



2021-2022 FLU CAMPAIGN OVERVIEW

DOH Center for Public Affairs (C4PA)



IACW Quarterly Meeting – October 20, 2021

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Influenza Health Education and Promotions

Agenda for today's presentation

Today's presentation will cover:

- Brief history of the past few flu seasons
- 2021-22 statewide flu campaign overview
- Priority populations for outreach
- Communication goals
- Partner Toolkit walkthrough
- Additional promotional and education efforts
- Notable updates
- Q&A

Reported Lab-Confirmed Influenza Deaths Washington, 2019-2020

Age Group (in years)	Number of Deaths
0–17	6
18-29	5
30–49	8
50–64	30
65+	65
Total	114

2020-2021 Influenza Season

- As of 10/11/2021
 - 0 lab-confirmed Influenza deaths have been reported
 - 0 ILI Outbreaks have occurred in LTC
- Many reasons for low levels of flu activity
 - Flu vaccination efforts
 - COVID-19 mitigation measures
 - Masking
 - Staying home
 - Limiting gatherings

2021-2022 (current) Influenza Season

- Timing and Severity of Flu Season: Unknown
 - Influenza activity levels and dominant strains cannot be predicted from year to year.
 - Reduced population immunity due to lack of flu virus activity since March 2020 could result in an early and possibly severe flu season. (CDC)
- Best Preparation:
 - Vaccination

DOH Flu Campaign for 2021-22

- Execution is underway for a flu vaccination health promotion and education campaign for the 2021-22 season
- Campaign builds upon last year's Knock Out Flu: Think of it as Essential campaign, with a new call to action slogan: **Think of it as Your Best Defense.**



DOH Flu Campaign for 2021-22

Strategy and messaging to address the following **key areas**:

- **Mobility and socialization**
 - In-person school learning has resumed
 - Holiday gatherings are expected this year
 - Travel has resumed
- **COVID-19 & Flu Vaccine Co-administration**
 - Both COVID-19 and flu vaccines can be received in the same day
 - ◆ Seize upon the convenience of offering both
- **Behavior change**
 - Renewed importance to resume vaccination in those who skipped doses last year, especially in ages 6 mos. – 5 years of age

Priority Population Focus for 2021-22

The following key demographics require renewed focus:

- Younger children (coverage declined 8% in 6 mos. – 4 years of age in WA last season)
- Black & African American audiences (all ages)
- Hispanic/Latinx (all ages)
- American Indian and Alaskan Native peoples and tribes (all ages)
- Pregnant people
- Persons of any age with underlying health conditions
 - ◆ lung disease
 - ◆ asthma
 - ◆ heart disease
 - ◆ weakened immune systems
 - ◆ diabetes

Communication Goals



Awareness

- Community-based vaccine locations for convenient access
- Convenience of co-administration of both flu and COVID-19 vaccine
- Flu/COVID-19 are both a real threat, neither is “gone”



Engagement

- Drive traffic to campaign website for activity reports, resources and vaccination locations

KnockOutFlu.org

(available in 6 languages)



Education

- Flu/coronavirus are not the same thing
- Flu vaccine does not protect you against COVID-19 disease
- Increased severity of illness in younger children due to last season's lack of exposure
- Flu activity is unpredictable

Partner Toolkit Updated Material



Fliers/Posters

8.5" x 11"
printable PDF
resource for clinics



Customizable Social Media

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



Drop-in blog and articles (Bilingual)

Pre-written articles for high-risk individuals, older adults, schools, uninsured & underinsured adults, health care workers



