



The National Immunization Program has developed, and has released, an influenza education/media campaign to encourage people at high risk of complications from influenza to seek a flu shot and to encourage people 50 years and older to seek flu shots in December and early January. The campaign has a number of different elements, and we have included most of them in this kit.

The campaign, which was guided by the findings of recent focus group research, has two sets of materials. The first set focuses on individuals at high risk of complications. The key messages in these materials include: 1. "The flu is potentially very serious and can be deadly, especially if you are 65 years old or older," and 2. "If you are 65 years old or older or at high risk, you should get a flu shot now."

The second set of materials focus on immunizations efforts for all groups, especially those people who are 50-64 years. These materials emphasize the importance of getting a flu shot even in December or January. The key messages include: 1. "The flu can be serious." 2. "Flu shots are a safe and effective way to protect yourself from the flu," 3. "A flu shot not only protects you, it helps you protect your family and friends," and 4. "Even though it is December, it is still not too late to get a flu shot."

There are English-language and Spanish-language versions of the campaign materials, including television public service announcements, radio public service announcements, and one-page flyers. The English-language materials feature Surgeon General Dr. David Satcher as the spokesperson. The Spanish-language materials feature Dr. Jose Cordero, Deputy Director of the National Immunization Program, as the spokesperson.

This campaign is well grounded in research. A total of 26 focus groups were conducted around the country with African American, Spanish-speaking Hispanics and Caucasians to test and determine effective messages. The focus group research was used to develop culturally relevant public service advertising for each target audience.

Important communication strategies and messages for African American audiences include:

- Using a trusted, credible spokesperson.
- The flu vaccine is safe and effective - it will not give you the flu.
- The flu can be serious-- it can lead to pneumonia and in some cases, death.
- The flu is contagious.
- The vaccine provides protection for you and your family.
- A flu shot is physician recommended.
- And reminding people that feeling healthy does not protect you against the flu.

Important communication strategies and messages for Hispanic and Spanish-speaking audiences include:

- Using warm and personal messages, with emphasis on importance of family.
- Encouraging people to trust what their doctor recommends more than their neighbor.
- The flu can cause serious illness or death. It is not just a bad cold.
- Showing consequences of failure to act.
- Protect you and your family, get a flu shot.
- Reminding people a flu shot is physician recommended.
- Feeling healthy and strong does not prevent the flu.
- While there is a place for home remedies, a flu shot is the most important step you can take for your health.

Important communication strategies and messages for general audiences include:

- Creating a sense of urgency.
- Spot should be factual, direct and to the point.
- The flu can make you very sick and can have a serious impact on your busy lifestyle. (To busy to get the flu.)
- A flu shot is medically necessary.
- A healthy lifestyle will not protect you against the flu.
- A flu shot is physician recommended and is your best protection.

The general audience and Spanish-language radio and television PSAs will have national distribution.

In addition to relying on donated media time, we will be making media buys in African American newspapers and on selected African American radio stations in targeted cities. Based on historical data, these cities have had relatively low influenza coverage rates. Currently, these cities include: Detroit, MI, Compton, CA, Los Angeles, CA, Washington, DC, Orlando, FL, Atlanta, GA, Chicago, IL, Baltimore, MD, Newark NJ, New York, NY, Brooklyn, NY, Philadelphia, PA, and Houston TX. We will also buy transit card placement in a number of cities: Detroit, MI, New York, NY, Newark, NJ, Chicago, IL, Los Angeles, CA, Washington, DC, Philadelphia, PA, Atlanta, GA, and Baltimore, MD.

You may call Curtis Allen at 404-639-8487 if you have questions.