



Think of it as essential.

Get a flu vaccine.

KnockOutFlu.org



2020-21 ENHANCED INFLUENZA CAMPAIGN – OCTOBER UPDATE

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Covered in this presentation:

- 2020-21 Enhanced Influenza Promotional Health Campaign Background and Purpose
- Priority Populations
- Communication Goals & Key Messages
- Partnerships
- “Think Of It As Essential” creative asset examples, video, deliverables and links for Phase I

Background & Purpose



Background

DOH received federal funding through the CARES Act in June 2020 to enhance our annual seasonal flu prevention efforts to help alleviate potential stress on the health care system at a time when COVID-19 is expected to co-circulate.



Purpose

With these funds, DOH will promote the importance of flu prevention during the 2020-21 flu season to increase vaccine uptake, especially in people at high risk of serious flu and COVID-19 outcomes.

Priority Populations

Flu illness affects every age and demographic in WA state, but the current pandemic has identified the following populations as high risk for negative health outcomes due to both flu and COVID-19:

- Adults aged 65+
- Blacks
- LatinX
- American Indian and Alaskan Native peoples and tribes
- Persons of any age with underlying health conditions
 - lung disease
 - asthma
 - heart disease
 - weakened immune systems
 - diabetes

Communication Goals



Awareness

- Vaccine locations are still open during the COVID-19 pandemic.
- Availability of flu vaccine at no cost to those uninsured.
- Importance of flu vaccine this year more than ever.



Engagement

- Drive traffic to campaign website for timely, updated additional information, resources and vaccination locations.

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Education

- Flu and coronavirus are not the same thing.
- Flu vaccine does not protect you against COVID-19 disease.
- Flu activity is unpredictable.

Partnerships

To achieve our goals, DOH is working with stakeholder organizations to enhance reach across a broad spectrum of both private and public institutions. Some of these partnerships include:

- Within Reach
- Washington State Medical Association
- Health Care Authority (MCO's and ACH's)
- LHJs

Theme: Think Of It As Essential

The 2020-21 enhanced influenza paid promotional campaign focuses on the essential need of a flu vaccine during the COVID-19 pandemic, with an emphasis on the personal choice to vaccinate, and who that choice impacts.

Campaign dates: Monday, Sept. 14th – March 2021 in 5 languages: English, Spanish, Vietnamese, Russian and Chinese with a 3-phased approach.

Creative assets include:

- Multiple :15 Videos (English and Spanish)
- TV ads starting 11/9 (Seattle, Spokane, Yakima markets)
- Online, animated banner ads (all languages)
- Promotional social media (all languages)
- Partner/Stakeholder Toolkits (English and Spanish)

Theme: Think Of It As Essential – Phase I

Branding theme approaches to public messaging for Phase I (**of three phases*) include:

- One very important decision to make
 - Advocating personal choice to vaccinate, and who that decision impacts
- A community effort
 - Essential workers
 - Working together to prevent both COVID-19 and flu illness
- Protecting loved ones
 - Family
 - Friends
 - Co-workers

**Phase II messaging begins in November*

Partner Toolkit Inclusions



Fliers/Posters

English and Spanish
8.5" x 11"
printable PDF
resource for clinics
Color and B&W options



Customizable Social Media

Sample social media messages and graphics for a variety of audiences and ages
English and Spanish



Drop-in blog and articles (Bilingual)

Pre-written articles for:

- High risk
- 65+
- General audience
- Health Care Workers



Postcard Template

4x6 size
Customizable for inclusion of logo/affiliation graphics



Email Guidance

Custom signature blocks
Sample emails
Graphics
English and Spanish languages

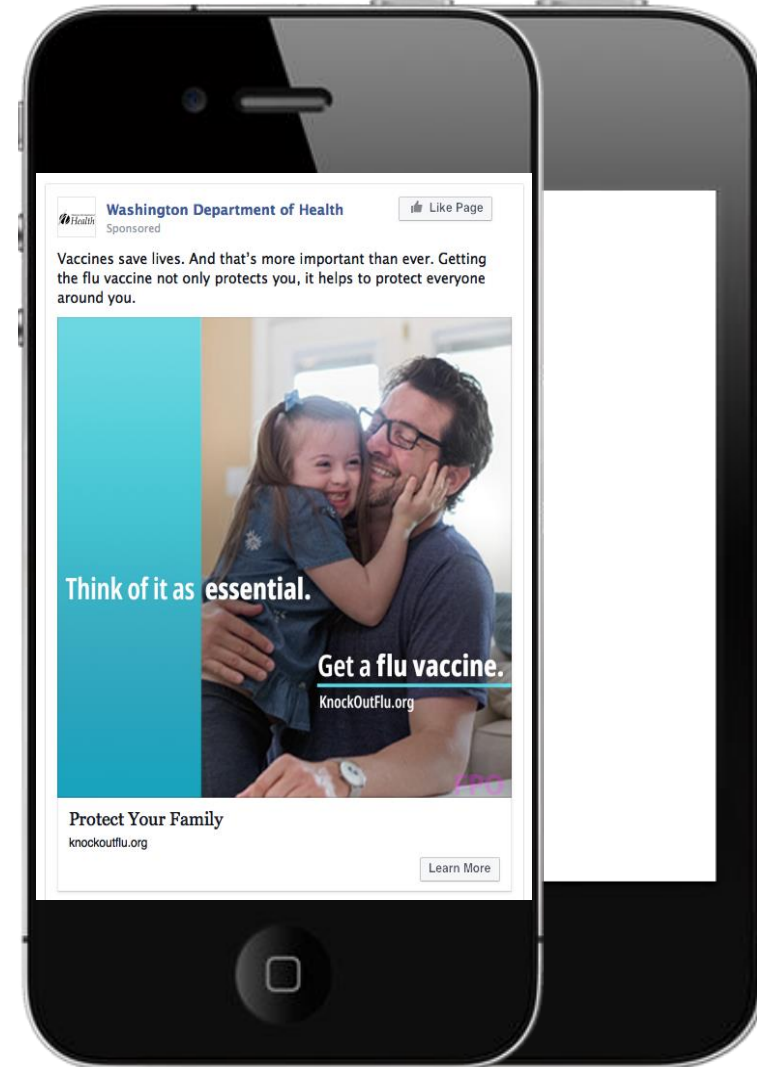


Radio/Phone Script

English and Spanish scripts tied to campaign messaging
Suitable for on-hold phone messaging for organizations and clinics

** Final details subject to change, expected availability end of month*

Creative Asset Examples (Phase I)





Piensa en ello
como algo esencial.

Vacúnate contra la gripe.

CombateLaGripe.org



Отнеситесь к
этому как к жизненной необходимости.

**Сделайте прививку
от гриппа!**

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接种 流感疫苗,
捍卫健康必不可少。

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Hãy nghĩ đó
là điều cần thiết.

Nên tiêm vắc xin cúm.

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Think Of It As Essential: English Video #1

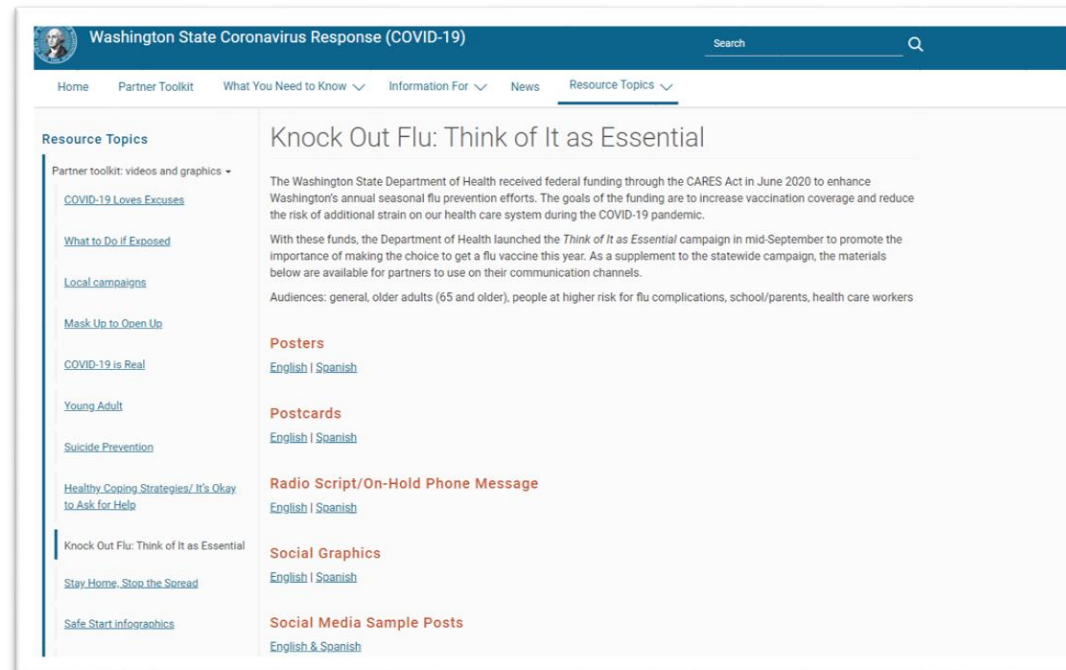


(Direct video link: <https://youtu.be/U6iHkwGBHE8>)

Knock Out Flu: Think of it as Essential Toolkit

Toolkit material can be accessed by visiting:

- www.coronavirus.wa.gov/partner-toolkit/knock-out-flu-think-it-essential
- toolkits.knockoutflu.org



Knock Out Flu: Think of it as Essential Phase II

Phase II flu messaging begins in November, and will include:

- :15 video #2 (English and Spanish)
- :30 Television ads beginning 11/9
 - Includes both video #1 & #2 combined
- Safeway/Albertsons pharmacy collaboration to offer no-cost flu vaccine to adults 19+ who are uninsured or underinsured
 - News Release, updated toolkit audience content
- Additional FAQ resources in all 5 campaign languages added to webpage and toolkit
- New images and social media ads across all priority populations

Thank you!

Campaign questions
and inquiries can be
directed to:

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