



Fall and Winter Virus Season: Tools for Communication

Lourdes M. Martinez, PhD

Deputy Associate Director for Communication

National Center for Immunization and Respiratory Diseases

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Respiratory Illnesses Data Channel

This site is updated on Fridays. *New data will be added throughout the fall.*

WHAT TO KNOW

- As of November 15, 2024, the amount of acute respiratory illness causing people to seek healthcare is low nationally.
- COVID-19 activity is stable or declining in most areas. Seasonal influenza activity remains low nationally.
- RSV activity is elevated and continues to increase in the southern and eastern United States, particularly in young children.
- Respiratory infections caused by the bacterium *Mycoplasma pneumoniae* have continued to increase in young children in the United States.



Your community snapshot

Select your state / territory and your county to receive information on COVID-19, flu, and RSV in your community

United States



All counties



The CDC may not have data for all states, counties, or territories. [Read more »](#)

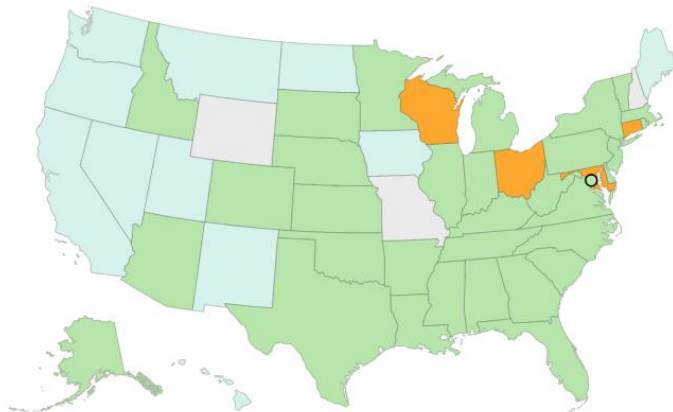
[Respiratory Illnesses Data Channel](#) | [Respiratory Illnesses](#) | [CDC](#)

Reported on Friday, November 15th, 2024.

Level of Respiratory Illness Activity

Respiratory illness activity is monitored using the acute respiratory illness (ARI) metric. ARI captures a broad range of diagnoses from emergency department visits for respiratory illnesses, from the common cold to severe infections like influenza, RSV and COVID-19. It captures illnesses that may not present with fever, offering a more complete picture than the previous influenza-like illness (ILI) metric. Refer to [data notes](#) for more details.

Respiratory Virus Activity Levels



Territories ☐ AS ☐ GU ☐ PR ☐ VI

Acute Respiratory Illness

Very High High Moderate Low Minimal

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Respiratory Illnesses

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Stages of Change approach to messaging

- **Precontemplation (Awareness)**
- **Contemplation (Preparation)**
- **Action**
 - Vaccinate
 - Other core prevention strategies
 - Test and Treat
- **Maintenance**
 - Other core prevention strategies
 - Test and Treat



Data to inform communication

- RespVaxView has three dashboards that are updated weekly:
 - COVID-19
 - Flu
 - RSV
- The respiratory vaccination dashboard is updated monthly and includes
 - Vaccination uptake, intent, and confidence
 - Vaccination concerns, issues, and motivators

[RespVaxView](#) | [RespVaxView](#) | [CDC](#)

The screenshot displays the CDC RespVaxView website. The header features the CDC logo, the title 'RespVaxView', a search bar, and the date 'NOVEMBER 6, 2024'. The main heading is 'Monthly Respiratory Vaccine Coverage, Confidence, and Demand'. Below this, a 'WHAT TO KNOW' section explains that the dashboards expand on weekly survey data, covering attitudes, behaviors, and demographic characteristics related to COVID-19, flu, and RSV vaccine uptake. A vertical banner on the right reads 'MONTHLY RESPIRATORY VACCINATION DASHBOARDS'. The 'Overview' section states that data is available at the national and state level. The 'Dashboards' section lists two categories: 'Vaccination Uptake, Intent, and Confidence' (exploring coverage, intent, and confidence for COVID-19, flu, and RSV) and 'Vaccination Concerns, Issues, and Motivators' (exploring concerns, issues, and motivators for COVID-19, flu, and RSV among U.S. adults). A small thumbnail image shows a dashboard with a bar chart. The 'Publications' section at the bottom includes a link to 'RespVaxView Publications'.

