

Flu Vaccination



CAMPAIGN SPONSOR: American Medical Association (AMA), Centers for Disease Control and Prevention (CDC)

VOLUNTEER ADVERTISING AGENCY: fluent360

CAMPAIGN OVERVIEW:

CDC estimates that as many as 45 million Americans get sick from the flu each season, resulting in up to 26 million medical visits and 810,000 hospitalizations every year. Longstanding inequities that put undue burden and barriers on Black and Latinx/Hispanic communities have resulted in flu shot coverage disparities. A July 2020 survey by the Ad Council revealed that 40% of Black respondents and 39% of Latinx/Hispanic respondents were undecided about getting a flu shot this year, compared to only 24% of non-Hispanic White respondents.

A seasonal flu shot is the best way to help protect yourself and those around you against the flu. Flu shots have many benefits including reducing the risk of flu illnesses, hospitalizations, and flu-related deaths. The benefits of flu shots are particularly important in the context of the COVID-19 pandemic, as a flu epidemic could further strain an already overwhelmed health system, challenging our ability to provide care to all patients.

CAMPAIGN OBJECTIVE:

The campaign encourages the American public, with an emphasis on Black and Latinx/Hispanic audiences, to get vaccinated against the flu, for the 2020-21 flu season.

CAMPAIGN DESCRIPTION:

Inspired by the insight that people are motivated by caring for their loved ones, and that many are juggling more responsibilities than ever this year, the "*No One Has Time For Flu*" campaign creative illustrates how getting sick with flu doesn't just mean feeling ill—it could significantly disrupt the lives of individuals and their families. The campaign directs audiences to GetMyFluShot.org for more information, including where to get a flu shot in their area.

TARGET AUDIENCE:

General public with an emphasis on Black and Latinx/Hispanic adults.

CALL TO ACTION: Get a flu shot for yourself and those around you.

