



Promoting Influenza Vaccination 2022–2023 Toolkit for Local and Tribal Health Departments

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

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Health Education and Outreach Tools

Community members and partners 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) [website](#). Remind your community that it is not too late to get protection against flu with a flu vaccine.

Posters, Factsheets, and More

- Print free posters made for different audiences from DHS:
 - [Children, P-02267](#)
 - [Parents of young children, P-02269](#)
 - [Teens, P-02265](#)
 - [Adults \(fall\), P-02272](#)
 - [Adults \(winter\), P-02271](#)
 - [Employees, P-02266](#)
 - [Employers, P-02270](#)
- Print a free educational [DHS fact sheet](#) for the general public in multiple languages on flu signs and symptoms, diagnosis, and prevention.
- Use [animated images](#) from CDC or [trivia questions](#) from the Children's Hospital of Philadelphia on TVs in waiting areas or upload them to your website.
- Looking for other resources or posters? Check out the [DHS Influenza Prevention](#) page, Families Fighting Flu's [free resources](#) for various [stakeholders](#), or the Children's Hospital of Philadelphia's excellent [education resources](#).

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 or 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 community members to get vaccinated.

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].

Sample Talking Points

These are sample talking points for health departments and Tribal health directors in Wisconsin. Use these points to help guide your own influenza communications and to answer questions from the media and public.

1. Protect yourself and the people around you from respiratory illnesses like flu and COVID-19 by staying up to date with COVID-19 vaccines and getting your yearly flu vaccine.

- The Wisconsin Department of Health Services (DHS) and Centers for Disease Control and Prevention (CDC) recommend that everybody 6 months and older get flu vaccine and stay up to date with COVID-19 vaccines all year long.
- Although the timing of flu is difficult to predict, it typically circulates in the fall and winter months. Experts recommend you get your yearly flu vaccine by the end of October. But it is never too late to get protection from a flu vaccine.
- Respiratory illnesses like flu and COVID-19 can spread easily when people are gathered together, especially indoors. Get your flu vaccine and COVID-19 booster now before the cold winter months bring us indoors more often for gatherings and celebrations.

2. You shouldn't wait for flu activity or COVID-19 cases to be high to get your vaccines. Flu activity and COVID-19 cases can increase at any time.

- Remember that it takes about two weeks after getting the flu vaccine for your body to build up protection against flu.
- The sooner you get your flu vaccine and COVID-19 booster, the sooner you'll have protection!

3. Know it's never too late to get protection against respiratory illnesses like flu and COVID-19.

- You can get vaccinated for flu as long as flu viruses are circulating. In fact, flu season lasted until late spring last year, resulting in CDC continuing to recommend flu vaccination for a longer period of time than usual.
- It is never too late to get the added protection of a COVID-19 booster. You can get your COVID-19 booster dose at the same time as your flu vaccine!

4. Getting a yearly flu vaccine and staying up to date with your COVID-19 vaccines is especially important for people at higher risk for serious complications. This includes people 65 years and older, people who are pregnant, young children and people with certain medical conditions.

5. Getting your flu and COVID-19 vaccines while pregnant is safe and can protect both you and your baby.

- People who are pregnant are at higher risk of getting seriously sick with flu and COVID-19 due to the changes in their immune system, heart, and lungs that happen during pregnancy. These changes in the body can continue even after pregnancy.
- People who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future are encouraged to get their yearly flu vaccine and stay up to date on COVID-19 vaccines.
- Getting your flu vaccine while pregnant can protect your baby from flu for several months after they are born. This gives them protection when they are too young to get vaccinated.
- Getting your COVID-19 vaccine while pregnant builds antibodies that can help protect your baby against COVID-19.
- You can get your flu or COVID-19 vaccine at any time while you are pregnant. Flu vaccines have been safely given to people who are pregnant for decades. Evidence continues to build showing that COVID-19 vaccinations during pregnancy are safe and effective.

5. Stop germs in their tracks by layering your levels of protection.

- Stay up to date on vaccines that prevent COVID-19 and flu, and take other steps to stop them from spreading:
 - Avoid being around people who are sick.
 - Wash your hands often with soap and warm water for 20 seconds, or use an alcohol-based hand sanitizer if soap and water are not available.
 - Clean and disinfect surfaces that are touched often at home, work, and school.
 - Wear a well-fitting mask around others if you are exposed or diagnosed with COVID-19, or if you are in an area with a high COVID-19 Community Level.
- If you have symptoms of respiratory illness, call a doctor and ask to get tested. Doctors can test for COVID-19, flu, and other respiratory illnesses with one test.
- If you become sick with the flu or COVID-19, make sure you don't spread it to others.
 - Stay home when you are sick, except to get medical care.
 - Wash your hands often with soap and warm water.
 - Cover your mouth and nose with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.

6. Safely get your flu vaccine and COVID-19 vaccine or booster dose at the same time.

- While flu and COVID-19 are both contagious respiratory illnesses, they are caused by two different viruses and require two different vaccines.
- Flu vaccines do not protect against COVID-19 and COVID-19 vaccines do not protect you from flu. The good news is you can get your flu vaccine and COVID-19 vaccine or booster during the same visit.
- Everyone ages 6 months and older are recommended to get their annual flu vaccine and stay up to date with COVID-19 vaccines.

Sample Social Media Messages

You play an important role in keeping your community healthy. 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 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	• https://unsplash.com/photos/MCm43tSNVhY

	accidentally give your family the flu! #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](#).