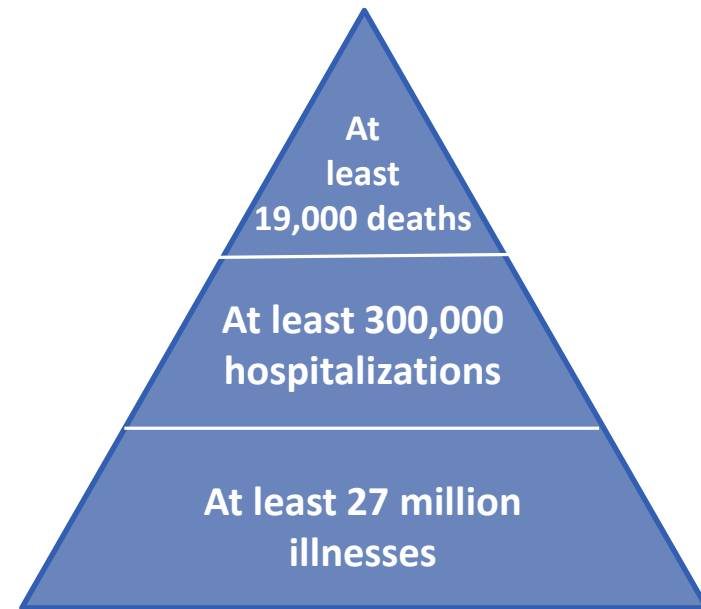
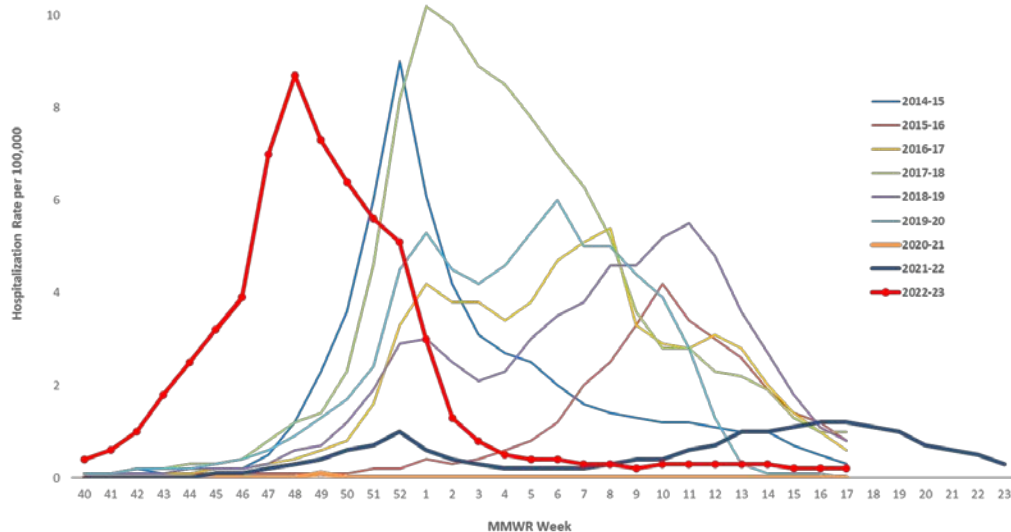


- Acute respiratory virus infection
- Mostly self limiting (fever, cough, chills, aches, fatigue, headache)
- Can cause severe illness and death (pneumonia, sepsis, worsening of underlying conditions)



The 2022-23 influenza season occurred early and was moderately severe.

Weekly Rates of Laboratory-Confirmed Influenza Hospitalizations, FluSurv-NET, 2014-15—2022-23



Preliminary disease burden estimates

Influenza viruses co-circulated with other respiratory viruses during 2022-23.

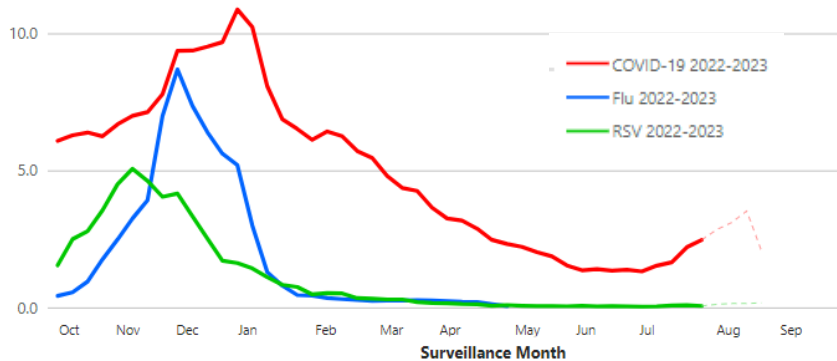


Increased Respiratory Virus Activity, Especially Among Children, Early in the 2022-2023 Fall and Winter

[Print](#)



