



MEDIA FACTSHEET

IT'S FLU SEASON

Wisconsin's Department of Health Services (DHS) has just launched the "Be an Influencer" education and awareness campaign to inform Wisconsin communities of color about the importance of getting the flu vaccine. People of all ages can get the flu, from babies and young adults to the elderly. Communities of color are regularly hit with the flu at much higher rates; getting the vaccine can prevent you, your family, and your community from getting sick with the flu. Getting vaccinated is safe, easy, and effective. Be an **influencer**. Protect our community.

36,175

CASES

The total number of flu cases that Wisconsin reported during the 2019-2020 flu season.

4,425

PEOPLE

The amount of people admitted to a hospital due to the influenza virus last year.

183

DEATHS

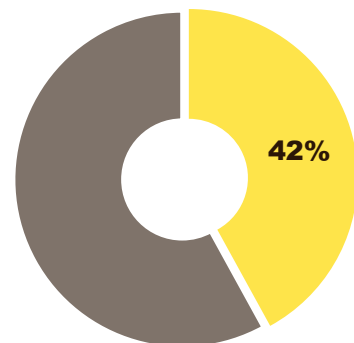
Number of people that died last year from the flu, including three children.

FLU FACTS

The flu is an illness caused by influenza viruses, which get passed around every year, with some years being worse than others. The flu spreads year-round but is most active between November and April. Communities of color are harder hit by the flu every year - this is in part because of a lack of trust in our health care system.

2019-2020 FLU VACCINE RATES

Last year, vaccination rates were much lower among communities of color such as Blacks (26%), Hispanics (30%), American Indians / Alaska Natives (27%), and Asians (32%) compared to the state average (42%).



PREVENTING THE FLU

The best way to prevent the flu is to get the flu vaccine (also called the "flu shot" or "flu immunization") each fall. Everyone over the age of 6 months should get their flu vaccine. Young children, pregnant women and adults 65 years and older, and people with chronic health conditions, such as asthma or heart disease, are most at risk of getting the flu. But healthy 5-64 year-olds are most likely to spread influenza and have the lowest vaccine uptake compared to other age groups. After getting vaccinated, some people experience side effects such as headaches, fatigue, and mild and short-lasting fever. These side effects are a normal part of getting vaccinated.



MAKE A PLAN

Visit dhs.wisconsin.gov/flu and find your nearest site that administers the flu vaccine. The Vaccine Finder even provides low-cost options.



GET THE VACCINE

It's safe. It's easy. It's effective. It takes about two weeks for the vaccine to give you full protection throughout the fall, winter and spring seasons.



TALK TO OTHERS

Talk to friends and family about your experience and the importance of getting the vaccine. Let's protect our communities together.

THE FLU AND COVID-19

This 2020-2021 influenza season, with the COVID-19 pandemic raging, it is even more important to keep people healthy and protected from the flu. A flu vaccine can't make you sick from the flu or COVID-19, which is a different respiratory virus with similar flu-like symptoms.

With both COVID-19 and the flu spreading this fall, it's important that we all get our flu vaccines. By getting our flu vaccines, we can help keep health care resources available for those with COVID-19 — a respiratory virus that, unlike the flu, does not yet have a vaccine available for the general public. The only way to know if you have the flu or COVID-19 is to get tested.

Find more information on the [DHS](https://dhs.wisconsin.gov) website.

