

NPHIC Communications Call

1/10/24 from 4-5pm ET

- I. OC updates – Kevin Griffis
A new unifying campaign focusing on CDC’s impact on local level through resources and expertise, with concentration on a series of issues and trying to build that out throughout all the centers, identifying the key priorities that they have.

Clean Slate Initiative - cull of CDC website resulting in 60% to be archived (still accessible). The reduction of content as well as overhaul of look/feel aims to improve navigability.

Fall/Winter virus season, pivoting their message toward testing/treatment over vaccination due to where we are in the season.

- II. Insights Report – Anisha Verma
Presents PDF on state of vaccine confidence report on Covid-19, RSV and Flu. Slides included.

- III. Vaccine Comms – John Donovan (5 min)
The easy-to-read adult immunization schedule has been posted <https://www.cdc.gov/vaccines/schedules/downloads/adult/adults-schedule-easy-read.pdf>
Childhood vaccine assessments which has been updated to reflect the 2024 changes.
Upcoming last day for Maternal RSV vaccination.
Reports of some errors in administration of the RSV vaccination
 - Arexvy: 60+ only
 - Abrysvo: 60+ and pregnant patients
 - Nirsevimab: Infants and young children

Bridge program updated fact sheet (as of 1/8/24).

<https://www.cdc.gov/vaccines/programs/bridge/downloads/COVID-19-insurance-bridge.pdf>
<https://www.cdc.gov/vaccines/communication-resources.html?Sort=Date%3A%3Adesc&Topics=COVID-19%20Bridge%20Access%20Program>

There are also updated graphics and flyers expressing that it is not too late to vaccinated for Covid 19.

- IV. RVR Comms - Erin Connelly (5 min)
 - Nirsevimab and RSV and infants - emergency.cdc.gov/newsletters/coca/2024/010524a.html
 - MMWR with two separate products, one for child/adolescent updates and one for adult schedule.
 - Center for forecasting and analytics has released a new disease outlook for the rest of the season that is available 1/10/24.

- Tomorrow (1/11/24) will have a new MMWR coming out, concerning the effectiveness of the bivalent Covid vaccines. On Friday, more data products to come including a weekly update, a special highlight from their flu group, one of their blogs concerning monitoring hospital strain.
 - www.cdc.gov/respiratory-virus for the tools and resources page.
- V. Harvard Polling Data Results – Gillian SteelFisher (30 min)
She speaks about current public perception of covid vaccine including positive and negative reasons. Slides included.