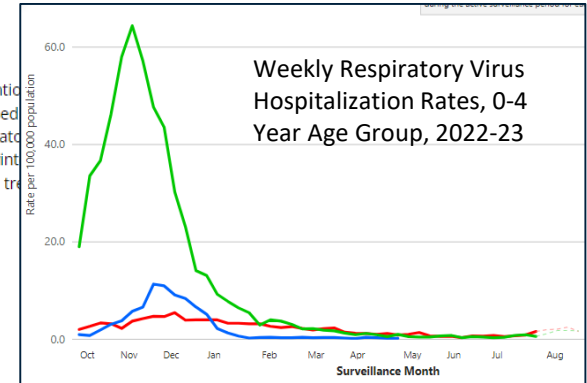
Weekly Respiratory Virus Hospitalization Rates in All Ages, 2022-23



Distributed via the CDC Health Alert Network
November 04, 2022, 3:30 PM ET
CDCHAN-00479

Summary

The Centers for Disease Control and Prevention (CDC) has identified elevated respiratory disease incidence caused by influenza viruses, co-circulation of respiratory viruses, and increased stress on healthcare systems this fall and winter. This advisory outlines respiratory virus prevention and treatment options outlined below.



Preparing for the 2023-24 respiratory virus season

- While flu activity is currently low, cold and flu season is fast approaching
- The timing, intensity and severity of the upcoming season cannot be predicted
- CDC again expects flu viruses to spread along with other viruses this fall, including RSV and the virus that causes COVID-19



An annual flu vaccine is the best way to prevent flu and its potentially serious complications



**GET YOURSELF AND YOUR FAMILY
VACCINATED!**

A yearly flu vaccine is the first and most important step in protecting against flu viruses.

#FIGHT FLU



FLU VACCINES CAN TAKE FLU FROM
WILD...



to mild



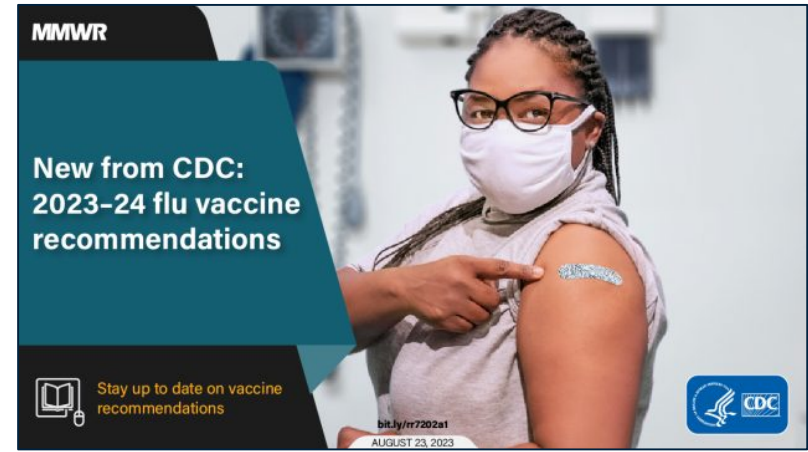
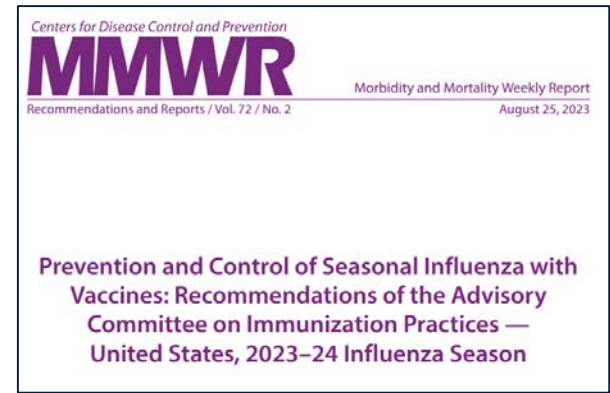
FLU VACCINES CAN TAKE FLU FROM
WILD
TO mild

If you're pregnant, getting a flu shot now can help protect you and your baby from the wildest of flu symptoms.

TALK TO YOUR OBGYN ABOUT A FLU VACCINE

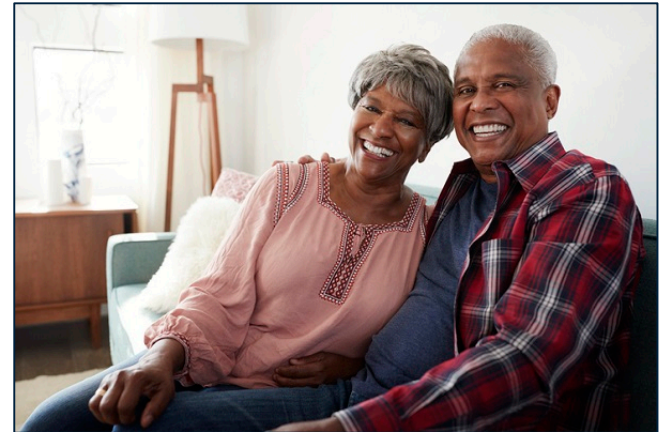
Advisory Committee on Immunization Practices Influenza Vaccine Recommendations

