National Foundation for Infectious Diseases®

www.nfid.org

TV PUBLIC SERVICE CAMPAIGN

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About National Foundation for Infectious Diseases

Founded in 1973, the National Foundation for Infectious Diseases (NFID) is a non-profit 501(c)(3) organization dedicated to educating the public and healthcare professionals about the burden, causes, prevention, diagnosis, and treatment of infectious diseases across the lifespan.

NFID is committed to increasing awareness about the importance of preventing and treating vaccine-preventable diseases, including influenza.

For more information please visit: www.NFID.org.

Learn more about National Foundation for Infectious Diseases

WWW.NFID.ORG

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Dear Public Service Director,

Influenza (flu) is more than just a "bad cold." For those living with certain chronic health conditions, such as heart disease, lung disease, or diabetes, flu can cause life-threatening complications, including hospitalization and death. The best way to prevent flu and related complications is to get a flu vaccine each year. The Centers for Disease Control and Prevention (CDC) recommends that everyone age 6 months and older is vaccinated against flu annually.

In a recent survey from the National Foundation for Infectious Diseases (NFID), nearly one in four US adults (23 percent) who are at higher risk of flu-related complications said they were not planning to get vaccinated this flu season. Although flu can be serious for anyone, those with chronic health conditions are at higher risk for serious complications:

- People with heart disease are 6X more likely to have a heart attack within 7 days of flu infection
- People with asthma and/or COPD are at greater risk of serious flu-related complications
- People with diabetes are 6X more likely to be hospitalized from flu and 3X more likely to die

While the severity of flu season is unpredictable, relaxed COVID-19 mitigation measures (e.g., masks, social distancing) could result in the resumption of seasonal influenza virus circulation. COVID-19 vaccines and booster doses can be given at the same time as a flu vaccine. Even in cases when flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness and prevent serious complications.

We hope you can help inform your audience about the importance of flu vaccination by airing the new PSA from NFID titled **"Flu Is Not a Game" (:60, :30, :15)**. The PSA highlights how serious flu can be for those living with certain health conditions and features patients with chronic health conditions who know how important it is to get an annual flu vaccine. Also available for use is the animated PSA **"3 Things You Need to Know About Flu and Chronic Health Conditions" (:30)** which provides facts about flu and chronic conditions. The PSAs, which have **no end date for use** (flu season can extend into spring), encourage viewers to visit www.NFID.org for more information. We hope you will help us share these life-saving messages with your viewers by airing these PSAs as soon and as often as possible.

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Thank you in advance for your support and consideration.

Marla Dalton, PE, CAE
Executive Director & CEO
National Foundation for Infectious Diseases (NFID)

Flu Is Not a Game

The best way to prevent flu is to receive an influenza vaccination every year. Flu vaccination is especially important this year to help protect individuals and prevent additional strain on an already overburdened US healthcare system.

To learn more, please watch our new PSA below titled **"Flu Is Not a Game**" **(:60)** which is also available in :30 and :15 lengths. Also available for use is the PSA titled **"3 Things You Need to Know About Flu and Chronic Health Conditions" (:30)**. We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.

TV PSA SCRIPTS

Download All PSA Scripts

"Flu Is Not a Game" (:60)	
1. Animated graphics on screen. **GRAPHIC**: FLU IS NOT A GAME	**MUSIC UP AND UNDER**
2. Animated flu virus icon on screen. **GRAPHIC**: IF YOU HAVE DIABETES / HEART DISEASE / LUNG DISEASE	
3. Animated flu virus icon on screen. **GRAPHIC**: YOU ARE MORE LIKELY TO HAVE SERIOUS FLU-RELATED COMPLICATIONS, INCLUDING HOSPITALIZATION AND DEATH.	
4. Animated heart graphic and flu virus icon on screen. **GRAPHIC**: PEOPLE WITH HEART DISEASE ARE 6X MORE LIKELY TO HAVE A HEART ATTACK WITHIN 7 DAYS OF FLU INFECTION	
5. Animated lung graphic and flu virus icon on screen. **GRAPHIC:** PEOPLE WITH ASTHMA AND/OR COPD ARE AT GREATER RISK OF SERIOUS FLU-RELATED COMPLICATIONS	
6. Animated diabetes and flu virus icon on screen. **GRAPHIC:** PEOPLE WITH DIABETES ARE 3X MORE LIKELY TO DIE FROM FLU-RELATED COMPLICATIONS	

TV PSA SCRIPTS

"Flu Is Not a Game" (:60 continued)	
7. Shot of Mila speaking. **GRAPHIC**: MILA, PARENT OF A DIABETES PATIENT	**MILA O/C:** If you're a parent of someone a kid or a young adult living with type one diabetes, you know how serious flu can be.
8. Shot of Kelly speaking. **GRAPHIC**: KELLY, STROKE SURVIVOR	**KELLY O/C:** A lot of people don't know that when you have flu, that it can increase your chances of having a stroke or heart related issue.
9. Shot of Brooke speaking. **GRAPHIC**: BROOKE, ASTHMA PATIENT	**BROOKE O/C:** As someone with asthma, I am at higher risk for complications from flu.
10. Shot of John speaking. **GRAPHIC**: JOHN, COPD PATIENT	**JOHN O/C:** People with respiratory conditions are at much, much higher risk from having a far worse outcome should they get the flu.
11. Animated vaccine icon. National Foundation for Infectious Diseases logo **GRAPHIC**: DON'T LET FLU STOP YOU GET VACCINATED SO YOU CAN KEEP MOVING LEARN MORE AT WWW.NFID.ORG	**FADE SOUND AND PICTURE OUT**

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

http://psaconnect.c360m.com/nfid/

No end date for use.

Flu Is Not a Game (:60, :30, :15)
3 Things You Need to Know About Flu and Chronic Health Conditions (:30)

Please let us know your preferences on receiving PSAs by contacting:

Holly Mule via email at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate

IRS Department of the Treasury
Internal Revenue Service

CINCINNATI OH 45999-0038

In reply refer to: 0248188030
Dec. 14, 2017 LTR 4168C 0
23-7198530 000000 00
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BODC: TE

NATIONAL FOUNDATION FOR INFECTIOUS
DISEASES
7201 WISCONSIN AVE STE 750
BETHESDA MD 20814

015494

Employer ID Number: 23-7198530
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Dec. 05, 2017, regarding your tax-exempt status.

We issued you a determination letter in April 1981, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

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