



Promoting Influenza Vaccination 2022–2023 Toolkit for Health Care Providers

Department of Health Services | Division of Public Health
Bureau of Communicable Diseases | Immunization Section

Table of Contents

Patient Education and Outreach Tools 3

Sample Press Release 4

Influenza Vaccine Message Map 5

Sample Social Media Messages 6

Patient Education and Outreach Tools

Your patients trust you to provide accurate information on staying healthy and protected against influenza. Stay updated by regularly reviewing [state respiratory virus surveillance and influenza vaccination information](#). Promote flu vaccination by sharing the up-to-date information included in this toolkit and the Centers for Disease Control and Prevention's (CDC) [HCP Fight Flu Toolkit](#). Remind your patients that it is not too late to get protection from flu with a flu vaccine.

Posters, Infographics, and Factsheets

- Print free [posters and print materials](#), [infographics](#), and [factsheets](#) in different sizes, formats, and languages for different audiences.
- Use [animated images](#) or [trivia questions](#) on TVs in waiting areas or upload them to your website.
- Looking for other resources or posters for your office? Check out the [Wisconsin Influenza Prevention](#) page, Families Fighting Flu's [free resources](#) for various [stakeholders](#), or the Children's Hospital of Philadelphia's excellent [education resources](#).

Talking with Patients and Parents

See [best practices](#) for increasing flu vaccination rates in your practice, learn how to make a [strong influenza vaccine recommendation](#) to your patients and Get tips for answering [frequently asked questions](#).

Social Media Posts

Share sample messages and images (included in this toolkit) on your social media platforms. You can also share social media posts from DHS and other organizations (such as the CDC or World Health Organization) on your own social media channels. Please also include information on free or lower-cost vaccine programs you have for people who are un-/underinsured.

Website Add-Ons

Easily add CDC's [flu content](#) to your website to help encourage patients to get vaccinated.

Appointment Reminder Templates

- Create [reminder/recall notices](#) through the Wisconsin Immunization Registry (WIR) to help your patients stay on top of their vaccinations.
- Use CDC's customizable [email template](#) to remind your patients to schedule appointments for their influenza vaccines.
- Easily customize the Association of Immunization Manager's [routine immunization postcards](#) to remind your patients that they can call you to make appointments.

Sample Press Release

This is a sample press release template for local health care providers, health departments, and tribal health directors in Wisconsin. We encourage you to modify the template to meet the needs of your jurisdiction.

For Immediate Release

Date: [xx-xx-xxxx]

Protect Yourself with a Flu Vaccine

It is never too late to protect yourself, family, and community with a flu vaccine

As the flu season continues, public health officials encourage you to protect yourself and your family by getting a yearly flu vaccine. You can get a flu vaccine as long as the flu is spreading. It is never too late to get protection with a flu vaccine.

“When we protect ourselves and others from the flu by getting vaccinated, we reduce hospitalizations and death and keep our communities safer.” said [insert health officer name and name of local health department]. “By getting the flu vaccine, you protect yourself and those you love, too.”

Everyone ages 6 months and older is recommended to get a yearly flu vaccine. Getting a flu vaccine is especially important for people at higher risk for serious flu complications, including:

- People who are pregnant
- Young children
- People 65 years and older, especially those living in group settings
- People with certain medical conditions, such as asthma or heart disease

Health care providers in [insert your jurisdiction name] are making sure that you can still get vaccinated in a safe and convenient way. You can get a yearly flu vaccine at [list any known flu vaccine sites in your jurisdiction]. Please check with your health insurance plan about any costs associated with the flu vaccine. If you don't have insurance, check with [insert name of free flu vaccine clinics in your jurisdiction].

Getting vaccinated is one of the best ways to stay healthy and prevent getting sick with illnesses like the flu and COVID-19. It is never too late to get protection. You can safely get your yearly flu vaccine and a COVID-19 vaccine or booster dose at the same time. Call a doctor or other health care provider today to make vaccine appointments for yourself and your family. If the cost of the vaccine is a concern, you or your [children](#) may be eligible for [free or lower-cost vaccines](#) [or insert your local vaccine program information].

Influenza Vaccine Message Map

General Information

- The flu vaccine is safe and the best way to protect yourself and loved ones from getting the flu.
- Hundreds of millions of Americans have safely received flu vaccines over the past 50 years, and there has been extensive research confirming the safety of flu vaccines.
- While flu and COVID-19 are both contagious respiratory illnesses, they are caused by two different viruses and require two different vaccines.
- Contact a doctor or other health care provider if you have any questions about flu vaccination.

