

How to keep communities engaged in the fight against flu as we combat COVID-19

Part 1- Flu disease

February 8, 2022

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Agenda

- Flu disease quiz
 - Dangers of the flu
 - Flu messaging
 - Partner spotlight on flu activities:
 - City of Worcester, MA
 - Allegheny County, PA
-

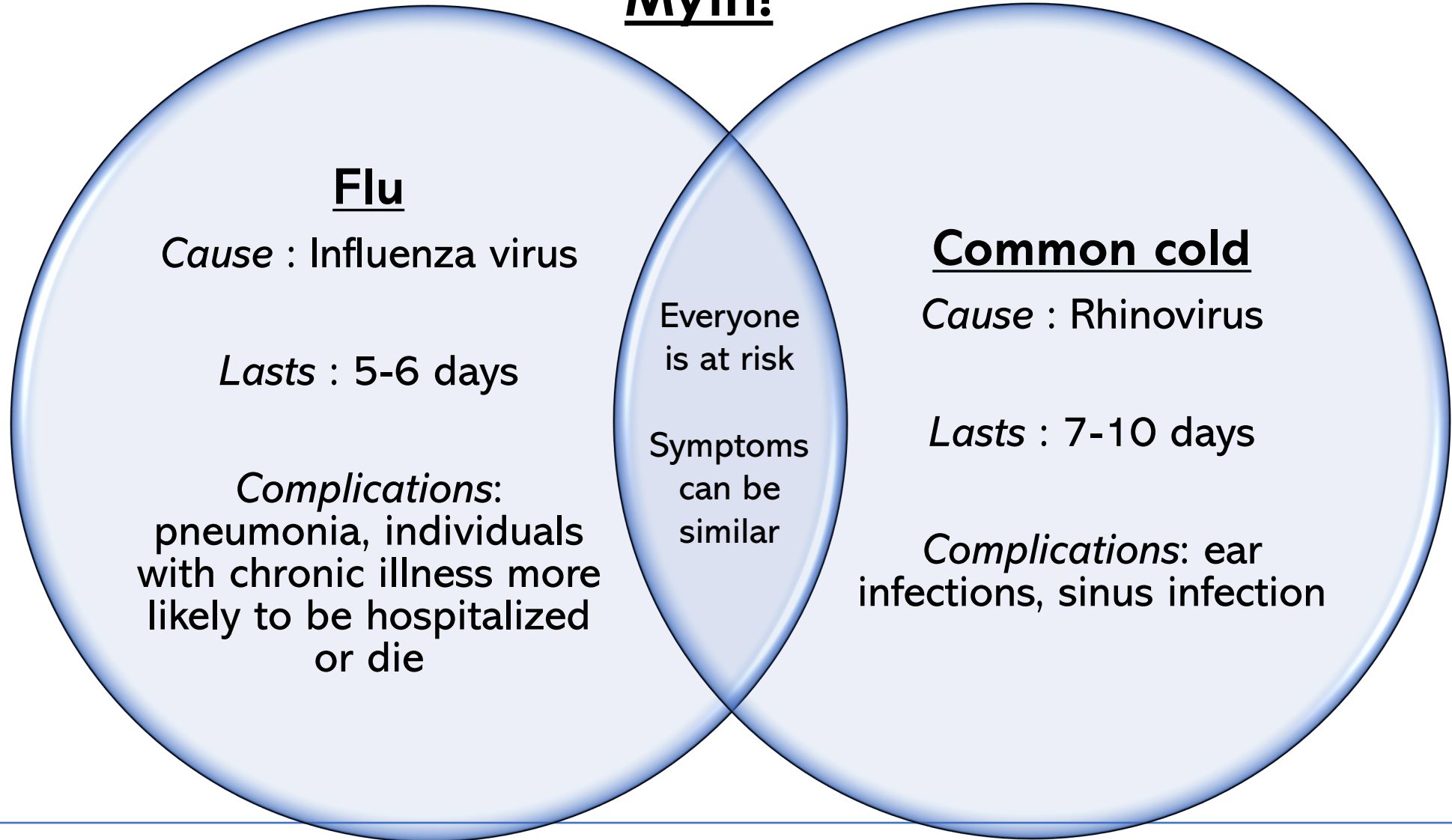
Flu disease quiz

Zoom poll #1

- The flu is not that serious- it is just like having a cold (True or False?)
-

“The flu is not that serious- it is just like having a cold”

Myth!



