

Flu Vaccination



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

VOLUNTEER ADVERTISING AGENCY: Madwell

CAMPAIGN OVERVIEW:

CDC estimates that as many as 41 million Americans got sick from flu during the 2023-2024 flu season, resulting in nearly 500,000 flu-related hospitalizations and 25,000 flu-related deaths. Longstanding inequities that put undue burden and barriers on Black and Hispanic communities have contributed to disparities in flu vaccination coverage. During the 2023-2024 flu season, flu vaccination coverage was 7 percentage points lower in Black adults and 15 percentage points lower in Hispanic adults compared to White adults.

A seasonal flu shot is the best way to help protect yourself and those around you against flu. Flu shots reduce the risk of flu illnesses, hospitalizations, and flu-related deaths. A flu shot reduces your risk of getting the flu, and if you do happen to get the flu, it's likely to be less severe. The benefits of flu shots are important with the potential for multiple respiratory illnesses to spread at the same time: flu, COVID-19, and RSV. This could further strain our health care 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 flu for the 2024-25 flu season.

CAMPAIGN DESCRIPTION:

Taking a more comedic approach, the new creative features a team of antibodies getting ready in their locker room to defend against flu. The antibodies are a strong team already, but a flu shot provides them with the strength and gear they need to fight flu. While lighthearted, the new creative conveys the importance of getting a flu shot to protect yourself and your community. Audiences are 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: Let's work as a team to defend against the flu. Gear up with a flu shot.

