

2020

Influenza Vaccine Resources



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Press Release Template

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

For Immediate Release

Date: [xx-xx-xxxx]

Protecting Yourself with a Flu Vaccine is More Important Than Ever This Year

Health officials want to prevent the spread of the flu during the COVID-19 pandemic

As the flu season begins and communities continue to combat the COVID-19 virus, public health officials stress that getting the flu vaccine is more important than ever this year. By getting vaccinated, you can prevent one respiratory virus, the flu, from circulating at the same time as another respiratory virus, COVID-19.

“When we protect people from the flu by getting vaccinated, we help keep them from being hospitalized, which helps our health care workers who are caring for people with COVID – a win-win-win,” said [insert health officer name and name of local health department]. “By getting the flu vaccine, you protect yourself and help your community too.”

In Wisconsin’s 2019-2020 flu season, there were 36,175 flu cases reported, 4,425 flu-related hospitalizations, and tragically, 183 deaths, including three children, and the highest number of pregnant people hospitalized for flu. While these statistics are alarming, a combination of flu and COVID-19 cases could result in even more severe illnesses, hospitalizations and deaths this year, and put additional strain on Wisconsin’s health care providers working to care for today’s COVID patients. “The first step is to prevent a bad flu season by getting as many people vaccinated as possible,” (last name of health officer) said.

Health care providers all across Wisconsin are making sure that you can get vaccinated in a safe and convenient way, whether at a special vaccination drive in a nearby church or supermarket parking lot, curbside at your doctor’s office, or at a socially distanced vaccine appointment inside a clinic or pharmacy. Safety precautions related to COVID-19 also include sanitizing at clinics, temperature taking, and special scheduling.

It is important to protect yourself and your family before the flu starts to spread in your community, which typically happens in the late fall in Wisconsin. Since it takes about two weeks for the flu vaccine to protect you against the virus, the Centers for Disease Control and Prevention (CDC), Wisconsin Department of Health Services (DHS), and [insert local health department name] recommend that everybody age 6 months and older get a flu vaccine by Halloween.

Call your health care provider today to make vaccine appointments for yourself and your family. You can also use [vaccinefinder.gov](https://www.vaccinefinder.gov) to find a provider near you. 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].

2020-2021 Influenza Vaccine Message Map

General Information:

- Being protected against flu through vaccination is important because health care resources are limited due to the pandemic, and COVID-19 continues to spread.
- 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.
- Contact your health care provider if you have any questions.

Key Messages	Supporting Information
<p>1. You should get your flu vaccine by Halloween.</p>	<ul style="list-style-type: none"> • Everyone ages 6 months and older should get a flu vaccine by Halloween, as recommended by the CDC, DHS, and [insert institution 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. • You will want to be protected before the flu virus starts to spread in your community, which typically happens in the late fall in Wisconsin.
<p>2. Getting a flu vaccine will not only help you and those around you stay healthy, but will also help reduce the strain on health care systems responding to the COVID-19 pandemic.</p>	<ul style="list-style-type: none"> • Flu and COVID-19 viruses cause similar respiratory illnesses that spread easily from person-to-person, but are caused by different viruses. • They have similar symptoms such as fever, tiredness, and cough, which can lead to misdiagnosis. • The flu vaccine will not protect against COVID-19. It will reduce your chances of getting sick or being hospitalized from flu. • By reducing flu hospitalizations, we will help support our health care systems so we can all get the care we need.
<p>3. Call your health care provider to make a vaccine appointment today!</p>	<ul style="list-style-type: none"> • You can get vaccinated at your doctor's office, local pharmacy, local health department, or at a federally qualified health center. • You can use vaccinefinder.gov to find a provider near you. • If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines.

SAMPLE SOCIAL MEDIA MESSAGES

For Local Public Health and Other Health Care Providers

Influenza Season 2020-2021

This year, it is more important than ever to have high flu vaccination rates! By reducing flu hospitalizations, we will preserve hospital resources for COVID-19 patients and prevent a twindemic. Help us keep our communities safe by sharing these messages.

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](#).

Included below are sample social media posts related to influenza. Please use and modify freely. The linked photos are also suggestions. While the photos are free to use, your organization may have policies that prohibit their use. You may wish to check with your legal department regarding your policies on using the photos linked below.

Please edit to reflect the style and voice of your organization and the needs of your followers.

Thank you for all you do. If you have any questions, use any of these template posts, or have feedback, please let us know. You can [e-mail us](#) at any time!

