

# Communications During a Pandemic— From 1918 to Present Times

April 26, 2022  
12:00 PM ET



Association of  
Immunization  
Managers

# Agenda

## Welcome and Introductions

**William Schaffner, MD**

NFID Medical Director

## Communications During a Pandemic—From 1918 to Present Times

**Paul A. Offit, MD**

Director, Vaccine Education Center

Children's Hospital of Philadelphia

**Tim Stephens**

Author, *One Day at a Time: Newspapers and the Great Influenza of 1918*

## Questions and Answers

# General Information

- This webinar is being recorded
- To hear audio, connect using your computer speakers or phone
- All attendees will be placed on mute throughout the program
- After the presentation, there will be a question and answer period
  - Use the Q&A tab at the bottom of your screen to type your questions
- Following the webinar, all registered participants will receive an email with a link to webinar recording
- At the end of the webinar, participants will be directed to an online evaluation

# About NFID

Founded in 1973, the National Foundation for Infectious Diseases (NFID) is a non-profit 501(c)(3) organization

## Vision:

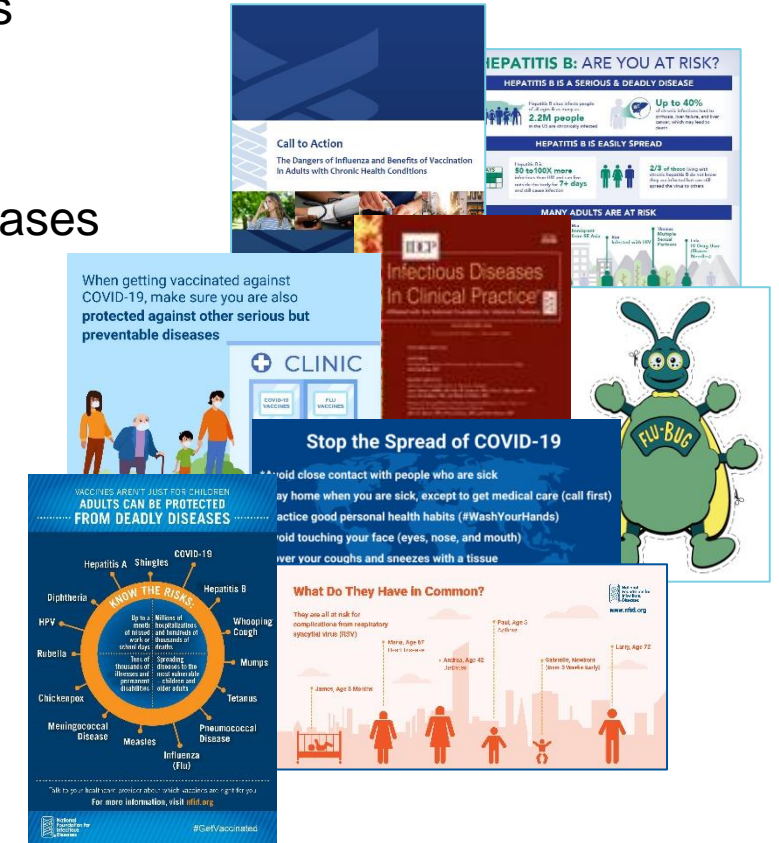
Healthier lives through effective prevention and treatment of infectious diseases

## Mission:

Educate the public and healthcare professionals about the burden, causes, prevention, diagnosis, and treatment of infectious diseases across the lifespan

## Core Values:

- Collaboration
- Diversity and Inclusion
- Evidence-Based
- Integrity
- Transparency



[www.nfid.org](http://www.nfid.org)

Help support NFID in the fight against infectious diseases: [www.nfid.org/donate](http://www.nfid.org/donate)

# About AIM

Founded in 1999, the **Association of Immunization Managers (AIM)** is a non-profit representing state, territorial, and large city immunization programs. There are 64 federally-funded programs (50 states, 6 major cities, 8 territories/federated states)

## Vision:

A nation free of vaccine-preventable diseases across the lifespan

## Mission:

Through national leadership, advocacy, collaboration, and a collective voice, AIM represents and supports immunization programs in the development and implementation of effective immunization policies, programs and practices

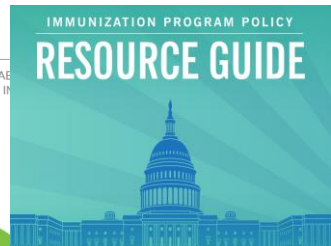
## AIM works to:

- Collaborate with partners
- Promote efficient allocation of resources
- Promote development/implementation of policies and programs
- Provide a forum for information sharing and leadership development



## School-Located Vaccination Clinics for COVID-19 and Influenza

INSIGHTS FROM VIRTUAL ROUNDTABLE  
WITH SCHOOL NURSES AND STATE IM-  
MUNIZATION PROGRAM MANAGERS  
SEPTEMBER 13, 2021  
*Roundtable Report*



