



SURVEY FACT SHEET

NEW SURVEY FINDS MOTHERS SEE INFLUENZA AS A SERIOUS HEALTH THREAT, BUT OFTEN DON'T GET THEIR FAMILIES VACCINATED

Results of a recent survey commissioned by the American Lung Association found that while most mothers think influenza is severe and know which groups should be immunized, they view influenza as a disease that affects others, and are not getting themselves or their families vaccinated.

The American Lung Association's *Faces of Influenza* campaign is intended to help people see themselves and their loved ones among the many "faces" of influenza – people who fall into one or more target groups recommended for annual immunization by the Centers for Disease Control and Prevention (CDC) – and encourage them to seek immunization.

The CDC recommends more than 250 million Americans get vaccinated against influenza this year – more than 4 out of 5 people in the United States.

Mothers view influenza vaccination as a safe and effective way to prevent influenza

- 78 percent of mothers see influenza as a severe and potentially life-threatening disease that can strike anyone, but can be prevented by getting a flu shot
- Nearly 80 percent of moms view influenza vaccination as a safe way to prevent influenza
- More than 60 percent of mothers consider the vaccination effective

Despite these beliefs, mothers do not see themselves or their families as "faces" of influenza, and are not getting vaccinated, leaving them at risk for severe symptoms, serious complications and even death

- Only 38 percent of moms say they will get vaccinated this influenza season
- Only 46 percent plan to encourage their spouses and children to get vaccinated against influenza
- 54 percent of moms said none of their children will get vaccinated against influenza

Mothers are the key decision makers for their families' health

- 95 percent of moms surveyed said they are responsible for making sure each member of their family gets vaccinated against influenza

Mothers report their health-care professionals may not always recommend influenza vaccination for themselves or loved ones

- Nearly 32 percent of moms report that their child's pediatrician has never mentioned the flu vaccine to them
- 40 percent of mothers said their health-care professional has never recommended, nor discussed, influenza immunization for themselves
- Fewer than half of mothers report their health-care professional strongly recommended immunization for their family

More likely than not, each one of us knows someone whose well-being or good health depends on getting an influenza immunization each and every year. The American Lung Association urges mothers to see

themselves and their family members as “faces” of influenza and to get vaccinated. Vaccination typically begins in October and can continue through the spring. In most seasons, influenza virus activity typically peaks in February or March.

To learn more, please visit www.facesofinfluenza.org.

About the Survey

This survey was conducted via telephone within the United States by CARAVAN Opinion Research Corporation, on behalf of the American Lung Association, among 1,000 adult females, 18 years of age and older with children up to 17 years old. No estimates of theoretical sampling error can be calculated; a full methodology is available upon request.

About CARAVAN Opinion Research Corporation

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