Time	Post	Photo (link)
Rosh Hashanah (9/18-20), Yom Kippur (9/28)	Shana Tova to all of you observing Rosh Hashanah and Yom Kippur! This Jewish New Year it is more important than ever to get a flu vaccine to protect our families and loved ones. Protect each other by celebrating together spiritually but apart physically. #RejoiceinHealth #Reflect4Rosh #ZoomintoRoshHashanah #TogetherbutApart4YomKippur	https://www.shutterstock.com/image-photo/rosh-hashanah-jewish-new-year-holiday-1139980313
Fall	Yes, we’re open! Your health care provider is prepared to safely vaccinate your family. Don’t wait, call today.	Customizable template: https://www.immunizationmanagers.org/page/VaccineConfidenceMediaMaterials
Fall	Help us help you. Protect yourself against the flu so frontline health care workers can focus on stamping out COVID-19. #WeAreAllinThisTogether #FightFlu #TogetherWeAreStrong	https://www.shutterstock.com/image-photo/international-doctor-team-hospital-medical-staff-1686721738 or https://www.shutterstock.com/image-photo/team-female-male-doctors-nurses-wearing-1688225587 or

		https://www.shutterstock.com/image-photo/woman-medical-mask-hands-latex-glove-1691188564
Fall/ back to school	Flu season is just around the corner. You can protect your kids by getting them vaccinated! If the cost of the vaccine is a concern, your kids may be eligible for the Wisconsin Vaccines for Children program. https://www.dhs.wisconsin.gov/immunization/vfc.htm #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	https://www.flickr.com/photos/selfmagazine/48546118457/in/album-72157710332198661/ https://www.flickr.com/photos/selfmagazine/48546134152/in/album-72157710332198661/
Fall	Knock out flu with one shot! Use vaccinefinder.gov to find a provider near you and make an appointment today!	https://www.shutterstock.com/image-photo/superhero-kid-wearing-boxing-gloves-against-156350636
Fall	Protect yourself from #flu this season! While there is no #COVID19 vaccine yet, get a #fluvaccine to avoid a #twindemic this fall & winter. https://www.cdc.gov/flu/symptoms/flu-vs-covid19.htm	https://www.shutterstock.com/image-photo/little-girl-band-aid-on-shoulder-1793762905 https://www.flickr.com/photos/bonsaisue/6979970924/
Fall	Fall is here! Time to drink apple cider, carve pumpkins, and go leaf jumping. It's also a great time for you and your family to get vaccinated against the flu. You can use vaccinefinder.gov to find a provider near you and make an appointment today! #FightFlu #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	https://unsplash.com/photos/z_d21Hg7CFO
Halloween	Let's make sure Halloween is spooky, and not the flu this year. Prevent a scary winter and get your flu vaccine by October 31, 2020, and say #BooFlu!	https://www.shutterstock.com/image-photo/ghost-735136855 https://www.shutterstock.com/image-vector/corona-virus-graphic-vector-collection-1652443252

<p>Diwali (11/14)</p>	<p>Happy Diwali to all those who celebrate! Protecting your family and community is the greatest gift of all. It's not too late for your family to get your flu vaccines! Staying apart will help keep us together. #AGiftOfHealth #TogetherWeAreStrong #ProtectYourCrewAgainstTheFlu</p>	<p>https://www.shutterstock.com/image-photo/oil-lamps-lit-on-colorful-rangoli-1125806294</p>
<p>Thanksgiving</p>	<p>If you're considering a family visit at Thanksgiving, it's so important to add a flu vaccine to the list to protect yourself and your family, along with your masks, social distancing, and hand sanitizer. Make sure you have less than 10 people at any gathering. But the best way to protect your crew is to plan a Zoom Thanksgiving this year! #ReThinkingThanksgiving #ProtectYourCrewAgainstTheFlu</p>	<p>https://unsplash.com/photos/FHIJWoBodrs</p>
<p>Winter</p>	<p>Help your kids stay healthy and active this winter by making sure they are vaccinated against the flu. #TogetherWeAreStrong #ProtectYourCrewAgainstTheFlu</p>	<p>https://unsplash.com/photos/eFmLuPyzgxl</p>
<p>Winter Holiday</p>	<p>The holidays are near! Be together in spirit while remembering to keep physical distance this year. Give your family and loved ones the best gift: health and protection. Get your flu vaccine to #ProtectYourCrewAgainstTheFlu #HappyHealthyHolidays #BodhiDay #Hanukkah #Yule #Christmas #Kwanzaa</p>	<p>https://www.shutterstock.com/image-photo/woman-hands-winter-gloves-heart-symbol-230227600</p>
<p>Winter Holiday</p>	<p>Still looking for a holiday gift idea? Get vaccinated and make sure you don't accidentally give your family the flu! #MeProtectingMelsMeProtectingYou #HappyHealthyHolidays</p>	<p>https://www.pexels.com/photo/christmas-cold-friends-frosty-269370/</p>