- Annual influenza vaccination is recommended for all persons aged ≥ 6 months who do not have contraindications
- Children 6 months – 8 years who have not had at least 2 doses of flu vaccine before July 1, 2023 need 2 doses at least 4 weeks apart for 2023-2024



Advisory Committee on Immunization Practices: Preferential Influenza Vaccine Recommendations For Adults 65 years and Older

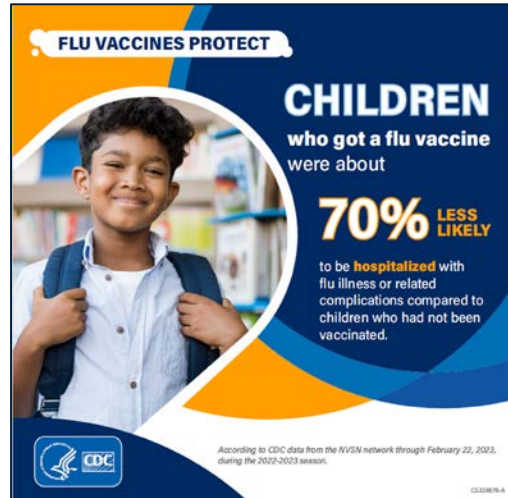
- Adults ≥ 65 years are recommended to receive higher dose or adjuvanted flu vaccine over standard dose unadjuvanted flu vaccine
 - Fluzone High Dose Quadrivalent Inactivated Influenza Vaccine
 - Flublok Quadrivalent Recombinant Influenza Vaccine (High Dose)
 - Fluad Quadrivalent Inactivated Influenza Vaccine (Adjuvanted)



Benefits of Influenza Vaccination

Flu vaccine has been shown to reduce the risk of having to go to the **doctor** with flu by **40-60%**

Studies have shown that flu vaccine can reduce the risk of being admitted to the **ICU** with flu in children by **74%** and adults by **82%**



[What are the benefits of flu vaccination? | CDC](#)

One CDC study found that flu vaccine reduced the risk of flu-associated **death** by **51%** in children with high risk medical conditions

the benefits of flu vaccination 2021-2022



www.cdc.gov/flu

Flu vaccination in the U.S. during the 2021-2022 season prevented an estimated:

1.8
million
flu illnesses

More than the combined
number of people who live in
Vermont and Rhode Island



1.0
million
flu medical visits

More than the number
of people who live in
Austin, Texas



22,000
flu hospitalizations

Equivalent to preventing
about 60 hospitalizations per
day over the course of a year



1,000
flu deaths

About the number of
people it would take to fill
two Boeing 747 airplanes



Flu vaccine can reduce illness severity in people who get vaccinated but still get sick

- A [2021 study](#) showed that among adults hospitalized with flu, vaccinated patients had a 26% lower risk of ICU admission and a 31% lower risk of death from flu compared with those who were unvaccinated.
- A [2018 study](#) showed that among adults hospitalized with flu, vaccinated patients were 59% less likely to be admitted to the ICU than those who had not been vaccinated. Among adults in the ICU with flu, vaccinated patients on average spent 4 fewer days in the hospital than those who were not vaccinated.



[What are the benefits of flu vaccination? | CDC](#)

Persons or groups at higher risk for flu-associated complications

- Adults 65 years and older
- Children < 5 years old (especially < 2 years old)
- Persons with certain chronic health conditions
- Pregnant persons and up to 2 weeks postpartum
- Nursing home and long-term care facility residents
- People from certain racial and ethnic minority groups including non-Hispanic Black, Hispanic or Latino, and American Indian or Alaska Native persons

www.cdc.gov/flu/takingcare.htm [People at Higher Risk of Flu Complications | CDC](https://www.cdc.gov/flu/takingcare.htm)

SICK WITH FLU? KNOW WHAT TO DO!

Influenza (or flu) is a contagious respiratory illness caused by flu viruses. Most people with flu have mild illness and do not need medical care or antiviral drugs. If you get flu symptoms, in most cases, you should stay home and avoid contact with others except to get medical care.

KNOW THE SYMPTOMS OF FLU

Flu viruses can cause mild to severe illness, and at times can lead to death. The flu is different from a cold. The flu usually comes on suddenly.

People who have flu often feel some or all of these symptoms: Fever* or feeling feverish/chills, cough, sore throat, runny or stuffy nose, muscle or body aches, headaches, fatigue (tiredness). Some people may have vomiting and diarrhea. This is more common in children.

*It's important to note that not everyone with flu will have a fever.

TAKE ANTIVIRAL DRUGS IF YOUR DOCTOR PRESCRIBES THEM!

