



Flu Vaccine Communications Resource Guide October 2020

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As the COVID-19 pandemic continues, it is more important than ever for children and adults to receive the influenza (flu) vaccine. Communicating with the public is an important tool for increasing vaccination coverage and reducing influenza rates.

Here, we have compiled existing communications messaging and materials that you can use to support your outreach. All of these materials are either publicly available or have been shared by the CDC and Association for Immunization Managers (AIM) members.

Each resource listed here links to a webpage, PDF or Google Drive folder. We have marked any link that will download a file as “direct download.” Many links lead to websites that contain flu messaging or provide a collection of resources or toolkit where materials can be easily downloaded.

If you have any questions or comments, please contact:
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Centers for Disease Control and Prevention (CDC) 2020-2021 Flu Season Campaign

Encourage followers on social media to roll their sleeves up for an annual flu vaccine by featuring photos of your organization's leader and community members with their #SleeveUp getting their flu vaccine or showing off their bandage from having gotten a flu vaccine.

- [Digital Media Toolkit: 2020-21 Flu Season](#) (will be continually updated throughout the season)
- [Social Media Toolkit](#)
- Download materials from [this Google Drive folder](#)

KEY RESOURCES FOR CLINICIANS

- [Fight Flu Toolkit](#)
- [Make a Strong Flu Recommendation](#)

KEY CONSUMER WEB RESOURCES

- [Protect Your Health This Season](#)
- [Who is at High Risk for Flu Complications](#)
- [What You Need to Know for 2020-21](#)
- [The Difference Between Flu and COVID-19](#)

VIDEOS

- [Roll Up Your Sleeve for Your Annual Flu Vaccine](#)
- [Flu Can Be Very Serious - Flu Vaccine Protects](#)

VACCINEFINDER WEB WIDGET

(tool you can place on your website to help people find vaccination locations near them)

[Download Widget from CDC website](#)

MULTI-LANGUAGE RESOURCES

- [Multi-Language Factsheets](#)
- [Spanish Communication Resources](#)

ADDITIONAL CDC RESOURCES

- [General CDC Flu page](#)
- [Additional Free Multimedia Resources](#)
- [The Flu: A Guide for Parents](#) - Two-page fact sheet detailing how parents can protect their children from the flu, symptoms of flu and what parents should do if their child gets sick.
- [Vaccinating Pregnant Women Protects Moms and Babies](#) - Short video that provides an overview of how getting a flu vaccine while pregnant helps protect both the baby and the mother.

Roll your
#SleeveUp
to
#FightFlu
this fall

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Graphics

All Demographics

ALABAMA DEPARTMENT OF PUBLIC HEALTH - ENGLISH AND SPANISH

- [10 Things to do to Fight the Flu](#) (direct download) - Graphic lists 10 practices for fighting the flu such as getting vaccinated, washing hands and staying home if you have a fever. [Also available in Spanish.](#)
- [Cover Your Cough](#) (direct download) - Graphic lists ways to not spread germs if you are sick, such as covering your nose and mouth every time you cough or sneeze.

ALBERTA HEALTH - ENGLISH

[COVID-19 Symptoms vs Flu/Cold](#) (direct download) - A social media graphic comparing symptoms of COVID-19, the common cold and the flu.

AMERICAN PUBLIC HEALTH ASSOCIATION - ENGLISH

- [5 Ways to Prevent the Flu](#) (direct download) - Infographic detailing five flu prevention tips, including getting vaccinated.
- [Get Ready for Flu](#) - A graphic sharing five ways to prevent the flu, including the vaccine.

AMERICA'S HEALTH INSURANCE PLANS - ENGLISH

Flu Vaccines: An Easy Way to Protect Your Health

Infographic covering statistics on the flu and vaccine efficacy.

- [View on Webpage](#)
- [Direct Download](#)

CENTRAL FLORIDA REGIONAL HOSPITAL - ENGLISH

- [Flu Facts](#) (direct download) - A social media-friendly infographic detailing symptoms, exposure information, at risk groups, and the importance of the vaccine.
- [Fend off the flu!](#) (direct download) - A social media-friendly cartoon graphic highlighting how the vaccination is the best flu defense.