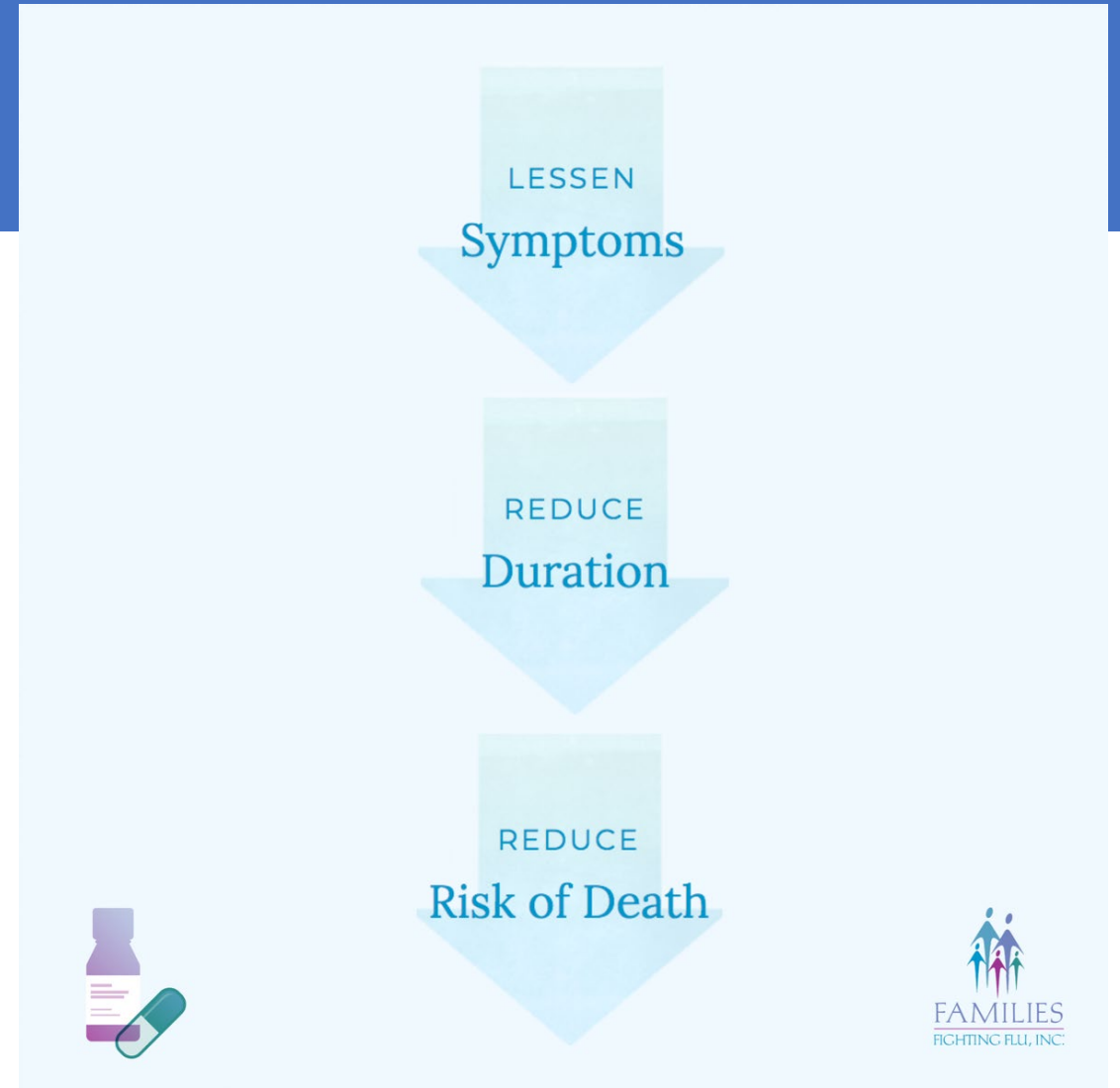
Zoom poll #2

- There is no treatment for the flu (True or False?)
-

“There is no treatment for the flu.”

Myth!

- The flu can be treated with antiviral drugs.
- Antiviral drugs can make the illness milder and shorten the duration of the illness. They may also prevent serious flu complications.
- Flu antiviral drugs are only available with a prescription from a physician.
- Flu antiviral drugs work best when they are started within 2 days of getting sick. Starting flu antiviral drugs after this 2-day mark can still be helpful, especially if the sick person has a high-risk factor or is very sick from flu.



Zoom poll #3

- Healthy people don't get very sick from the flu (True or False?)
-

“Healthy people don’t get very sick from the flu.”

Myth!



The DRAPEAU Family

Amiah was just 4-years-old when she died from the influenza B virus.

[Read Amiah's story](#)



The HAYNES Family

Latasha was a healthy, active 34-year-old when what seemed like a simple illness turned into pneumonia and congestive heart failure.

Dangers of the flu

U.S. flu
burden
(annually
from 2010-
2020)



Flu symptoms

- ✓ Fever* or feeling feverish/chills
- ✓ Cough
- ✓ Sore throat
- ✓ Runny or stuffy nose
- ✓ Muscle or body aches
- ✓ Headaches
- ✓ Fatigue (feeling tired)
- ✓ Some people may have vomiting and diarrhea, though this is more common in children than adults

* Not everyone with the flu will have a fever

Is it the flu or COVID?

	Flu	Similarities between Flu & COVID-19	COVID-19
Caused by	Influenza virus		SARS-CoV-2
Spread by		<ul style="list-style-type: none"> • Tiny droplets from coughing, sneezing, and/or talking • Touching a surface or object that has the virus and then touching your mouth, nose, or eyes 	
Symptoms	<ul style="list-style-type: none"> • Not everyone has a fever • Most people show symptoms in 1 to 4 days 	<ul style="list-style-type: none"> • Fever/chills • Cough • Sore throat • Runny/stuffy nose • Muscle/body aches • Headache • Fatigue • Vomiting/diarrhea • Shortness of breath 	<ul style="list-style-type: none"> • Loss of smell/taste (sometimes) • Can take longer for someone to show symptoms (up to 5 days; range 2 to 14 days)
Spread and duration of illness	<ul style="list-style-type: none"> • Can last 7-10 days • Contagious from 1 day prior to 7 days after testing positive 		<ul style="list-style-type: none"> • Duration of illness varies • More contagious than flu • Contagious from 2 days prior to 10 days after testing positive

People at high risk of flu complications

- High-risk groups include:
 - Adults age 65 years and older
 - Children younger than 5 years of age, and especially those younger than 2 years
 - Pregnant women
 - Racial and ethnic minority groups (Non-Hispanic Black persons, Non-Hispanic American Indian and Alaskan Native persons and Hispanic and Latino persons)
 - People with chronic health conditions including: asthma, heart disease and stroke, diabetes, HIV/AIDS, cancer, obesity, children with neurologic conditions*

* more information about those at high-risk for flu complications can be found on the [CDC website](#)

THE DANGERS OF INFLUENZA (FLU) AND COVID-19 IN ADULTS WITH CHRONIC HEALTH CONDITIONS

What do they all have in common?