Antiviral drugs can be used to treat the illness. Antiviral drugs can make illness milder and shorten the time you are sick. They also can prevent serious flu complications.

CDC recommends that antiviral drugs be used early to treat people who are very sick with the flu and people who get flu symptoms who are at high risk of serious flu complications, either because of their age or because they have a high-risk medical condition.

STAY HOME WHEN SICK

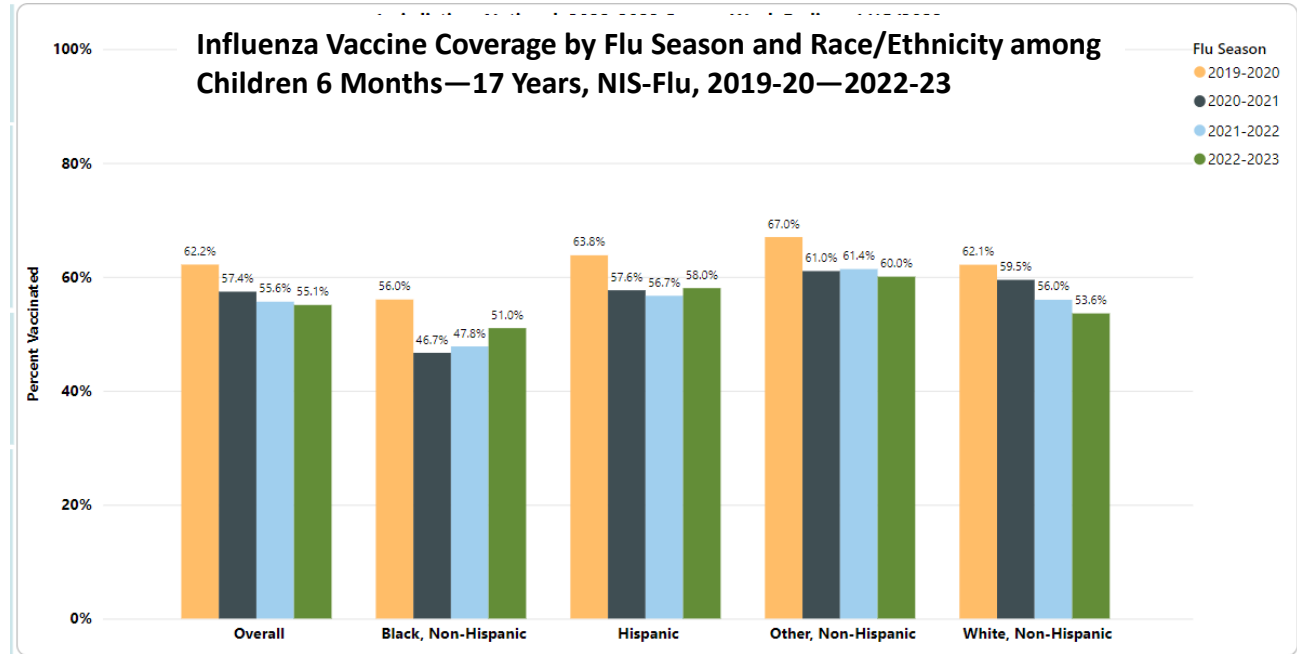
When you are sick, limit contact with others as much as possible. Remember to cover your nose and mouth with a tissue when you cough or sneeze, and throw tissues in the trash after you use them. Stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities.

*Your fever should be gone for 24 hours without the use of a fever-reducing medicine before resuming normal activities.

www.cdc.gov/flu/takingcare.htm #FIGHT FLU CDC

Flu vaccine coverage has decreased over time in children

- Overall vaccine coverage dropped from 62% in 2019-20 to 55% in 2022-23
- Vaccine coverage for non-Hispanic Black children (51%) in 2022-23 was lower than for other racial and ethnic groups

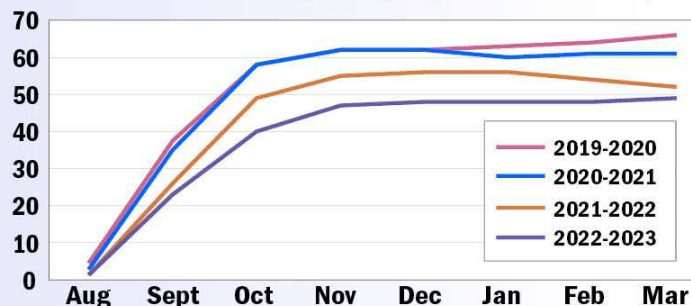


Less than half of pregnant people protect themselves and their babies against flu. Time to bump it up!