Key Messages	Supporting Information
1. It is never too late to get a flu vaccine.	<ul style="list-style-type: none"> • Everyone ages 6 months and older should get a flu vaccine as recommended by the Centers for Disease Control and Prevention, Wisconsin Department of Health Services, and [insert your organization’s name]. • It takes about two weeks for the flu vaccine to fully work by activating your immune system to build up antibodies that protect you against the virus. • Even if you didn’t get vaccinated before flu season began, it is never too late to get protection from a flu vaccine.
2. Getting a flu vaccine protects you and the people around you.	<ul style="list-style-type: none"> • Respiratory illnesses like flu and COVID-19 can spread easily when people are gathered together, especially indoors. • Getting your yearly flu vaccine and staying up to date with your COVID-19 vaccine can protect you from getting and spreading illness to others. • Everyone ages 6 months and older are recommended to get their annual flu vaccine and stay up to date with COVID-19 vaccines.
3. Call a doctor or other health care provider to make a vaccine appointment today!	<ul style="list-style-type: none"> • You can get vaccinated at your doctor’s office, local pharmacy, local health department, or find a vaccinator at Vaccines.gov. • If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines. • There is plenty of flu vaccine supply available for everyone to get a vaccine. • You can safely get both your flu vaccine and COVID-19 vaccine or booster dose during the same visit.

Sample Social Media Messages

You play an important role in getting your patients vaccinated. Promote influenza vaccination by sharing these important messages on your social media channels. Please use and modify them freely. Edit to reflect the style and voice of your organization and the needs of your social media followers.

The linked photos are also suggestions. While some of these photos are free to use, your organization may have policies that prohibit their use. Check with your legal team regarding your policies on using the photos linked below.

Timeframe	Post	Photo link
Late Fall	Flu season is here. Protect your kids by getting them vaccinated! If cost is a concern, check out the Wisconsin Vaccines for Children program: https://www.dhs.wisconsin.gov/immunization/vfc.htm #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	<ul style="list-style-type: none"> • https://www.shutterstock.com/image-photo/autumn-forest-background-vibrant-color-tree-1816260440 • https://www.shutterstock.com/image-photo/young-boy-girl-school-lunch-table-1177724560
Late Fall	Gear up for winter by getting your family vaccinated against flu. Call a doctor or pharmacy to make flu vaccine appointments today. #FightFlu #ProtectYourCrewAgainstTheFlu	https://www.shutterstock.com/image-photo/happy-young-black-man-winterwear-carrying-2146966813
Thanksgiving (Post on or near 11/25)	Be sure to add “get a flu vaccine” to your Thanksgiving to do list! #ProtectYourCrewAgainstTheFlu #TogetherWeAreStrong	https://unsplash.com/photos/GM5Yn5XRVqA
Winter	Help your kids stay healthy and active all winter long by making sure they are vaccinated against the flu. #ProtectYourCrewAgainstTheFlu	https://unsplash.com/photos/UklinksPvT0
Winter Holidays	The holidays are near! Give your family and loved ones the best gift: health and protection. Get your flu vaccine to #ProtectYourCrewAgainstTheFlu #HappyHealthyHolidays #BodhiDay #Hanukkah #Yule #Christmas #Kwanzaa	<ul style="list-style-type: none"> • https://www.shutterstock.com/image-photo/merry-christmas-happy-holidays-loving-family-526704991 • https://www.shutterstock.com/image-photo/hanukkah-dinner-family-gathered-around-table-1499897402
Winter Holidays	Still looking for a holiday gift idea? Get vaccinated and make sure you don't accidentally give your family the flu!	• https://unsplash.com/photos/MCm43tSNVhY

	#MeProtectingMelsMeProtectingYou #HappyHealthyHolidays	<ul style="list-style-type: none"> • https://www.shutterstock.com/image-photo/woman-hands-winter-gloves-heart-symbol-230227600
Winter Holidays	Prepping for the holidays? Add get a flu vaccine to your to do list! Call a doctor or pharmacy and make an appointment #ProtectYourCrewAgainstFlu #TogetherWeAreStrong	https://www.shutterstock.com/image-photo/using-step-by-online-recipe-shot-2129743454
January	Sledding, snowmobiling, and cold days all signal January in Wisconsin. Stay healthy with these steps so you can continue to enjoy your favorite winter activities: 1. Get your flu vaccine 2. Wash your hands with soap and water. 3. Get plenty of rest and exercise. #StayHealthy so you can have #SnowMuchFun	https://unsplash.com/photos/rnguvzoG-x8
Valentine's Day (Post on or near 2/14)	Roses are red. Violets are blue. Get vaccinated. To prevent the flu. #ThatsLove	https://www.shutterstock.com/image-photo/banner-word-valentines-day-love-on-1851451591
Ramadan (starts 4/1 – send out post at least 2 weeks before)	As Ramadan is approaching, one of the best ways to prepare is to get your flu shot if you haven't already! Protect yourself and your family from the flu so everyone can get the most out of the month. #RamadanMubarak #Don'tLetTheFluBotherYou #TogetherWeAreStrong	https://www.shutterstock.com/image-photo/ramadan-kareem-greeting-photo-serene-mosque-1374854330

If you use any of these template posts or have feedback, please let us know! Questions? Need help? [Email us!](#)

You can also use other free flu [social media messages](#), pictures, and posters from the [CDC](#) or [Families Fighting Flu](#). Consider posting about and sharing the Children's Hospital of Philadelphia's educational [video game](#) and [trivia game](#).