Susan, Age 75
HEART DISEASE



Janet, Age 50
HIV/AIDS



Jake, Age 62
OBESE (BMI \geq 40)



Darrell, Age 57
ASTHMA



Maria, Age 49
DIABETES



José, Age 64
**CHRONIC OBSTRUCTIVE
PULMONARY DISEASE (COPD)**

93%
of adults

hospitalized for flu during the 2019-2020 season had at least one reported underlying medical condition



Because of their chronic health conditions, they are at high risk for serious COVID-19 and flu-related complications:

- Worsening of chronic health condition
- Disability
- Hospitalization
- Death

34+
million adults

have diabetes and are **3x** more likely to be hospitalized from COVID-19 and die from flu-related complications



30+
million adults

have heart disease and are at **6x** increased risk of heart attack within **7 days** of flu infection



Adults with hypertension

are **3x** more likely to be hospitalized for COVID-19



39+
million adults

have asthma and/or COPD, putting them at greater risk of serious flu-related complications



Adults with asthma

are **1.5X** more likely to be hospitalized for COVID-19



Annual flu vaccination is the best way to protect yourself from flu and serious long-term complications

In the US, there are currently no approved vaccines for COVID-19

Learn more at www.nfid.org/loweryourflurisk

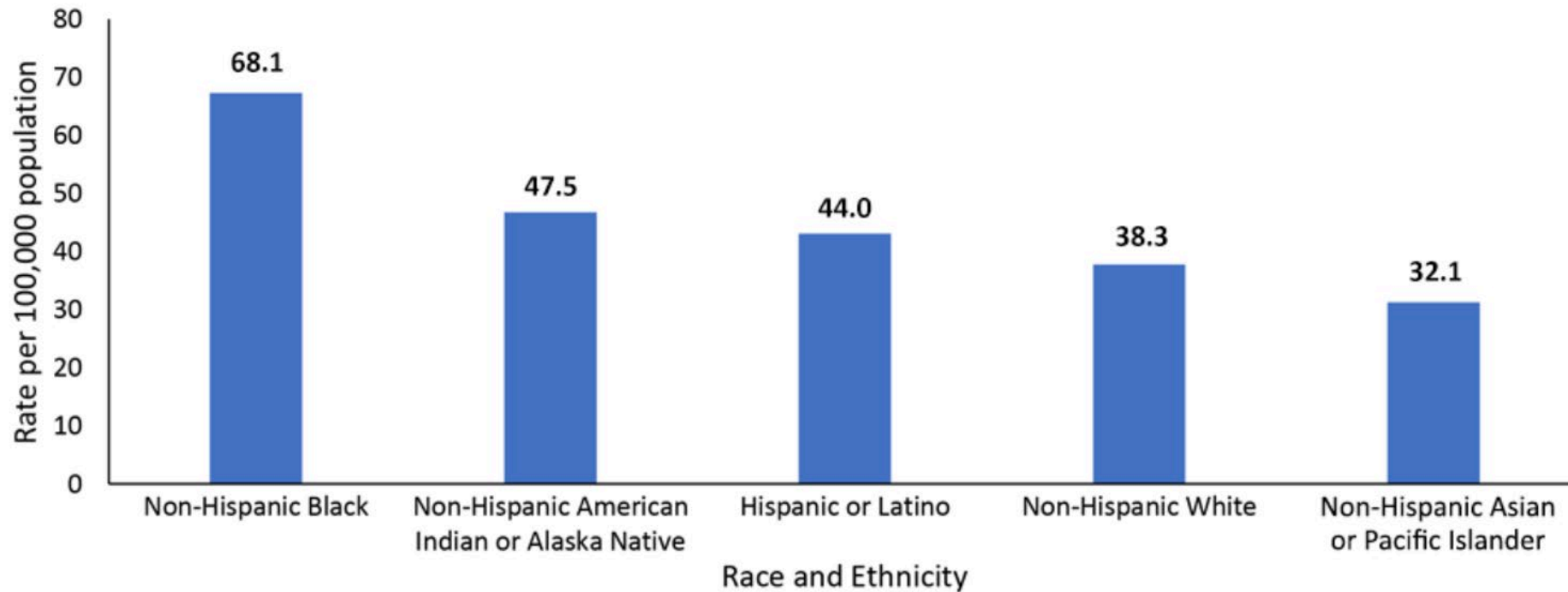
Racial and ethnic disparities in influenza disease/vaccination

- People from racial and ethnic minority groups are at **higher risk for being hospitalized** with the flu:
 - non-Hispanic Black persons
 - non-Hispanic American Indian and Alaskan Native persons
 - Hispanic and Latino persons
- People in racial and ethnic minority groups are **less likely to get a flu vaccine** than non-Hispanic White persons



Age-adjusted influenza-related hospitalizations by race/ethnicity*

Age-adjusted influenza-associated hospitalization rates by race and ethnicity — FluSurv-NET, 2009-10 through 2018-19



*Rates are statistically adjusted to account for differences in age distributions within race/ethnicity strata in the FluSurv-NET catchment area. Rates are preliminary and not yet published.

Testing for the flu

- It can be difficult to know if you have the flu from symptoms alone. There are tests that can diagnose the flu.
 - If you tested negative for COVID-19, you should consider getting tested for the flu. Unfortunately, there are no at-home flu tests so you will need to go to a clinic for a flu test.
 - Contact your doctor if you are having severe flu symptoms or are at high-risk for flu complications.
-

WARNING SIGNS IN ADULTS:

Difficulty breathing or shortness of breath

Severe weakness or unsteadiness



Fever or cough that improves but then returns or worsens

Persistent pain or pressure in the chest or abdomen



Not urinating

Seizures

Severe muscle pain

Persistent dizziness, confusion, inability to arouse

Worsening of chronic medical conditions

Treatment for the flu

- If you get sick with the flu, your doctor may ask you to take an antiviral drug.
 - Antiviral drugs can lessen your symptoms and shorten the time you are sick.
 - Contact your doctor right away if you are at high-risk of flu complications and think you have the flu because you should start taking antivirals soon after you become sick.
-

CDC Recommendations for the Public (Feb. 4, 2022)