#FIGHT FLU

During the 2022-2023 flu season, an estimated 49% of pregnant people in the U.S. protected themselves and their babies from flu by getting a flu shot. **This leaves more than half of pregnant people and their babies, unprotected from flu.**

Influenza Vaccination Coverage Among Pregnant Persons in U.S., Overall



If you're pregnant, a flu shot:

- is recommended at any time during your pregnancy.
- can reduce your risk of getting sick or being hospitalized with flu
- can protect your baby from flu for several months after birth



Source: Influenza Vaccination Coverage Among Pregnant Persons, United States (cdc.gov)

CS-342399-A

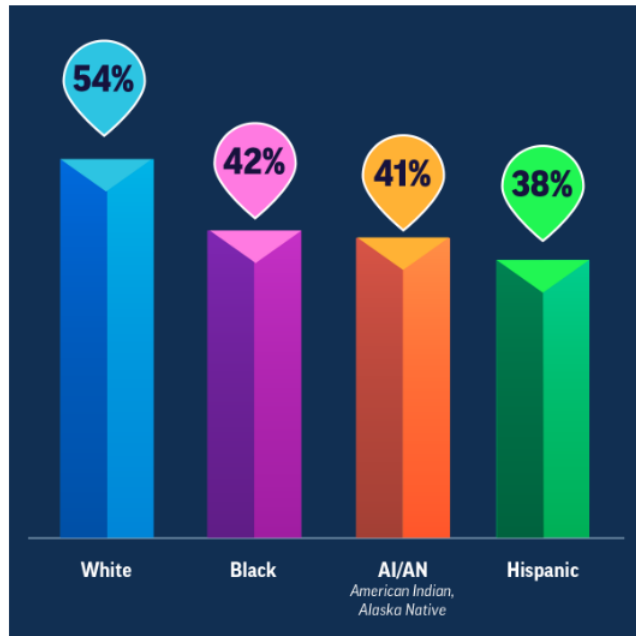
Get vaccinated to protect yourself and your baby.

www.cdc.gov/flu/fluview/dashboard/vaccination-coverage-pregnant

Inequities in flu vaccine uptake have been observed in adults from some racial and ethnic groups

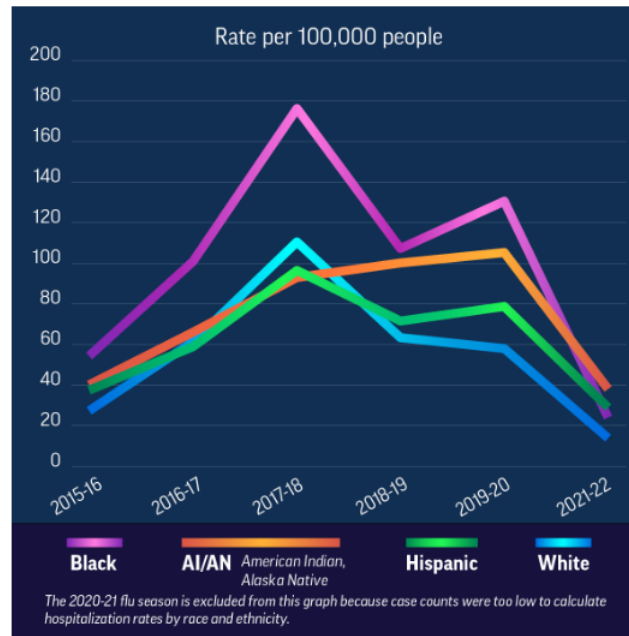
Inequities in Flu Vaccination Coverage Continue

Hispanic, AI/AN, and Black adults received a flu vaccine at lower rates compared to White adults during the 2021–2022 flu season.



People from Some Racial and Ethnic Minority Groups Are at Higher Risk of Flu Hospitalization

Black, Hispanic, and AI/AN adults were hospitalized with flu at higher rates than White adults during most seasons from 2015 to 2022.



During 2009–2022, compared to White adults, hospitalization rates were

- 80% higher for Black adults
- 30% higher for AI/AN adults
- 20% higher for Hispanic adults

Vital^{CDC}**signs**[™]

Source: October 2022 Vital Signs

Black, Hispanic and AI/AN persons have had higher rates of severe flu outcomes from 2009-2019

Compared with White people, age-adjusted flu-related ICU admission rates were

- 1.7 times higher among Black persons
- 1.4 times higher among AI/AN persons
- 1.1 times higher among Hispanic or Latino persons

Compared with non-Hispanic White children 0-4 years old, hospitalization, ICU admission and death rates were

- 3.0-3.5 times higher for American Indian and Alaska Native children
- 2.2-3.4 times higher for Black children
- 1.9-3.0 times higher for Hispanic or Latino children
- 1.3-4.4 times higher for Asian or Pacific Islander children

JAMA Network | **Open** 

Original Investigation | Infectious Diseases

Rates of Influenza-Associated Hospitalization, Intensive Care Unit Admission, and In-Hospital Death by Race and Ethnicity in the United States From 2009 to 2019