Postcard Template

4x6 size
Customizable for inclusion of logo/affiliation graphics



Email Guidance

Custom signature blocks
Sample emails
Graphics



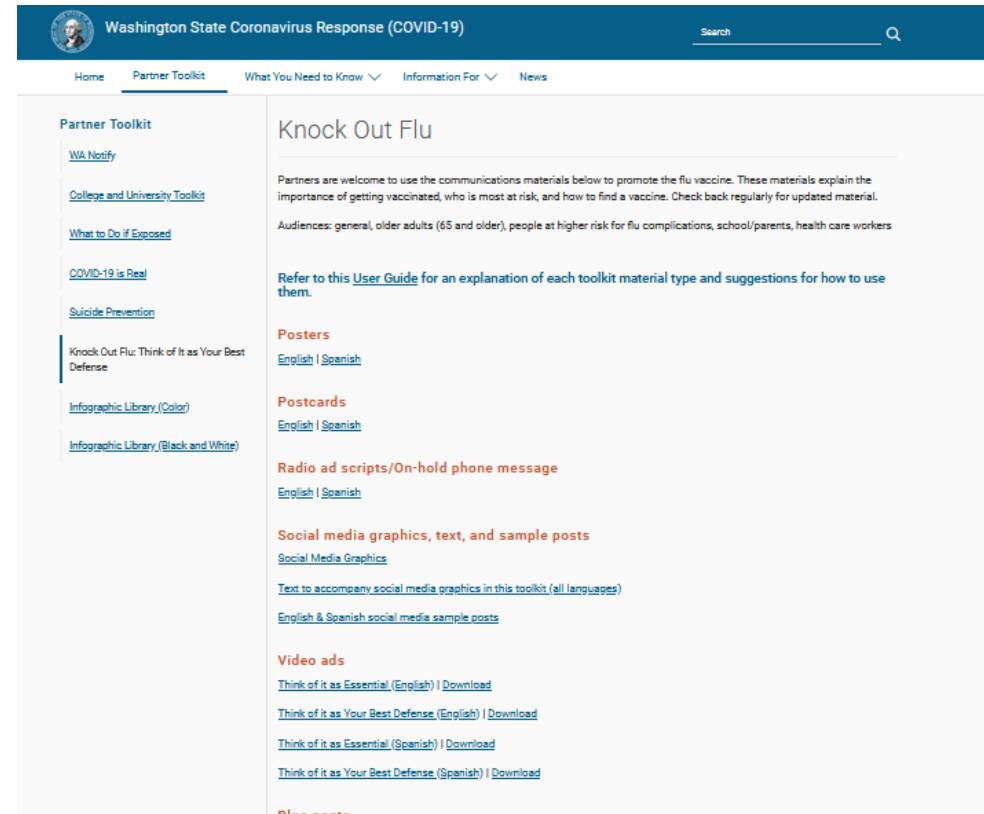
Radio/Phone Script

Scripts tied to campaign messaging
Suitable for on-hold phone messaging for organizations and clinics

toolkits.knockoutflu.org
[Knock Out Flu | Washington State](#)
[Coronavirus Response \(COVID-19\)](#)

Toolkit Walkthrough

Go to
Toolkits.KnockOutFlu.org
Check the User Guide
for more tips on how to
use materials.



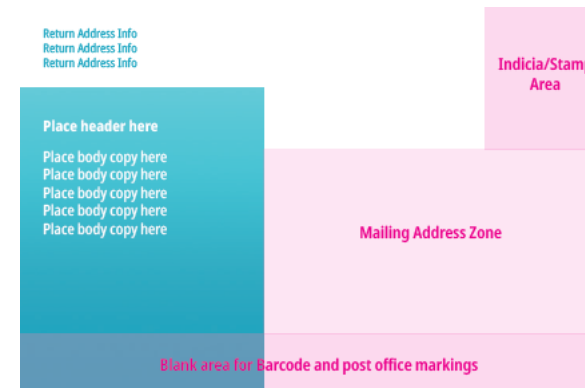
Posters

- Print & post them in your clinic waiting areas or rooms
- There are 2 versions available in each language



Postcards

- Downloadable ZIP folder contains PDF, InDesign, and font files so you can edit and customize the postcard for your clinic
- 2 English designs & 1 Spanish design



Radio Script or On-Hold Message

- Can record a radio ad to run in your community
- Use it to record a message that plays while someone is on hold
- 2 script options available in both English & Spanish

Knock Out Flu.
KnockOutFlu.org

Radio Script/On-Hold Phone Message | English

:15 Script | One Important Decision

MUSIC: UPLIFTING PIANO

ANNCR: Think of it as one very important decision.

... a community effort.

... a way to protect your loved ones.

Think of it as... your best defense.

Get a flu vaccine.

Visit knockoutflu.org

:15 Script | One Less Thing to Worry About

MUSIC: UPLIFTING PIANO

ANNCR: Think of it as one less thing you have to worry about.

... support for your immune system.

... a way to protect those around you.

Think of it as... your best defense.

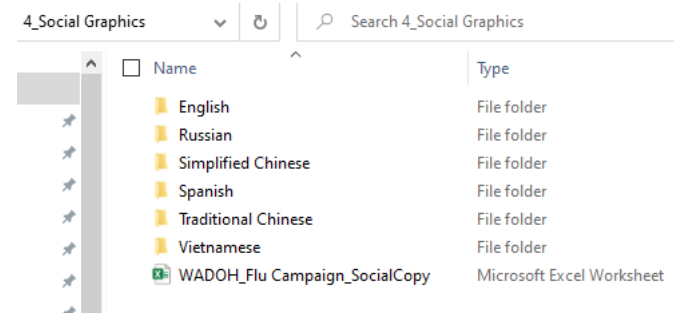
Get a flu vaccine.