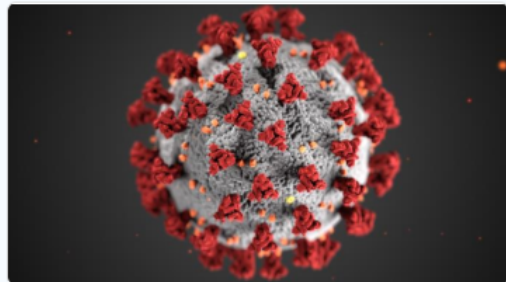
NCIRD Bulletin

SARS-CoV-2 Variant XEC Increases as KP.3.1.1 Slows

November 1, 2024, 12:00 PM EDT

WHAT TO KNOW

- SARS-CoV-2 viruses, which cause COVID-19, are constantly changing.
- New variants continually displace previous variants to which we've built up immunity through prior infection or vaccination.
- The COVID-19 vaccine was updated for 2024–2025 to help protect us from these new variants.
- CDC anticipates that the 2024–2025 COVID-19 vaccines will work well against the variants circulating now.



Seasonal Influenza Campaigns

- **Wild to Mild Campaign**
 - Based on consumer research with goal to reset public expectations focusing on preventing flu's serious outcomes
 - Emphasis on at-risk groups such as pregnant women, older adults and children
- **Play Defense Against the Flu**
 - Emphasis on Black and Hispanic audiences
 - Public Service Announcements to highlight how antibodies from a flu vaccination work to protect people from the flu



Risk Less. Do More. HHS Campaign

Outreach Materials
Campaign Ads
Adults 60+
Long-Term Care Home Residents
Caregivers
Pregnant People
Health Care Providers
Adults 18-64
For Health Care Providers
Newsroom

Campaign Ads

This page includes some recent advertisements from the *Risk Less. Do More.* campaign. The ads are organized by the audience. If you are interested in using these in your outreach efforts, please [contact us](#).

Adults 60+

The advertisements below include a mix of social media graphics and digital videos for adults ages 60 and older. Advertisements include tailored messaging for general market, Black, Latino, and rural audiences. Additional television, radio, digital, and print ads may be available upon request.



Respiratory Virus Guidance Snapshot



Core Prevention Strategies

Immunizations



Hygiene



Steps for Cleaner Air



Treatment



Stay Home and Prevent Spread*



Additional Prevention Strategies

Masks



Distancing



Tests



*Stay home and away from others until,



and



Your symptoms are
getting better

You are fever-free
(without meds)

for 24 hrs



Then take added precaution
for the next 5 days



Layering prevention strategies can be especially helpful when:

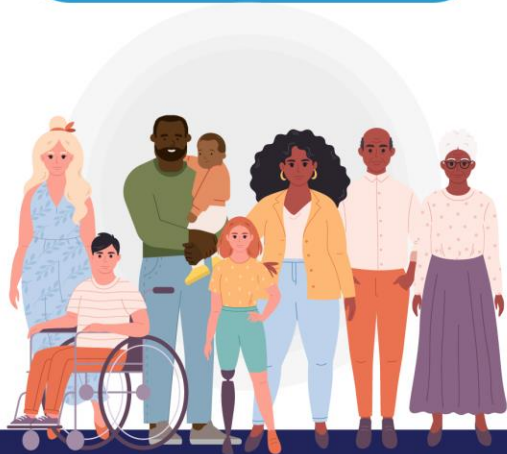
- ✓ Respiratory viruses are causing a lot of illness in your community
- ✓ You or those around you have risk factors for severe illness
- ✓ You or those around you were recently exposed, are sick, or are recovering



Fall and Winter Immunization Guide

COVID-19* and Flu Updated 2024-25 Vaccines

Everyone 6 months
and older



cdc.gov/respiratory-viruses/prevention/immunizations.html

RSV Immunization to Protect Babies

Vaccine
Pregnant parents
during weeks 32-36 of
pregnancy during RSV
season

OR

Monoclonal Antibodies
Babies entering or
born during the RSV
season



RSV Vaccine for Older Adults

(currently, older adults only need to get
the RSV vaccine once; not annually)

People ages 60 and
over at high risk of
severe RSV

AND

Everyone ages 75 and
older



*The COVID-19 Vaccine Schedule can vary per person, those who are immunocompromised or adults 65 years and older may receive another dose of the 2024-2025 vaccine 6 months after receiving their first dose

Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