- Get vaccinated against flu as soon as possible.
 - Take everyday preventive actions to reduce the spread of respiratory illness like flu.
 - These everyday preventive actions include staying home when sick, covering coughs and sneezes, and washing your hands often.
 - While CDC does not recommend routine use of masks for seasonal flu in the community setting, it is recommended for prevention of COVID-19 at this time.
 - For people who develop flu symptoms, which can be similar to those of other respiratory viruses, there are tests that can distinguish between flu and other viruses, including the virus that causes COVID-19.
 - It is important to remember that there also are drugs to treat flu illness. CDC recommends prompt treatment with a flu antiviral drug for people who have flu or suspected flu and who are at higher risk of serious flu complications.
 - Antiviral drugs are not a substitute for getting a flu vaccine. While flu vaccine can vary in how well it works, a flu vaccine is the best way to help prevent seasonal flu and its potentially serious complications. Antiviral drugs are a second line of defense that can be used to treat flu if you get sick.
 - CDC recommends that people at higher risk of developing serious flu complications get antiviral treatment as early as possible because benefit is greatest if treatment is started within 2 days after illness onset.
 - If the timing coincides, flu vaccine and COVID-19 vaccine can be given during the same visit.
-

Flu messaging resources

CDC Digital Media Toolkit: 2021-22 Flu Season

- Social media images & messages
- Videos
- Web resources
- Print ready materials



CDC flu resources in Spanish

La influenza puede ser grave

La influenza (gripe) es una enfermedad respiratoria contagiosa causada por virus que infectan la nariz, la garganta y los pulmones. Puede provocar una enfermedad de leve a grave, e incluso la muerte.



CONOZCA LOS SÍNTOMAS DE LA INFLUENZA

Los virus de la influenza pueden enfermarlo de manera leve a grave y, en ciertos casos, provocar la muerte. La influenza es diferente de un resfriado. La influenza, por lo general, se presenta de manera repentina.

Las personas que tienen influenza a menudo presentan algunos de los siguientes síntomas o todos: Fiebre* o sensación febril o escalofríos, tos, dolor de garganta, moqueo o congestión nasal, dolores musculares o corporales, dolor de cabeza y fatiga (cansancio). Algunas personas podrían tener vómitos y diarrea. Esto es más común en los niños.

*Es importante aclarar que no todas las personas con influenza tendrán fiebre.



¡TOME MEDICAMENTOS ANTIVIRALES SI EL MÉDICO SE LOS RECETA!

Los medicamentos antivirales se pueden usar para tratar la enfermedad por influenza. Los medicamentos antivirales pueden hacer que la enfermedad sea más leve y dure menos. También pueden prevenir complicaciones graves de la influenza. Los CDC recomiendan que los medicamentos antivirales se usen de manera temprana para tratar a las personas que estén muy enfermas por la influenza y a quienes tengan síntomas de influenza y estén en alto riesgo de presentar complicaciones graves de la enfermedad, ya sea debido a su edad o porque tienen una afección de alto riesgo.



QUÉDESE EN CASA CUANDO ESTÉ



you should stay home and avoid contact with others except to get medical care.

KNOW THE SYMPTOMS OF FLU

Flu viruses can cause mild to severe illness, and at times can lead to death. The flu is different from a cold. The flu usually comes on suddenly.

People who have flu often feel some or all of these symptoms: Fever* or feeling feverish/chills, cough, sore throat, runny or stuffy nose, muscle or body aches, headaches, fatigue (tiredness). Some people may have vomiting and diarrhea. This is more common in children.

*It's important to note that not everyone with flu will have a fever.



TAKE ANTIVIRAL DRUGS IF YOUR DOCTOR PRESCRIBES THEM!

Antiviral drugs can be used to treat flu illness. Antiviral drugs can make illness milder and shorten the time you are sick. They also can prevent serious flu complications.

CDC recommends that antiviral drugs be used early to treat people who are very sick with the flu and people who get flu symptoms who are at high risk of serious flu complications, either because of their age or because they have a high risk medical condition.



STAY HOME WHEN SICK



NMQF Flu Flyers- English/Spanish



**Aún puedes vacunarte
contra la influenza.**

Protege a tu familia, a tu comunidad y a ti mismo.

Los casos de influenza están incrementando y pueden conducir a enfermedades graves.

Vacúnate contra la influenza lo antes posible.

Llama a tu doctor o farmacéuta hoy mismo.



**It's not too late to
get your flu shot.**

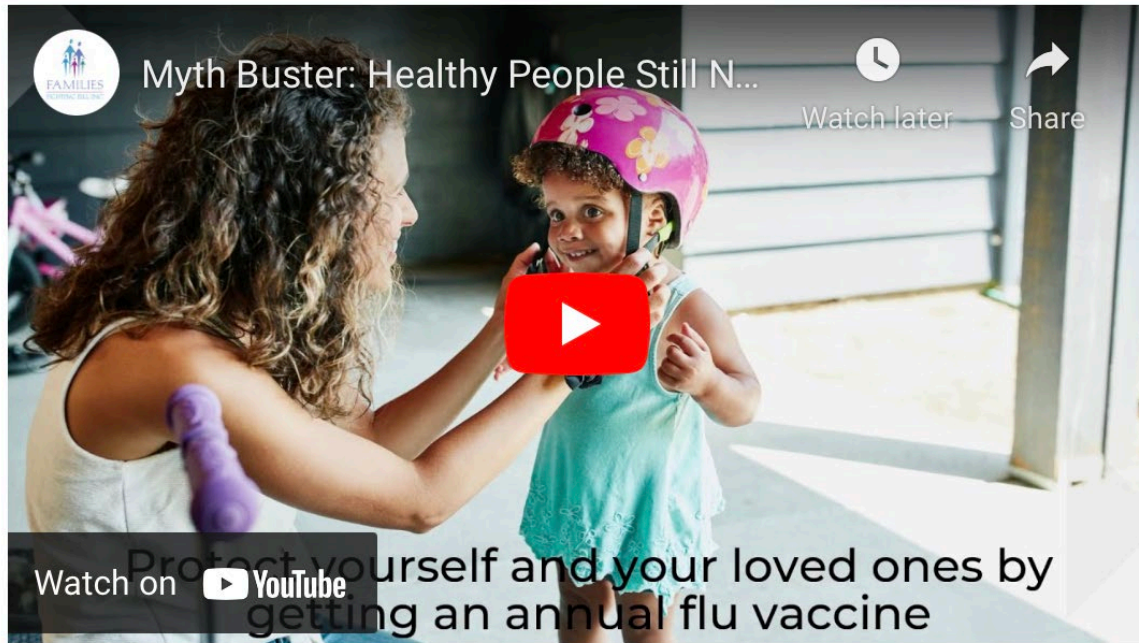
Protect your family, protect yourself, protect your community.

