PUBLIC PERCEPTION AND MEDIA INTEREST IN SEASONAL AND PANDEMIC INFLUENZA VACCINES

SECOND WHO CONSULTATION ON GLOBAL ACTION PLAN FOR INFLUENZA VACCINES
JULY // 13 // 2011

Bloomberg
WHAT MESSAGES GOT ACROSS?

» WHO WAS A KEY PART OF THE STORY
  • Daily updates, briefings were good

» MIXED MESSAGES: A MILD VIRUS, BUT GET VACCINATED?
  • “Swine flu shot spurned as Australians see no serious virus risk”

» PERCEPTION THE VACCINE WAS PRODUCED IN A RUSH
  • “Swine flu vaccine rushed through safety checks”

» CONFLICTS OF INTEREST
  • “Government virus expert paid £116k by swine flu vaccine manufacturers”

» SHOULD/ARE AGREEMENTS WITH MEDIA ORGANISATIONS BE PART OF PANDEMIC PREPAREDNESS?
CONCLUSION

» PANDEMIC VACCINES ARE A MUCH EASIER “SELL” AS A NEWS STORY THAN SEASONAL VACCINES.

» GREATER INTEREST IN THE DEVELOPMENT OF NEW VACCINE TECHNOLOGIES

» KEEP DOING WHAT’S GOOD: REGULAR UPDATES, BRIEFINGS

» EDUCATE REPORTERS IN THE “OFF SEASON”

» MORE HIGH-PROFILE ADVERTISING CAMPAIGNS

» INCLUDE MEDIA AGREEMENTS IN PANDEMIC PLANS
THANK YOU
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