Alissa C. O'Halloran, MSPH; Rachel Holstein, MPH; Charisse Cummings, MPH; Pam Daily Kirley, MPH; Nisha B. Alden, MPH; Kimberly Yousey-Hindes, MPH; Evan J. Anderson, MD; Patricia Ryan, MS; Sue Kim, MPH; Ruth Lynfield, MD; Chelsea McMullen, MSc-GH; Nancy M. Bennett, MD, MS; Nancy Spina, MPH; Laurie M. Billing, MPH; Melissa Sutton, MD, MPH; William Schaffner, MD; H. Keipp Talbot, MD; Andrea Price, LPN; Alicia M. Fry, MD, MPH; Carrie Reed, DSc; Shikha Garg, MD, MPH

Summary of Key Take Aways

- Flu circulates annually and can cause serious illness
- Flu vaccine is our most important tool to prevent flu and its complications
- Disparities in flu vaccine coverage and serious flu outcomes have been observed in some racial and ethnic groups
- Multiple approaches are needed to improve flu vaccine uptake

Credits: Philippine Nurses Association of American Foundation (top left), the Ad Council (top right)



[Partnering for Vaccine Equity \(P4VE\)](#)

[GetMyFluShot.org](https://www.getmyflushot.org) | [Protect Yourself from Flu this Fall and Winter](#)

Centers for Disease Control and Prevention
National Center for Immunization and Respiratory Diseases



Partnering for Vaccine Equity Learning Community

Seasonal Influenza Vaccination Campaign Updates

Nicole Richardson-Smith, PhD
Communication and Digital Outreach Lead
Influenza Division, CDC




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The Stage for 2023-2024 Season

- Declines in flu vaccinations
 - Significant drops in flu vaccine coverage among children and pregnant people
 - Ongoing racial/ethnic disparities
 - Growing rural/urban disparities
- Ongoing COVID-19 vaccination
- Introduction of RSV immunizations
- Catch-up on all immunization

FLU VACCINES PROTECT




CHILDREN
who got a flu vaccine
were about

70% LESS LIKELY
to be hospitalized with flu illness or related complications compared to children who had not been vaccinated.

According to CDC data from the NVSN network through February 22, 2023, during the 2022-2023 season.

CS33876-A

FLU VACCINES PROTECT



ADULTS
who got a flu vaccine
were about

1/2 AS LIKELY
to be hospitalized with flu illness or related complications compared to adults who had not been vaccinated.

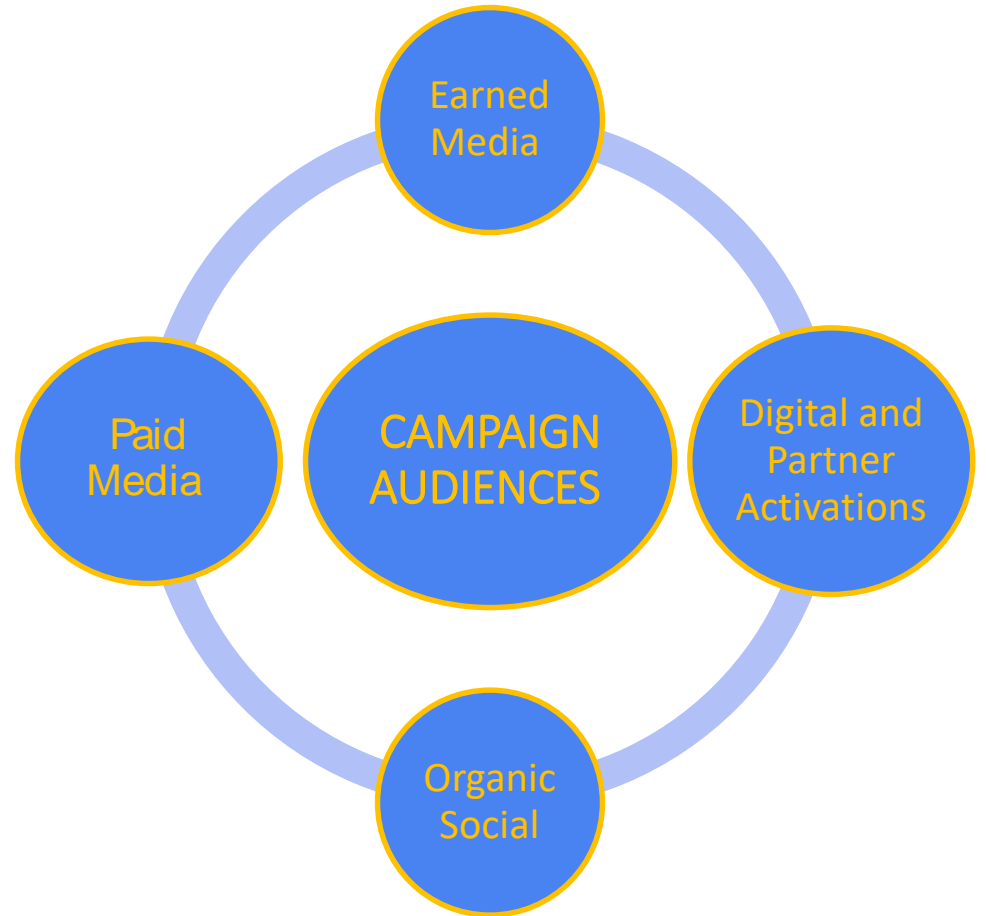
According to CDC data from the IVY network and VISION VE network through February 22, 2023, during the 2022-2023 season.

