

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 41 million Americans get sick from the flu each season, resulting in up to 26 million medical visits and 710,000 hospitalizations every year. Longstanding inequities that put undue burden and barriers on Black and Hispanic communities have resulted in flu shot coverage disparities. An August 2021 survey by the Ad Council revealed that 30% of Black respondents and 33% of Hispanic respondents were undecided about getting a flu vaccine this season.

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 Hispanic audiences, to get vaccinated against the flu, for the 2021-22 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, the “*No One Has Time For Flu*” creative illustrates how getting sick with flu doesn’t just mean feeling ill, but highlights the ways it can disrupt your life at work and at home. The campaign will be paired with new creative using the hashtag “*#FluFOMO*” to urge adults to get the flu shot to avoid missing out on fun moments with family and friends. Audiences will be directed to [GetMyFluShot.org](https://www.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 Hispanic adults.

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