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	Roses are red. Violets are blue. Get vaccinated To prevent the flu. #ThatsLove	https://www.flickr.com/photos/selfmagazine/48545839516/in/album-72157710332198661/
Ramadan (starts 4/13 – 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

Patient Education and Outreach Tools for Health Care Providers

Influenza Season 2020-21

This year, it is more important than ever to have high flu vaccination rates. By reducing flu hospitalizations, we will preserve hospital resources for COVID-19 patients. Because you are so trusted, providers and all health care professionals (HCPs) play a major role in protecting patients against influenza. Please share this information and the CDC's [HCP Fight Flu Toolkit](#) widely so we can all improve flu vaccination rates.

Prepare Your Practice for Flu Season

1. Make sure you have reviewed the 2020-2021 Advisory Council on Immunization Practices [flu vaccine recommendations](#)
2. Review guidance for safe vaccination at [health care provider offices](#), [off-site clinics](#), and/or [pharmacies](#) during a pandemic

Patient Education

Posters, Infographics, and Factsheets

You could print free [posters and print materials](#), [infographics](#), and [factsheets](#) in different sizes, formats, and languages for different audiences. You could also put [animated images](#), [videos](#), or [trivia questions](#) on TVs in waiting or exam rooms 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](#), Los Angeles' Department of Public Health's innovative [posters](#), or the Children's Hospital of Philadelphia's excellent [education resources](#).

How to Talk to Patients and Parents

Learn [best practices](#) for increasing flu vaccination rates in your practice, techniques on how to make a [strong influenza vaccine recommendation](#) to your patients, and how to answer [frequently asked questions](#). This [2020-2021 frequently asked flu questions](#) is also a good resource, as is this written [conversation guide](#) for vaccines in general.

Share information on vaccination timing and different [types of influenza vaccinations](#), and communicate the [importance of the flu vaccine](#) during COVID-19.

Patient Outreach

Social Media Posts

Share these [sample messages](#) and images on your social media platforms. Please also include information on free or lower-cost vaccine programs you have for the un-/underinsured.

Website Additions and Support

You can easily add CDC's [flu content](#) and [flu buttons and widgets](#), like a Vaccine Finder, to your website to help patients get vaccinated.

Appointment Reminder Templates

Create [reminder/recall notices](#) through the Wisconsin Immunization Registry to set up call, text, and email reminders to help your patients stay on top of their vaccinations.

Or you can use CDC's [email template](#) to remind your patients to schedule appointments for their influenza vaccines. This template is customizable to best fit your practice and patient population, but,

unfortunately, is not yet tailored to the current pandemic. You could add in a short message about the [importance of the flu vaccine](#) during COVID-19.

You can also easily customize the Association of Immunization Manager's [routine immunization postcards](#) to remind your patients that they can call you to make appointments, and to let them know that you have COVID-related safety precautions in place to provide vaccinations safely.

SAMPLE SOCIAL MEDIA MESSAGES

Schools to Parents, Influenza Season 2020-2021

As school staff and teachers start this new and unique school year, we first want to thank you for doing all that you do. Your work is so vital for the wellbeing of our communities, especially in these uncertain times.

This year, it is more important than ever that your students and staff are vaccinated against flu. You all play a special role in preventing the flu because you are in a position to influence the many children, parents, and staff who trust you. By ensuring that as many students and staff as possible are protected, you will reduce the number of absentees, reduce illness, and reduce flu hospitalizations in your community. Together we can prevent people from getting sick with both flu and COVID-19, and preserve hospital resources for COVID-19 patients.

Please help us increase flu vaccinations and promote the health of your students and staff by sharing the sample social media posts below related to influenza. Feel free to modify them to reflect the style and voice of your school district and the needs of your followers. While the suggested, linked photos are free to use, your agency may have policies that prohibit their use. You may wish to check with your legal department regarding your policies on using the photos linked below.

You can explore other free flu [social media messages](#), pictures, and posters from the [CDC](#) or [Families Fighting Flu](#). Consider sharing the Children’s Hospital of Philadelphia’s educational [video game](#), [trivia game](#), and [lesson plans](#) for elementary, middle, and high school students. You can also easily add [CDC’s flu content](#) or [flu buttons and widgets](#), like a Vaccine Finder, to your website to help students, staff, and parents get vaccinated.

Again, thank you for all you do. If you have any questions, use any of these template posts, or have feedback, please let us know! You can [e-mail us](#) at any time!