Flu rates are rising and can lead to serious illness.

Get your flu shot as soon as possible.

Call your doctor or pharmacist today.

Families Fighting Flu video resources



Myth Buster: Healthy People Still Need a Flu Vaccine



Myth Buster: Why Should I Get an Annual Flu Vaccine?

NFID resources on flu for adults with risk factors


Are You at Risk for Serious Flu-Related Complications?

Influenza (flu) is not just a common cold. Anyone can get sick with flu, but certain people are at higher risk of developing serious flu-related complications, including:

- Infants and children age 5 years and younger
- Adults age 65 and older
- Pregnant women (and women up to 2 weeks postpartum)
- People with certain chronic health conditions
- Certain racial and ethnic groups

Annual flu vaccination is recommended for everyone age 6 months and older to help reduce the risk of flu-related complications


For more information, visit www.nfid.org/flu



Infants and Children

Children younger than age 5 years—especially those younger than age 2 years—are at high risk of developing serious flu-related complications


Infants younger than age 6 months are too young to be vaccinated. The best way to protect them is to ensure that those around them are vaccinated and that mothers get vaccinated while they are still pregnant



Older Adults 65+

Adults age 65 years and older are at greater risk of flu-related complications, in part because of weakened immune systems


Older adults account for the majority of flu-related deaths and more than half of all flu-related hospitalizations



Pregnant Women (and women up to 2 weeks postpartum)

Flu is more likely to cause severe illness in pregnant women

Vaccinating pregnant women helps protect newborns for the first several months after their birth, when they are too young to get vaccinated



Certain Racial/Ethnic Groups

Certain racial and ethnic groups are at increased risk for flu-related hospitalization, including Black, Hispanic or Latino, and American Indian or Alaska Native persons

People with Certain Chronic Health Conditions



Heart disease:

Heart disease patients are 6 times more likely to have a heart attack within 7 days of influenza infection



Obesity:

Individuals with a body mass index (BMI) of 40+ have a higher rate of serious flu-related complications, including hospitalization



Lung disease (including asthma and/or COPD):

Flu can increase inflammation in the lungs and airways, which can trigger asthma attacks and make COPD symptoms worse



Compromised immune system:

People who have weakened immune systems, including current and former cancer patients and those living with HIV/AIDS, are at higher risk of developing serious flu-related complications, including hospitalization and death


LOWER YOUR FLU RISK

If you have a chronic condition like...


- LUNG DISEASE
- HEART DISEASE
- DIABETES

there are many important things you need to do to stay healthy:


MONITOR YOUR CONDITION




TAKE YOUR MEDICATION



EXERCISE



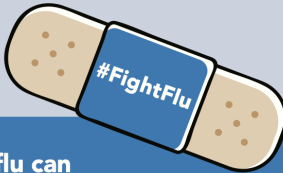
EAT HEALTHY



But there's one thing you might not know...

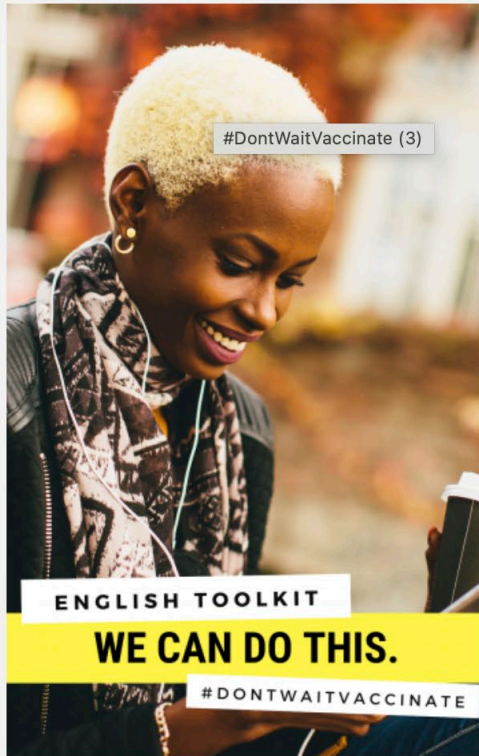
Annual flu vaccination

is also a critical part of your care



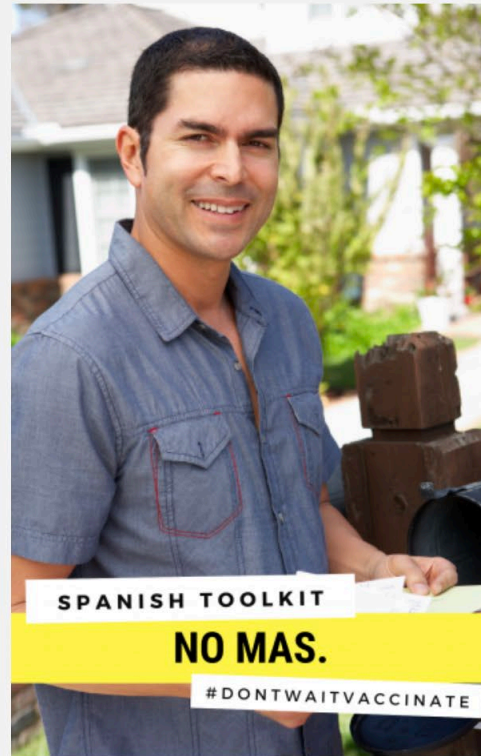
Even when your chronic condition is well-managed, flu can worsen symptoms and lead to life-threatening complications, including:

NMQF-SHC English, Spanish and video toolkits



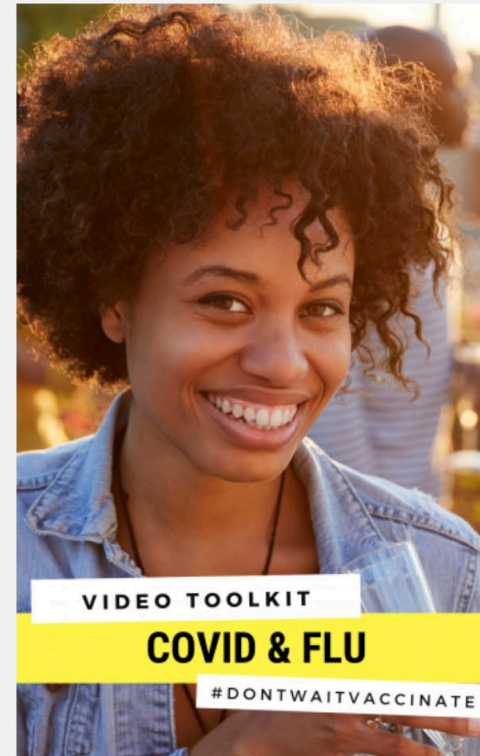
English Toolkits

Download social media, public relations and newsletter messaging in English.



Spanish Toolkits

Download social media, public relations and newsletter messaging in Spanish.

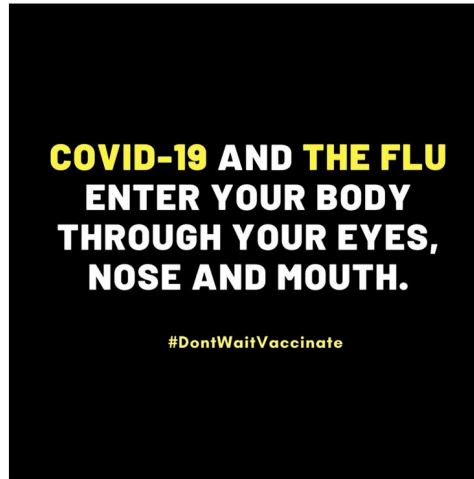


Video Toolkit

Download video clips for social media usage.

NMQF-SHC social media graphics

Social Media Graphics



AIM iREACH infographics



espanol.cdc.gov/flu

FLU AND COVID-19: A Brief Overview

Stop the spread of germs:

- Wash your hands often
- Wear a mask
- Keep 6 ft of space when possible
- Cover your cough and sneeze
- Get your flu vaccine
- Get your COVID-19 vaccine

Find out which high risk groups and symptoms are unique to COVID-19, which are unique to flu, and which are shared for both flu and COVID-19:

 <p>Unique high risk groups for flu complications</p> <ul style="list-style-type: none"> • Young children (under 5) • Children with neurologic conditions 	 <p>Shared high risk groups for flu and COVID-19 complications</p> <ul style="list-style-type: none"> • Older adults (> 65 years) • Pregnant people • Racial and ethnic minority groups • People with conditions such as: asthma, heart disease and stroke, diabetes, HIV/AIDS, cancer • People with disabilities • People who are immunocompromised 	 <p>Unique high risk groups for COVID-19 complications</p> <ul style="list-style-type: none"> • People living in jails/prisons • People with substance use disorders*
 <p>Unique signs and symptoms of flu</p> <ul style="list-style-type: none"> • You may not always have fever with the flu 	 <p>Shared signs and symptoms of flu and COVID-19</p> <ul style="list-style-type: none"> • Cough • Sore throat • Fever/chills • Runny/stuffy nose • Muscle/body aches • Headache • Fatigue • Vomiting/diarrhea • Shortness of breath 	 <p>Unique signs and symptoms of COVID-19</p> <ul style="list-style-type: none"> • New loss of smell/taste

Flu and COVID-19 vaccines may be administered on the same day!

Flu vaccines are recommended for everyone 6 months and older (for those without contraindications)
 COVID-19 vaccines are recommended for:
 12 years and older: Pfizer's Comirnaty vaccine
 18 years and older: Moderna, J & J or Pfizer's Comirnaty vaccine

Learn more at:
www.cdc.gov/flu and
www.cdc.gov/coronavirus

*CDC references regarding high risk groups:
<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/index.html>
<https://www.cdc.gov/flu/highrisk/index.htm>

LA INFLUENZA Y EL COVID 19 Un vistazo general

Detén la propagación de gérmenes

- Lava tus manos con frecuencia
- Utiliza mascarilla
- Mantén 6 pies de distancia cuando sea posible
- Cubre tu tos y estornudos
- Vacúnate contra la influenza
- Vacúnate contra el COVID-19

Averigua qué grupos de alto riesgo y síntomas son exclusivos de la COVID-19, cuáles son exclusivos de la influenza y cuáles son similares tanto para la influenza como para COVID-19:

 <p>Grupos únicos de alto riesgo para las complicaciones de la influenza</p> <ul style="list-style-type: none"> • Niños pequeños (menores de 5 años) • Niños con condiciones neurológicas 	 <p>Grupos compartidos de alto riesgo de complicaciones de la influenza y COVID-19</p> <ul style="list-style-type: none"> • Adultos mayores (> 65 años) • Embarazadas • Grupos étnicos/raciales minoritarios • Personas con condiciones como: asma, enfermedades cardíacas y accidentes cerebrovasculares, diabetes, VIH/SIDA, cáncer • Personas con discapacidades • Personas inmunocomprometidas 	 <p>Grupos únicos de alto riesgo para complicaciones de COVID-19</p> <ul style="list-style-type: none"> • Personas que viven en cárceles/prisiones • Personas con trastornos por uso de sustancias
 <p>Signos y síntomas únicos de la influenza</p> <ul style="list-style-type: none"> • Es posible que no siempre tenga fiebre con la influenza 	 <p>Signos y síntomas compartidos de gripe y COVID-19</p> <ul style="list-style-type: none"> • Tos • Dolor de garganta • Fiebre/resaca • Sensación de congestión nasal • Dolor muscular/corporales • Dolor de cabeza • Fatiga • Vómito/diarrea • Dificultad para respirar 	 <p>Signos y síntomas únicos de COVID-19</p> <ul style="list-style-type: none"> • Nueva pérdida del olfato/gusto

¡Las vacunas contra la influenza y el COVID-19 se pueden administrar el mismo día!

Las vacunas contra la influenza se recomiendan para todas las personas de 6 meses en adelante (para aquellos sin contraindicaciones)
 Las vacunas contra el COVID-19 se recomiendan para:
 12 años o más: la vacuna Comirnaty de Pfizer
 18 años y más: Moderna, J&J o la vacuna Comirnaty de Pfizer

Conozca más en:
www.cdc.gov/flu y
www.cdc.gov/coronavirus

*Referencias de la CDC con respecto a los grupos de alto riesgo:
<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/index.html>
<https://www.cdc.gov/flu/highrisk/index.htm>

Flu & COVID-19 social media resources- English/Spanish

- RALLY [social media resources](#)
- COVID LATINO [animations and infographics](#) on COVID-19 vaccines and testing in English & Spanish



Voices for Vaccines flu page

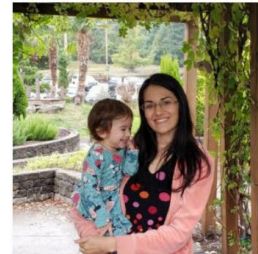
Influenza (Flu)

- + [What is Influenza?](#)
- + [What are the risks from Influenza?](#)
- + [How effective is the Influenza vaccine?](#)
- + [How safe is the Influenza vaccine?](#)
- + [When should my child get the Influenza vaccine?](#)
- + [Fact Sheet](#)

Learn more



Ep. 56 : Now that we found COVID what is flu gonna do?



Our Natural Lifestyle Didn't Prevent Flu

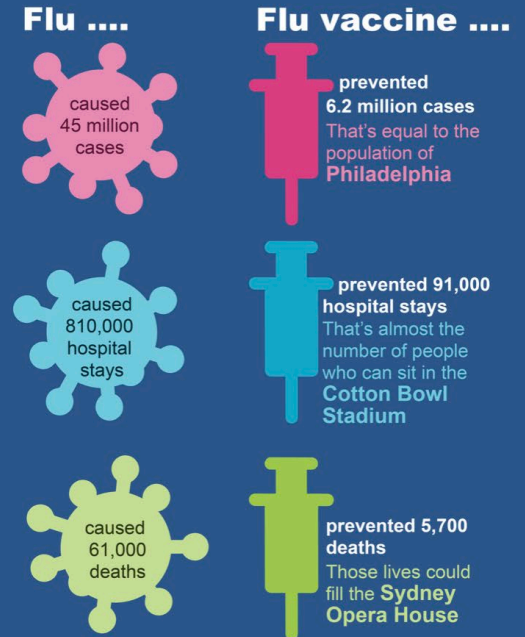


Ep. 42: Can We Get Back to Routine Vaccines?

his page in a new tab

KNOW THE RISKS: Influenza

When just 40% of the U.S. population got the flu vaccine*, it still saved lives.



Imagine how many lives could be saved if everyone got the flu vaccine.

Don't let anyone tell you different:
The vaccine is **ALWAYS** safer than the disease.

voices
for vaccines

*based on 2017-18 Flu Season CDC Data

Vaccinate Your Family flu & COVID social media graphics

YES,
you can get a flu vaccine & a COVID-19 vaccine at the same time.

VACCINATE YOUR FAMILY
vaccinateyourfamily.org/current-flu-season

Spending time with relatives this season?
Help protect your loved ones by getting a flu vaccination.

VACCINATE YOUR FAMILY
vaccinateyourfamily.org/current-flu-season

THE FLU CAN BE SERIOUS.
PROTECT YOUR FRIENDS AND FAMILY.
#GETAFLUSHOT

VACCINATE YOUR FAMILY
VaccinateYourFamily.org | @vaccinateyourfamily

FLU SEASON IS HERE

Flu vaccination is recommended for everyone 6 months and older. Protect yourself and your family this flu season by choosing to get vaccinated.

vaccinateyourfamily.org/current-flu-season

Train your body to fight flu.

Common side effects from a flu vaccine, like pain and redness where you got the shot and muscle aches are signs that your immune system is working to protect you.

VACCINATE YOUR FAMILY
vaccinateyourfamily.org/current-flu-season

Taking care of a growing family?

Getting a flu vaccine during pregnancy is safe and can help protect you AND your baby from flu.

VACCINATE YOUR FAMILY
vaccinateyourfamily.org/current-flu-season

FLU SEASON IS HERE

Flu vaccination is recommended for everyone 6 months and older. Protect yourself and your family this flu season by choosing to get vaccinated.

VACCINATE YOUR FAMILY
vaccinateyourfamily.org/current-flu-season

MEDICAL EXPERTS AGREE.

