

2017-18 Flu Season

Immunize Nevada Activities to Date

Flu Season Challenges

Challenge 1

Broad Recommendation

With the 6 months and older CDC recommendation, it's challenging to focus the flu vaccine message to key audiences.

Challenge 2

Cuts to Resources

Reduced budgets impacted availability to provide flu clinics at community sites, which may have affected access to vaccines for those considered high-risk.

Challenge 3

Fake news vs Reality

While misinformation is part of every flu season, this year we battled inaccurate media reports of vaccine effectiveness + the seriousness of a severe flu season.

Flu Funding

Pandemic Flu Grant

\$174,072 subgrant from the State Immunization Program. Covered all flu campaign costs: outreach, materials, media, and personnel statewide.

Private Funding

\$4,000 from Saint Mary's. Covered the InFLUencer Awards in Northern and Southern Nevada, National Influenza Vaccination Week (NIVW) activities, and flu materials.

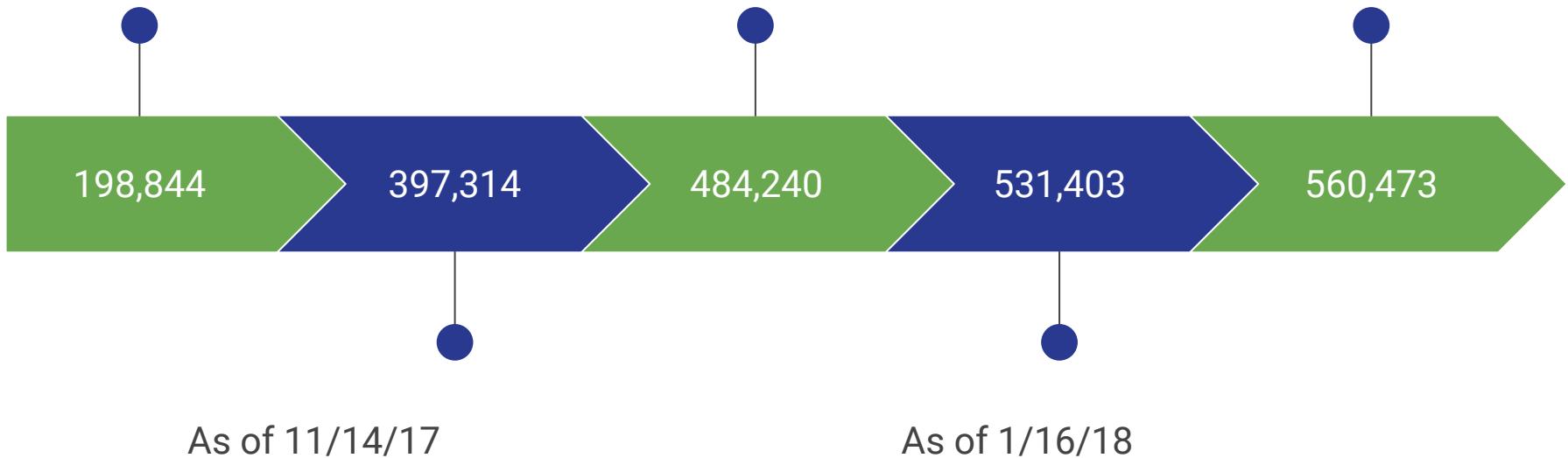
Communications

Goal is to maximize limited resources while communicating effective messages and providing resources before (preventive) and during (reactive) flu season.

10/10/17

As of 12/13/17

As of 1/31/18



Influenza Doses Administered (all ages) via Nevada WebIZ. Up
4.5% over last reported total for 2016-17 flu season (536,039)

Key Activities

Postcards

Reminder Postcard

Sent to all households with a child 6 months - 2 years old without a flu vaccine dose in WebIZ as of November 8, 2017. 15,063 cards sent; returns still arriving.

Community Clinics

Flu Shots at Events

Partnered with more than 60 events and health fairs to ensure flu vaccine was available in a variety of zip codes. Over 2,400 flu shots provided (reporting not complete)

Advertising

Flu specific Facebook ads were seen 154,858 times. Additionally, we had over 250,000 non-paid impressions for related posts.

We received an average 29:1 Return on our TV/Radio Ads for a value of \$775,000. We are still receiving reports.

You have the power
to protect them.
Get the flu vaccine.

Usted tiene el poder
para protegerlos.
Obtenga la vacuna
de la gripe.



THE FLU BUG IS EVERYWHERE THIS SEASON.
PROTECT YOURSELF.

InFLUence Others:
GET VACCINATED



VACCINATE YOUR ENTIRE FAMILY EVERY YEAR.

The best way to prevent your child, or yourself, from getting sick with flu is with a flu vaccine. Vaccinate your entire family and choose to keep everyone at home and in your community healthy.

Find the flu vaccine clinic location nearest you on our website.

VACUNE A TODA SU FAMILIA CADA AÑO.

La vacuna de la gripe es la mejor manera de prevenir que su hijo(a), o usted, se enferme de la gripe. Vacune a toda su familia y elija mantener a todos en casa y su comunidad saludables.

Encuentre la clínica más cercana a usted donde vacunarse en nuestra página web.



immunizenevada.org | #NVFLU

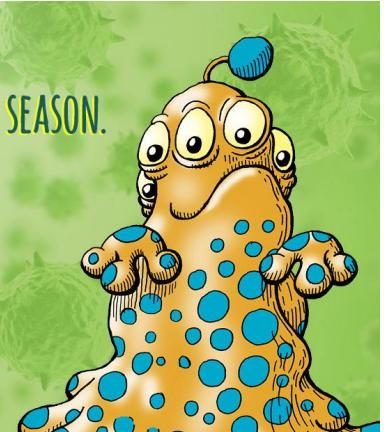
This project is made possible by generous support from Renown Health and the State of Nevada Immunization Program.

Este proyecto fue hecho posible gracias al generoso apoyo de Renown Health y el Programa de Inmunización del Estado de Nevada.

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InFLUence Others:
GET VACCINATED

Immunize Nevada
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Questions for Discussion

How can we improve flu outreach in Nevada? What barriers have you observed this flu season? What has been successful? What messages do you think were effective? What myths are still circulating?

How can we ultimately raise our flu immunization rates?