CS33876-A

2023-2024 Flu Vaccination Campaign

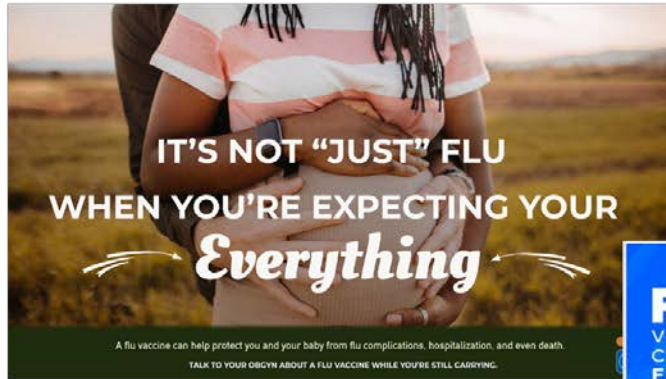
Campaigns with Weber Shandwick and the Ad Council/AMA to address drops in flu vaccine uptake across key audiences including:

- Parents of children 6 months – 17 years
- Pregnant people
- Other at-risk groups (adults 65+, and adults with certain chronic conditions)
- Black and Hispanic American adults
- Rural audiences



2023-2024 Digital Campaign

Testing Creative Concepts



Fifteen focus groups were held to test and refine creative concepts and supportive messages among U.S. parents (18-59 years) with children (6 mos to 17 years) and pregnant people.



Flu Campaign Testing

15 focus groups: 9 parents/6 Pregnant People

Pros:

- “Wild to Mild” delivered a new message that participants said they rarely heard: flu vaccine can lessen symptoms/severity. This message was well received across parents and pregnant people, as it challenged the belief that flu vaccine is meant to prevent flu and reset expectations around flu vaccine.
- The information felt ‘truthful’ and ‘realistic’ to many, especially coming from CDC. The perceived honesty elevated impressions of CDC for many.
- The bright colors were eye-catching and appealing.

Cons:

- Some people thought animal puns were ‘too much’
- A few participants were confused by the animal images, wondering about their relevance to flu vaccination.

Flu Campaign Testing (Cont.)

Other Findings:

- Most pregnant participants were not concerned about flu and even fewer said they were likely to get vaccinated against flu during their pregnancy.
- Most pregnant women were unaware that getting a flu vaccine during pregnancy would protect their baby after birth and yet found that information very motivating.
- The word “death” was off-putting and seen as a scare-tactic to many.
- Audiences appreciated data points (e.g., "the virus sends up to 27,000 kids to the hospital each year.").
- While still highly regarded by most, there was growing suspicion/cynicism about CDC in many of the groups.

“Wild to Mild” Creative Assets



“Wild to Mild” Creative Assets (Cont.)



Informed Audience Social Content

September and October are the best times to get **vaccinated** against flu.



#FIGHT FLU
CDC

When it comes to flu vaccination, **there's power in numbers.**



#FIGHT FLU
CDC

It's time to start talking to parents about flu vaccines.



#FIGHT FLU
CDC

Don't let flu catch us off guard.

#FIGHT FLU
CDC

2023-2024 Flu Vaccine Campaign: Ad Council, AMA Collaboration

- Encourage vaccination through earned and **donated media** (print, television, radio, social media, out-of-home and digital channels)

This Season:

- “No Time for Flu”
- “Flu FOMO”
- “Doctor’s Orders”
- Micro-influencer Outreach
- New: Macro-influencer Outreach

No Time for Flu



Flu FOMO



Advertising agency fluent360 created the campaign's ad pro bono.
<https://getmyflushot.adcouncilkit.org/psas/>

Communication Resource Center



Communication Resources

Download free communication & education material here!