Visit knockoutflu.org

:30 Script | Combine :15 scripts together

Social Media Samples

- Social media graphics & text copy in 6 languages
- Additional sample social media messages in English and Spanish
- We welcome you to adapt this content as necessary to fit your needs or specific audiences



Sample Social Media Messages | Facebook

English	Spanish
Vaccines save lives. And that's more important than ever. Getting the flu vaccine not only protects you, it helps protect everyone around you. www.knockoutflu.org #knockoutflu	Las vacunas salvan vidas. Y eso es más importante ahora que nunca. Vacunarte contra la gripe no solo te protege a ti, sino que ayuda a proteger a todos aquellos que te rodean. www.CombatelaGripe.org #combatelagripe
Don't forget to get your flu vaccine this year if you're headed back to in-person activities! We can't predict if flu activity will stay low again this year. The vaccine is your best protection. It can keep you from getting sick and spreading the flu to others. www.knockoutflu.org #knockoutflu #fightflu	¡No olvides vacunarte contra la gripe este año si regresaras a actividades presenciales! No podemos predecir si este año el contagio de la gripe se mantendrá bajo nuevamente. La vacuna es tu mejor protección. Puede ayudarte a que no te enfermes de la gripe o la contagies a otras personas. www.CombatelaGripe.org #combatelagripe
Let's #knockoutflu again this year. You can find a flu vaccine near you by calling 1-800-322-2588 (language assistance available). You can even get your COVID-19 and flu vaccines at the same time.	Vamos a #combatelagripe este año. Puedes encontrar una vacuna contra la gripe cerca de ti llamando al 1-800-322-2588 (asistencia lingüística disponible). Incluso puedes recibir tus vacunas contra el COVID-19 y la gripe al mismo tiempo.
Flu is spreading. Getting the flu vaccine is more important than ever and is the best way to protect yourself, your loved ones and your community from the flu. Available now at providers and pharmacies near you. www.knockoutflu.org #knockoutflu	La gripe se está propagando. Vacunarte contra la gripe es más importante que nunca. La vacuna no solo te protege a ti, sino también a tus seres queridos y a tu comunidad, y ya está disponible a través de proveedores médicos y farmacias cerca de ti. www.CombatelaGripe.org #combatelagripe
Is it COVID-19, a cold, or #flu? These illnesses are caused by different viruses. Learn more about the differences here: https://bit.ly/2EQnWEu #knockoutflu #fightflu	¿Es un resfriado o una #gripe? Estos son causados por diferentes tipos de virus. Aprende más sobre las diferencias aquí: https://bit.ly/2R8bP9S #combatelagripe

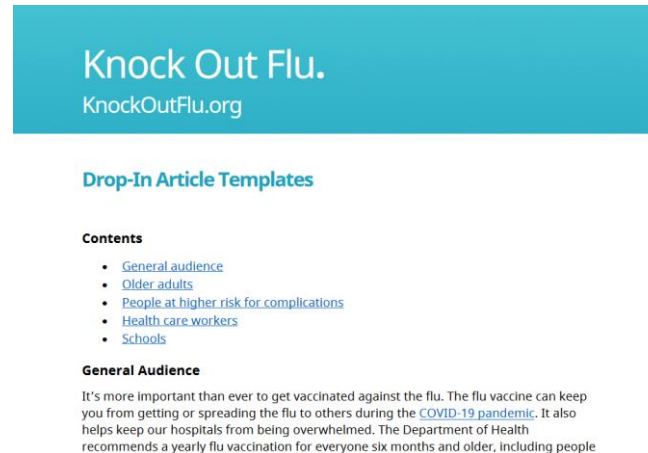
Videos

- 15 second videos in English & Spanish
- Think of It as Essential and Think of It as Your Best Defense themes
- Please note: We have included both online YouTube links and direct downloads so you can upload organically to post on your social media feeds or webpages



Outreach Templates

- Use the sample blog, newsletter article, and email text for your own outreach to patients
- Feel free to customize them, especially with any instructions or details on your flu clinics
- Newsletter and email templates include content for several different audiences
- Available in English & Spanish



Email Signatures

- Add a visual reminder to get a flu vaccine to your email signature
- Templates include a graphic and tagline

Email Signatures

First Name Last Name

Organization Name

Phone | Email

Get a flu vaccine > KnockOutFlu.org

Vaccines save lives. And that's more important than ever. Getting the flu vaccine not only protects you, it helps to protect everyone around you.

Is it COVID-19 (or is it flu?) infographic

- Help patients learn what to watch for to see if they're experiencing flu, COVID-19, cold or allergy symptoms
- Printable handout
- Available now in 41 languages

WASHINGTON STATE DEPARTMENT OF HEALTH

Is it COVID-19 or is it the Flu?



