

## Knock Out Flu: Think of It as Essential Campaign Launch

The Department of Health (DOH) launched the first phase of the Knock Out Flu: *Think of It as Essential* statewide media campaign on Sept. 14 to encourage everyone six months and older to get their flu vaccine. This year is more important than ever due to the dual threat of both COVID-19 and flu co-circulating. There is increased concern over potential stress on our health care system and resources from both illnesses hitting at the same time.

The priority audiences for the campaign are adults 65 and older, people with underlying health conditions, Black/African American, Hispanic/Latinx, and American Indian and Alaska Native communities.

The campaign will run through March 2021 and has three messaging phases:

1. **September – October (early education and prevention):** *Flu season is coming, it's more important than ever to get your flu vaccine. It's widely available and can help keep YOU + others healthy.*
2. **October – December (urgent vaccination):** *Flu season is here, it's time to get your flu vaccine. It's widely available and important to keep YOU + others healthy.*
3. **January – March (vaccination during flu peak):** *It's not too late to get your flu vaccine. It's widely available and important to keep YOU + others healthy.*

Each phase will feature paid promotion of: Animated digital banners and ads on web searches, social media ads in 5 languages, and television commercials starting in November. Some viewable examples of campaign materials include:

- [English video](#) (for streaming or download)
- Priority population graphics representing diverse audiences:



Partners have access to a toolkit of companion materials (available in English and Spanish) to promote on their communication channels. These toolkits are available at [coronavirus.wa.gov/knock-out-flu-think-it-essential](https://coronavirus.wa.gov/knock-out-flu-think-it-essential) or [toolkits.knockoutflu.org](https://toolkits.knockoutflu.org) and include bilingual assets such as:

- Newsletters, social graphics, blog content, posters, postcards, social media and videos

All materials will direct people to [www.knockoutflu.org](https://www.knockoutflu.org) for more information, which is now available in 5 languages.

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