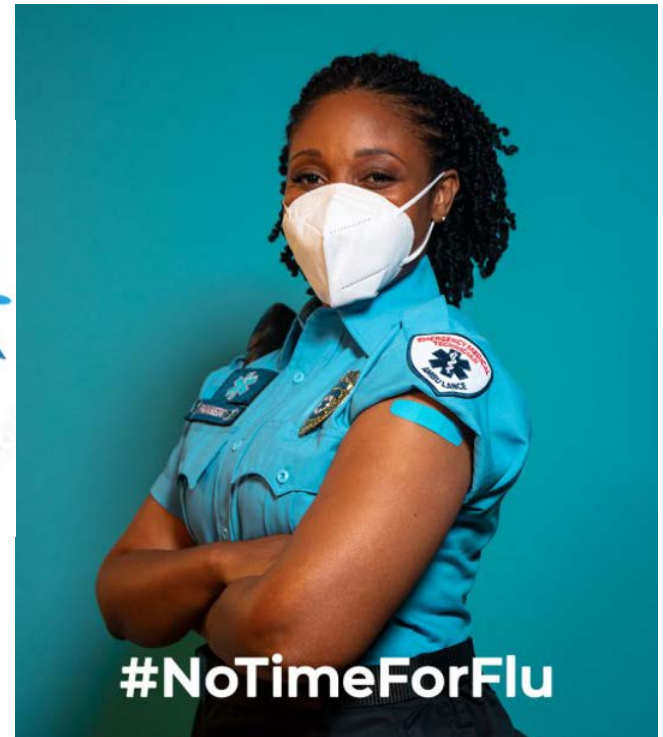
Communication Resources



Any Questions

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 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.



Learning Community Announcements

Going to the American Public Health Association (APHA) Annual Meeting in November?

- Let us know so we can share our APHA-related resources and plans with you! Chat us a message or email us: vaxequitylearning@urban.org

Upcoming Live Events: Register NOW (Links in Chat)

- **Housing as a Social Determinant of Health: Black Mothers, Families, and Communities Matter**
 - Wednesday September 20th, 2023 | 12:00 – 1:00 pm ET
- **Document Accessibility Trainings (final two sessions of the *Disability and Accessibility* series)**
 - Overview: Tuesday September 26th, 2023 | 2-3 pm ET
 - Case Presentation: Thursday September 28th, 2023 | 2-3 pm ET

Upcoming Live Events: SAVE THE DATE (Registration Coming Soon)

- **Giving Better Presentations (focus on PPT slides and posters)**
 - Two Session Series: Tuesday October 3rd and Thursday October 5th | 12:30 -2 pm ET



Partnering for **Vaccine Equity**



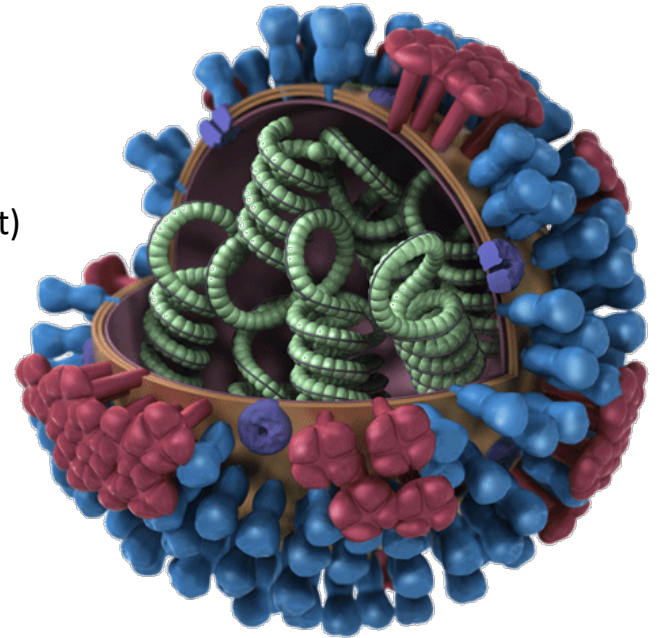


Supplemental Slides

Advisory Committee on Immunization Practices 2023-24 Influenza Season Key Vaccine Update (1)

Vaccine Strains

- **A/H1pdm09** – *Updated*
 - A/Victoria/4897/2022 (H1N1)pdm09-like virus (egg, LAIV)
 - A/Wisconsin/67/2022 (H1N1)pdm09-like virus (cell, recombinant)
- **A/H3N2** – No change
 - A/Darwin/9/2021 (H3N2)-like virus (egg, LAIV)
 - A/Darwin/6/2021 (H3N2) – like virus (cell, recombinant)
- **B/Victoria** – No change
 - B/Austria/1359417/2021-like virus (egg, LAIV, cell, recombinant)
- **B/Yamagata** – No change
 - B/Phuket/3073/2013-like virus (egg, LAIV, cell, recombinant)



Advisory Committee on Immunization Practices 2023-24 Influenza Season Key Vaccine Update (2)

Guidance for people with an egg allergy

- Previous recommendation: additional safety measures recommended for administration of egg-based flu vaccine to people with a history of severe allergic reactions to egg
- **UPDATE:** People with egg-allergy may receive any flu vaccine (egg based or non-egg based) that is otherwise appropriate for their age and health status; additional safety measures are no longer recommended
- All vaccines should be given in settings where allergic reactions can be recognized and treated quickly.

Flu vaccine coverage has decreased over time in pregnant women

- Flu vaccine coverage decreased overall from 54.5% in 2020-21 to 48.4% in 2021-22
- Flu vaccine coverage was highest among Hispanic woman, while coverage was similar among other racial and ethnic groups in 2021-22