COVID-19 symptoms might be confused with the flu, common cold, or even allergies. But COVID-19 and flu can be serious and lead to hospitalization, severe illness, and even death. Thankfully, both are preventable through vaccination. Use this chart to help identify common symptoms of each illness.

- If you have symptoms of COVID-19, contact your health care provider. Visit www.doh.wa.gov/coronavirus for more information about testing, vaccination, and more.
- To learn more about flu, flu vaccine, and flu activity in Washington visit www.KnockOutFlu.org.

For medical emergencies, such as difficulty breathing, call 911.

SYMPTOMS	COVID-19	FLU	COLD	ALLERGIES
Cough	Often	Often	Sometimes	Sometimes
Fever	Often	Often	Rarely	Never
Shortness of breath	Sometimes	Sometimes	Rarely	Rarely
Body aches	Sometimes	Often	Rarely	Never
Headache	Sometimes	Often	Rarely	Sometimes
Fatigue	Sometimes	Often	Sometimes	Sometimes
Sore throat	Sometimes	Sometimes	Sometimes	Sometimes
New loss of taste or smell	Sometimes	Rarely	Rarely	Rarely
Diarrhea	Sometimes	Rarely	Never	Never
Chest pain or pressure	Rarely	Rarely	Sometimes	Never
Runny nose	Rarely	Sometimes	Often	Often
Sneezing	Rarely	Sometimes	Often	Often
Watery eyes	Never	Never	Never	Often



DOH 820-094 September 2021
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Resources & Additional Toolkits

- For additional content, check out the flu toolkits from other valued partners and trusted organizations

Other Resources

- [Washington State Department of Health, Flu Information \(KnockOutFlu.org\)](#)
- [Centers for Disease Control and Prevention, Influenza \(Flu\)](#)
- [Centers for Disease Control and Prevention, Seasonal Flu Digital Media Toolkit](#)
- [Centers for Disease Control and Prevention, Promoting Vaccination in the Workplace](#)
- [Centers for Disease Control and Prevention, National Influenza Vaccination Week](#)
- [Immunity Community Washington, Mobile Clinic Guide](#)
- [National Minority Quality Forum and Center for Sustainable Health Care, A Call for Community-Driven Equity in Flu Vaccination communications toolkit](#)
- [Vaccinate Your Family, Flu Toolkit](#)

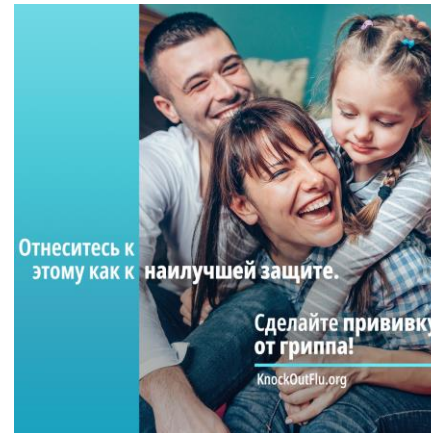
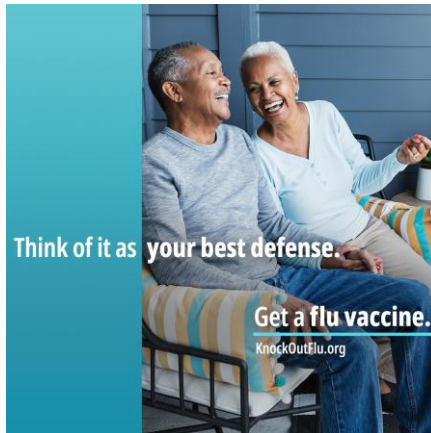
Additional Promotion & Education Efforts

- Joint [DSHS/DOH flu & pneumococcal vaccination letter](#) to LTCF urging vaccination of staff and residents
- Watch Me Grow (Formerly Child Profile) direct [flu brochure](#) physical mailings to families of younger children
- DOH social media, newsletters, partner emails, webinars and direct letters to providers (General & OB/GYN)
- Ongoing interactive webinars and presentations to maintain consistent partner collaboration & messaging

Notable Updates

- Federal Flu Vaccine Finder online search tool is now functional at www.Vaccines.gov
- DOH Flu News Release issued October 18 ([access here](#))
- Official DOH blog: [Let's Knock Out Flu Again, Washington](#)
- Paid promotional ads beginning this week and running through the end of the year:
 - Social media (6 languages)
 - Online banner ads (2 languages)
 - TV/video ads (2 languages)

Questions?





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