

# *Risk Less. Do More.* Pan Respiratory Virus Public Education Campaign Overview

## Overview and Campaign Goals

The U.S. Department of Health and Human Services (HHS) Pan Respiratory Virus Public Education Campaign is a **national integrated effort to increase awareness and uptake of vaccines that reduce severe illness from influenza (flu), COVID-19, and respiratory syncytial virus (RSV) in at-risk populations.** The campaign aims to:

- Increase pan respiratory virus vaccine uptake during the 2024–2025 season to reduce the public health burden of these diseases on individuals, families, communities, and the nation.
- Increase awareness of and public confidence in these vaccines.

## Priority Audiences

The campaign will target messaging to and tailor messaging for audiences at high risk from pan respiratory viruses, specifically:

- **Adults ages 60+ (RSV)/65+ and adults living in long-term care facilities (LTCF)**
- **Health navigators**, who are the family members and friends who help these audiences access care and make health decisions.
- **Health care providers (HCP)**, including physicians, nurses, medical staff in LTCFs, and other trusted messengers through strategic partnerships to help engage priority audiences.

## Campaign Branding



The campaign's brand—*Risk Less. Do More.*—will educate audiences about the risks of pan respiratory viruses, and empower them to protect themselves with flu, COVID-19, and RSV vaccines so they can continue doing the things they love. The campaign's tagline—"Get this season's vaccines"—will drive home the importance of getting vaccines regularly, and as recommended. The *Risk Less. Do More.* brand will premiere the week of August 19 with the launch of the campaign's educational push.

## Approach

The campaign will use research-based messages and strategies to engage at-risk populations. Our approach includes:

- **Push 1—Cultivate Confidence:** The first push of campaign advertisements will focus primarily on RSV, given low awareness and uptake of RSV vaccines. Ads for this push will target four priority audiences: adults 60+ (including LTCF residents), pregnant people, health navigators, and HCPs.
- **Push 2—Motivate Action:** Following the educational push, the campaign will launch a motivational push of advertisements to drive priority audiences to get vaccinated against flu, COVID, and RSV at the start of respiratory virus season. This push will target all priority audiences.
- **Integrated Messaging Approach:** The campaign will use an integrated, surround-sound approach across paid, owned, and earned media to deliver accurate, clear information when and where audiences are most receptive and ready to act.
- **Partnership Engagement:** The campaign will partner with trusted national, state, and local organizations, as well as relevant influencers, to ensure that all audiences have access to information that can help them avoid illness and protect themselves, their families, and their communities from highly contagious respiratory viruses.

## Key Campaign Timeline

Date	Activity
<b>Aug. 19–31, 2024</b>	<ul style="list-style-type: none"> <li>• Cultivate Confidence advertising starts on August 19. Includes digital and social ads focused on RSV for adults 60+ (RSV)/65+, health navigators, LTCF residents, pregnant people, and HCPs.</li> <li>• Mini-Campaign: National Immunization Awareness Month-themed ads</li> <li>• Launch of branded organic social media posts</li> <li>• Launch of campaign website</li> </ul>
<b>Sept. 6–24, 2024</b>	<ul style="list-style-type: none"> <li>• Motivate Action advertising begins. Includes TV, radio, social/digital, print and digital out-of-home (DOOH) for adults 60+ (RSV)/65+, health navigators, and adults 18–64</li> <li>• Mini-Campaign: National Assisted Living Week-themed ads</li> </ul>
<b>Oct. 2024</b>	<ul style="list-style-type: none"> <li>• Mini-Campaign: Halloween themed</li> </ul>
<b>Nov. 2024</b>	<ul style="list-style-type: none"> <li>• Wave 2 of Motivate Action advertisements begins. Includes TV, radio, social/digital, print and DOOH for health navigators and adults 18–64.</li> <li>• Social/digital and print advertisements for pregnant people, HCPs, and LTCF residents</li> </ul>
<b>Dec. 2024–Jan. 2025</b>	<ul style="list-style-type: none"> <li>• Wave 3 of Motivate Action advertisements starts. Includes TV, radio, social/digital, print and DOOH for adults 60+ (RSV)/65+</li> <li>• Mini-Campaign: Holiday-themed ads</li> </ul>

## Stakeholder and Partner Engagement

Coordinating with HCP groups, nonprofits, and other organizations is essential to reaching priority audiences. The campaign will partner with national, state, and local organizations to help improve and amplify campaign messaging. Specifically, partners can:

- Help shape early campaign research and creative development through shared insights.
- Extend the reach of campaign messages and activities by helping identify and access opportunities with significant potential to reach key audiences and geographies.
- Access campaign materials for use in their own outreach efforts.

A campaign website ([RiskLessDoMore.hhs.gov](https://RiskLessDoMore.hhs.gov)) launched on August 19 and provides information to stakeholders and partners, including information for health care providers. On our campaign website, several resources will be available for partners, including:

- Creative assets (TV/radio ads, social/digital ads and banners, print and DOOH ads)
- Fact sheets, posters, infographics, social media posts
- Talking points and frequently asked questions

If there is interest in reusing any of these materials for local campaigns, there will be an option to request this through the campaign website. The campaign website will also include the ability to contact us directly for additional resources or partnership opportunities.

## Interagency Collaboration

Amplified collaboration across government agencies will be essential to ensure an aligned government strategy through the campaign. Our collaboration efforts include data sharing, coordinating with the Centers for Disease Control and Prevention (CDC) and other agencies for primary research and message development, regular meetings with interagency stakeholders, and multiagency material review and buy-in.

If you are interested in learning more, please reach out to May Malik, Senior Advisor for Public Education Campaigns at HHS, at [maysoon.malik@hhs.gov](mailto:maysoon.malik@hhs.gov)