EVERTHRIVE ILLINOIS - ENGLISH

[Do I Need A Flu Vaccination?](#) - This chart shares that nearly everyone should get a flu vaccine and could be used as a social media tool.

FLORIDA DEPARTMENT OF HEALTH - ENGLISH

[Influenza](#) - A live updated influenza report for the state of Florida, reviewing its activity statewide and sharing a flu shot finder for anyone looking for the vaccine.

HCA MIDWEST HEALTH - ENGLISH

[Is it a Cold or the Flu?](#) (direct download) - A simple graphic comparing flu and cold symptoms.

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IMMUNIZE PA - ENGLISH

- [Influenza \(Flu\)](#) - A page sharing graphics and linking to further resources about the flu vaccines available for people of different ages; also links to other useful resources, including several fact sheets regarding why the vaccine is important.
- [Download graphic](#) - Influenza vaccines available for various age groups

INDIAN HEALTH SERVICE - ENGLISH

[The Flu Ends with U](#) (direct download) - A flu prevention graphic with the slogan, "The Flu Ends with U," designed to encourage people to get the vaccine.

IOWA SPECIALTY HOSPITAL - ENGLISH

[How to Recover from the Flu](#) (direct download) - A graphic sharing ten steps to recover from the flu.

KANSAS CITY MEDICAL SYSTEM - ENGLISH

[Do Your Part, Get a Flu Shot](#) (direct download) - A graphic stating the importance of getting the flu shot this year.

NATIONAL ALLIANCE FOR HISPANIC HEALTH - ENGLISH AND SPANISH

- [Don't Forget Your Flu Shot](#) (English) (direct download) - An info card sharing why it's important to get the flu vaccine, particularly if you have diabetes or are in an at-risk age group.
- [Adults Vaccines](#) (Spanish) (direct download) - A Spanish info card sharing how people of all ages need vaccinations for a number of illnesses, including the flu.

NATIONAL ASSOCIATION OF PEDIATRIC NURSE PRACTITIONERS - ENGLISH

[Do you know the flu?](#) (direct download) - An infographic detailing three steps for flu prevention: awareness, planning, practicing health habits (including vaccination).

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

- [Flu & COVID-19 Resources](#) - A library of graphics and sample social media posts with information on how to stop the spread of COVID-19 and the flu.
- [Infectious Disease Memes](#) - A library of humorous memes about infectious disease prevention, with many about the flu.
- [Flu Preparedness Guide](#) (direct download) - A one-page guide with vaccine messaging and information on preparing for flu season. Includes a checklist for a flu preparedness kit and fill-in forms for emergency contacts.
- [Take 3 Steps to Fight the Flu](#) (direct download) - Graphic with basic overview of how to fight the flu: vaccination, healthy habits, anti-virals.
 - [Longer Version](#)
- [Tackle the Flu](#) (direct download) - Football-themed graphic with 3 Steps to Fight the Flu
- [Flu is Not Fashionable](#) (direct download) - Fashion-themed graphic with 3 Steps to Fight the Flu

NATIONAL HISPANIC COUNCIL ON AGING (NHCOA) - ENGLISH AND SPANISH

[Influenza vs COVID-19: What's the difference?](#) (direct download) - A graphic sharing the differences between COVID-19 and the flu.

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PA IMMUNIZATION COALITION AND THE PA CHAPTER, AMERICAN ACADEMY OF PEDIATRICS - ENGLISH

[Get Immunized](#) (Google Drive folder) - Bus and billboard campaign graphic focus on immunization in general.

PROVIDENCE HEALTH SERVICES ALASKA - ENGLISH

[Cold vs Flu](#) (direct download) - Small, social media friendly chart comparing flu and cold symptoms to identify which one someone may have; also highlights the importance of receiving a flu vaccine.

TEXAS MEDICAL ASSOCIATION - ENGLISH

[Flu](#) (direct download) - A cartoon infographic discussing symptoms, complications and treatments for the flu, highlighting the vaccine as the best way to prevent it.

UNIVERSITY OF NEW HAMPSHIRE - ENGLISH

[Is It a Cold or Flu?](#) (direct download) - A social media-friendly graphic comparing the cold and the flu, provided by the CDC.