Timeframe	Post	Photo (link)
Rosh Hashanah (9/18-20), Yom Kippur (9/28)	Shana Tova to all of you observing Rosh Hashanah and Yom Kippur! This Jewish New Year it is more important than ever to get a flu vaccine to protect our families and loved ones. Protect each other by celebrating together spiritually but apart physically. #RejoiceinHealth #Reflect4Rosh #ZoomintoRoshHashanah #TogetherbutApart4YomKippur	https://www.shutterstock.com/image-photo/rosh-hashanah-jewish-new-year-holiday-1139980313
Fall/ back to school	Let’s all get the flu vaccine so we have one less disease to worry about! #WeMissYou #ShooFlu #ProtectYourCrewAgainstTheFlu	https://www.shutterstock.com/image-photo/school-child-wearing-face-mask-during-1736145332 https://www.shutterstock.com/image-photo/small-schoolchildren-colorful-school-bags-backpacks-1459830923

Fall/ back to school	Flu season is just around the corner. You can protect your kids by getting them vaccinated! If cost of the vaccine is a concern, you may be eligible for the Wisconsin Vaccines for Children program. https://www.dhs.wisconsin.gov/immunization/vfc.htm #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	https://www.flickr.com/photos/sel_fmagine/48546118457/in/album-72157710332198661/ https://www.flickr.com/photos/sel_fmagine/48546134152/in/album-72157710332198661/
Fall	Protect yourself from #flu this season! We may not have a #COVID19 vaccine yet, but you can get a #fluvaccine to avoid a #twindemic this fall & winter. https://www.cdc.gov/flu/symptoms/flu-vs-covid19.htm	https://www.shutterstock.com/image-photo/little-girl-band-aid-on-shoulder-1793762905 https://www.flickr.com/photos/boonsaisue/6979970924/
Fall	We can protect ourselves against the flu, so doctors can use their resources to stamp out COVID-19. Let's help them help us! #WeAreAllinThisTogether #FightFlu #TogetherWeAreStrong	https://www.shutterstock.com/image-photo/woman-medical-mask-hands-latex-glove-1691188564 or https://www.shutterstock.com/image-photo/international-doctor-team-hospital-medical-staff-1686721738
Fall	Knock out flu with one shot! Use vaccinefinder.gov to find a provider near you and make an appointment today! #FightFlu #ProtectYourCrewAgainstTheFlu	https://www.shutterstock.com/image-photo/superhero-kid-wearing-boxing-gloves-against-156350636
Fall	Fall is here! Time to drink apple cider, carve pumpkins, and go leaf-jumping. It's also time for you and your family to get vaccinated against the flu. You can use vaccinefinder.gov to find a provider near you and make an appointment today! #FightFlu #ProtectYourCrewAgainstTheFlu #ShooFlu #Don'tLetTheFluBotherYou	https://unsplash.com/photos/z_d21Hg7CF0
Halloween	Let's make sure Halloween is spooky, and not the flu this year. Prevent a scary winter and get your flu vaccine by October 31, 2020, and say #BooFlu!	https://pixabay.com/photos/halloween-pumpkin-gourd-creepy-2870607/ https://www.shutterstock.com/image-vector/corona-virus-graphic-vector-collection-1652443252

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Winter	Help your kids stay healthy and active this winter by making sure they are vaccinated against the flu. #TogetherWeAreStrong #ProtectYourCrewAgainstTheFlu	https://unsplash.com/photos/eFmLuPyzgxl
Winter Holidays	The holidays are near! Be together in spirit while remembering to keep physical distance this year. Give your family and loved ones the best gift: health and protection. Get your flu vaccine to #ProtectYourCrewAgainstTheFlu #HappyHealthyHolidays #BodhiDay #Hanukkah #Yule #Christmas #Kwanzaa	https://www.shutterstock.com/image-photo/woman-hands-winter-gloves-heart-symbol-230227600
Winter Holidays	Still looking for a holiday gift idea? Get vaccinated and make sure you don't accidentally give your family the flu! #MeProtectingMelsMeProtectingYou #HappyHealthyHolidays	https://www.pexels.com/photo/christmas-cold-friends-frosty-269370/
January	Sledding, snowmobiling, and cold days all signal January in our school district. 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	Roses are red. Violets are blue. Get vaccinated To prevent the flu. #ThatsLove	https://www.flickr.com/photos/sefmagazine/48545839516/in/album-72157710332198661/

<p>Ramadan (starts 4/13 – send out post at least 2 weeks before)</p>	<p>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. (Remember it takes 2 weeks for the vaccine to fully protect you, so get it at least 2 weeks before you start fasting.) #RamadanMubarak #Don'tLetTheFluBotherYou #TogetherWeAreStrong</p>	<p>https://www.shutterstock.com/image-photo/ramadan-kareem-greeting-photo-serene-mosque-1374854330</p>
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