



Avoiding the Twindemics: Communicating Flu Prevention during the COVID-19 Pandemic

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Presentation Objectives

- Current media landscape
- Flu immunization program goals
- Outreach strategy
- Flu immunization communication goals
- Creative development
 - Listening sessions
 - Key messages
 - Timeline
- LA County Public Health flu campaign resources

Current Media Landscape

MAKE YOUR
PLAN TO
VOTE TODAY AT
PLAN.LAVOTE.NET



Flu Immunization Program Goals

- In the current COVID-19 environment, this year's annual flu immunization program will have increased **urgency** to reach people at high risk for influenza.

Immunize:

- People who are under and uninsured
- People at risk for severe complications from flu
- People hard-to-reach: homeless, communities disproportionately impacted by COVID-19 and essential workers



DPH Flu Immunization Outreach

- Community-based flu clinics
- Public Health clinics
- Support for community partner flu clinics
- Broadening outreach to immunize more people:
 - Community clinics
 - Health plans
 - Pharmacies
 - Hospitals
 - Community-based organizations



DPH Flu Communications Goals

- Comprehensive strategies to reach **priority populations** and people at risk for both influenza and COVID-19.
- Messaging will be adapted to account for COVID-related events.
- Messaging will adjust in real-time.

Flu Immunization Communications Goals

Message Strategy

Emphasize:

- Availability
- Benefits
- Safety
- Protection for yourself and loved ones



Community Listening Sessions

- Conducted with community-based agencies to learn what type of messaging will **encourage** and **motivate** people to receive a flu immunization
- Agencies represented priority populations

Key Message Points

- COVID-19 motivates people to protect themselves from the flu
- You have the power to protect yourself from flu
- You can protect loved ones – family and friends
- You can protect community
- You can protect people who are more at risk for severe illness from flu:
 - pregnant women
 - older adults
 - younger children
 - people with chronic illness

Key Message Takeaways

- Positive tone
- Short, easy to read, simple and actionable
- Culturally competent
- Visual literacy:
 - infographics
 - videos
 - stories
- Language needs to be easy to understand

Campaign Preview

Now more than ever,
it's important to get
immunized for flu.



Campaign Timeline

- Present – October 2020
 - Organic social media
 - Community partner distribution
- November 2020 – February 2021
 - Media plan in development

Campaign Distribution Channels

- Organic social media
 - @lapublichealth
- Digital media
- Influencers and media personalities
- Traditional media



Flu Immunization Resources

Flu immunization webpage:

<http://www.preventflula.com/>

Flu clinic assistance:

http://publichealth.lacounty.gov/media/docs/2020-2021_Flu_Vaccine_Partner_Planning_Guide_For_Distribution.pdf



Thank you!

More information on flu immunization campaign
resources:

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