Types of Incorrect Vaccine Information



# Panel Discussion



**William Schaffner, MD**  
NFID Medical Director



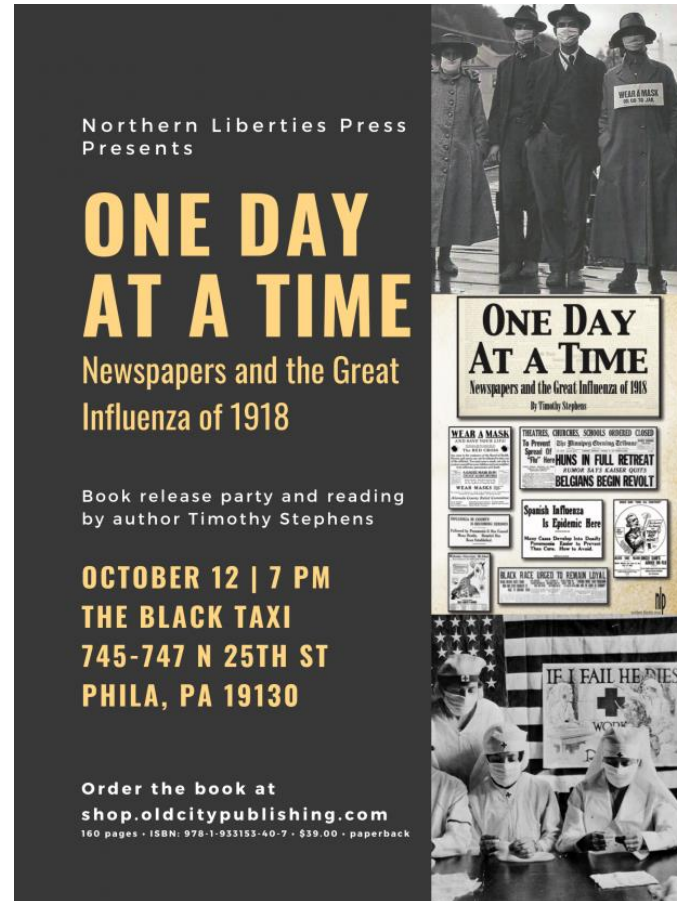
**Paul A. Offit, MD**  
Director, Vaccine Education Center  
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# One Day at a Time



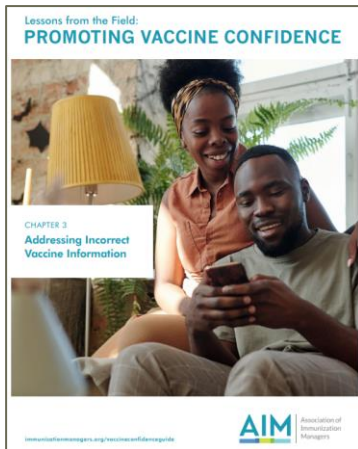
Use code **POD30** for discounted pricing

<https://ocp.pub/influenza>

# Resources

[www.immunizationmanagers.org](http://www.immunizationmanagers.org)

[www.nfid.org](http://www.nfid.org)



**AIM** Association of Immunization Managers

## How Can Community-Based Organizations Help Support the COVID-19 Vaccination Effort?

**Build Vaccine Confidence**  
Talk about the COVID-19 vaccine with your community and partners. Community-based organizations (CBOs) have an important role in stopping the spread of COVID-19. You can be a voice of hope and wisdom in these challenging times.

- Promote the value and benefit of the vaccine.**
  - Lead from the front! Share your vaccination and booster stories and talk about how you chose to vaccinate yourself and your family.
  - Encourage your staff and community members to serve as role models for their family, friends, and the community by sharing their reasons for getting vaccinated and their positive vaccination experiences. Surveys have shown that nothing sways a vaccine-hesitant person to get vaccinated more than encouragement from a family member or friend.
  - Acknowledge your community's concerns and skepticism about COVID-19 vaccines.
  - Be the voice of hope and wisdom in your community during these challenging times—share accurate scientific information about COVID-19 and the development of these safe and effective vaccines.
  - Capture positive vaccination experiences via video, infographics, or photos to share on social media and with your networks.
- Talk about how:**
  - Getting vaccinated helps keep you, your family, and your community healthy and safe.
  - COVID-19 vaccines can protect us as individuals and protect our communities. When large numbers of people are vaccinated in a community, we slow the spread of the virus.
  - COVID-19 vaccines can help prevent hospitalization and death and protect us from experiencing the long-term effects of COVID-19.
- Invite a local trusted health care provider to your community events and identify and engage trusted messengers in your community.**
  - Having a subject matter expert on vaccination can help to build confidence in the vaccines.
  - Having a local trusted messenger from within the community is key. Involve them in the planning process and in the development of key messages. Test those messages with members of your community.