Everyone (6 months and older) needs an annual flu vaccination.
#FIGHTFLU

VACCINATE YOUR FAMILY
VaccinateYourFamily.org | @vaccinateyourfamily

VYF flu toolkit (English & Spanish)

OBJECTIVE

Provide an easy “one stop shop” of educational resources for partners and advocates that can be used to educate different target populations in the general public

TARGET POPULATIONS

General audiences as well as parents of young kids, pregnant individuals, college students, communities of color, adults over 65, and people living with chronic conditions

TOOLKIT CONTENTS

- Square and landscape graphics sized for social media sharing
- Sample social media posts, complete with hashtags and links – just copy and paste, add a graphic, and post to your social media pages!
- Printable handouts with key information about this flu season
- Personal stories from individuals and families impacted by flu



AIM & IAC Flu Fact Sheet Now Available

Communicating the Benefits of Influenza Vaccine during COVID-19

The 2021 Fact Sheet Includes:

- Information on co-administration of flu and COVID-19 vaccine
- Tips for discussing flu vaccine with patients
- Benefits of seasonal flu vaccine
- And more!

Contact info@immunizationmanagers.org for an editable version to co-brand with your immunization program's logo

Download the fact sheet here:

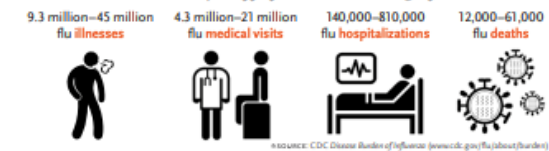
<https://bit.ly/FluTipsDuringCOVID>

Communicating the Benefits of Influenza Vaccine during COVID-19

Influenza (flu) severity varies from year to year, but flu always brings serious consequences. Flu outbreaks were limited in the 2020–2021 season due to widespread use of COVID-19 prevention measures like masks and social distancing. But flu viruses never went completely away. As COVID-19 prevention measures are relaxed, it's just a matter of time before flu increases, bringing with it serious complications like pneumonia and heart attacks.

Flu vaccination is the best way to prevent flu and its complications. Everyone age 6 months and older is recommended to get a yearly flu vaccine. This can markedly lower the risk of influenza-related illness, hospitalization, and death. And because flu and COVID-19 share many symptoms, preventing flu means fewer people will need to seek medical care and testing for flu as well as COVID-19, saving time, money, and stress. Flu vaccine may be given at the same time as COVID-19 vaccine. Take advantage of every opportunity to remind patients about the importance of flu vaccination.

CDC estimates the annual impact of flu from 2010–2020* ranged from:



What are the Benefits of Seasonal Flu Vaccine?

Research shows flu vaccination¹:

Reduces Hospitalization and Death

- ✓ Pediatric deaths from flu were cut in half for children with underlying high-risk medical conditions and by two-thirds for healthy children
- ✓ Influenza hospitalizations were cut in half for all adults (including those 65+ years of age)
- ✓ Influenza hospitalizations dropped dramatically among people with chronic health conditions – by 79% for people with diabetes and 52% for those with chronic lung disease
- ✓ Vaccinating long-term care facility (LTCF) staff reduces hospitalizations and deaths in LTCF residents

Reduces Severity of Illness in Hospitalized Individuals

- ✓ Among adults hospitalized with flu, intensive care unit (ICU) admissions decreased by more than half (59%), and they spent fewer days in the ICU if vaccinated
- ✓ Children's risk of admission to a pediatric intensive care unit (PICU) for flu-related illness was cut by almost 75%

Reduces Risks for Major Cardiac Events

- ✓ Risk of a major cardiac event (e.g., heart attack) among adults with existing cardiovascular disease was reduced by more than one-third

Protects Pregnant Women and Their Babies

- ✓ For pregnant women, flu-associated acute respiratory infections were cut in half, and flu-associated hospitalizations were reduced by 40%
- ✓ Influenza illnesses and influenza-related hospitalizations in infants under 6 months of age fell by half when their mothers were vaccinated

Vaccination rates² remain well below optimal levels:

- 64% children 6 months–17 years
- 48% adults 18+ years
- 70% adults 65+ years
- 81% healthcare personnel
- 61% pregnant women

*Estimates from the 2019–20 influenza season. SOURCE: CDC FluViewWise (www.cdc.gov/flu/fluviewwise)

Tips for Discussing Flu Vaccine

- Recommend flu vaccine at every clinical encounter: "I strongly recommend you get a flu vaccination today. Flu vaccine may be given at the same time as COVID-19 vaccine."
- Keep it simple: "Flu vaccine helps reduce risk of hospitalization and death."
- Use a presumptive approach: "Today we are giving you your annual flu vaccination."
- Communicate why we vaccinate: "Vaccination prevents flu and severe outcomes of flu." "Preventing the flu means preventing missed workdays, doctor appointments, and testing because of flu symptoms. Flu vaccination can also help prevent flu and COVID-19 co-infections, which can cause more severe illnesses."³
- Communicate the variability and unpredictability of flu: "Flu was limited when most people followed COVID-19 precautions, but the spread of flu is likely to resume as fewer people wear masks or socially distance. The spread of other respiratory illnesses has already increased."
- Acknowledge that flu vaccination is not always a perfect match with the circulating virus types. But flu and flu-related severe illnesses are common. "The vaccine is the best way to reduce your risk of flu and its negative outcomes."

AIM Association of Immunization Managers
www.immunize.org/catg.d/p3115.pdf • Item #P3115 (9/21)



FOOTNOTES
1 CDC. What are the benefits of flu vaccination? www.cdc.gov/flu/prevent/vaccine-benefits.htm
2 Jan. 2021. Journal of Clinical Virology Plus. DOI: 10.1016/j.jcvp.2021.100896

Tips for developing messaging and materials

- Consider hiring a communications staff member or using a communications firm to assist with developing your messaging.
 - Get access to a program like Canva to develop materials and find images that reflect your community.
 - Take photos during your community events and get permission from individuals to use their photos in your promotional materials.
 - Conduct audience testing of your messaging, if possible.
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Partner spotlight on flu activities

Partner Highlights

- City of Worcester, MA: Karina Scott
 - Allegheny County, PA: Hannah Hardy
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Questions??