UNIVERSITY OF VERMONT MEDIAL CENTER - FLU PREVENTION - ENGLISH

- [Do You Have a Cold or the Flu?](#) (direct download) - Chart includes symptoms of cold and seasonal flu.
- [Flu Fact Sheet](#) (direct download) - A graphic sharing statistics about the flu.
- [How Will you avoid the flu?](#) (direct download) - A graphic sharing prevention tips for the flu.

VERMONT VISITING NURSES - ENGLISH

[Is it a cold or is it the flu?](#) (direct download) - Simple, brightly colored chart comparing symptoms of cold/flu.

WISCONSIN OFFICE OF RURAL HEALTH - ENGLISH

[Strategies for Success: Flu Vaccine](#) (direct download) - Critical Access Hospitals shared their strategies for success in preventing the spread of influenza such as policies they mandated, follow-ups, and ways their staff worked together throughout the process.

Pregnant Women

CALIFORNIA IMMUNIZATION COALITION - ENGLISH

Two brief infographics on how the flu and Tdap vaccines benefit pregnant women and mothers.

- [Tdap and Flu Immunization Steps](#)
- [Benefits of Tdap and Flu Immunization During Pregnancy](#)

Older Adults

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

[Flu in Adults Age 65 and Older: What Are the Risks?](#) (direct download) - Infographic that provides an overview of how the flu affects older adults and details on vaccination.

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Flyers, Pamphlets & Posters

All Demographics

ALABAMA DEPARTMENT OF PUBLIC HEALTH - ENGLISH AND SPANISH

- [Flu Vaccines Concerns Addressed](#) (direct download) – Flyer lists various side-effect concerns people may have about flu vaccine and details these concerns. Also available in [Spanish](#).
- [Stay Informed](#) (direct download) – Flyer lists different healthcare resources about health and safety regarding influenza in both English and [Spanish](#).
- [Clean and Disinfect](#) (direct download) – This flyer lists 3 ways to prevent the spread of influenza on environmental sources such as books and doorknobs.
- [Did you wash your hands?](#) (direct download) – Flyer lists out steps for washing your hands, even if you do not have soap and water. Also available in [Spanish](#).
- [Fight the Flu Booklet](#) (direct download) – Booklet lists 10 practices for fighting flu, with several detailed steps for each practice.
- [Prepare for Home Care: Adult Comfort Care During Pandemic Influenza](#) (direct download) – Booklet includes Home Care Record in which patient logs info such as date, time, temperature and skin condition, and caregiver fills out info such as fluid intake and medication. Booklet is also available in [Spanish](#).
- [Prepare for Home Care: Child Comfort Care](#) (direct download) – Booklet includes Home Care Record for logging info such as date, time, temperature and skin condition, and caregiver or parent fills out info such as fluid intake and medication. The booklet is also available in [Spanish](#).
- [Influenza Disease](#) (direct download) – A flyer with questions and answers about influenza disease and the influenza vaccine.

AMERICAN RED CROSS - ENGLISH, SPANISH, OTHER LANGUAGESS

[Flu Safety Checklist](#) (direct download) – A flu safety checklist which covers prevention tips, including the vaccine, and what to do if you have it. The checklist is available in many language, including [Chinese](#), [French](#), [Haitian](#), [Korean](#), [Spanish](#), [Tagalog](#) and [Vietnamese](#).

CONNECTICUT STATE DEPARTMENT OF PUBLIC HEALTH - ENGLISH AND SPANISH

- [Flu Vaccinations](#) (direct download) – A pamphlet answering some frequently asked flu vaccination questions. The PDF discusses the importance of getting vaccinated and the various types of vaccination available.
- [La vacuna contra la gripe](#) – A PDF answering some frequently asked flu vaccination questions in Spanish. The PDF discusses the importance of getting vaccinated and the various types of vaccination available.

EVERTHRIVE ILLINOIS - ENGLISH

[Pneumonia & the Flu](#) (direct download) – A brochure which discusses how to best protect yourself from the flu, highlighting the vaccine as the best option.

ILLINOIS ACADEMY OF FAMILY PHYSICIANS - ENGLISH

[The IAFP Flu Vaccine Awareness Campaign](#) – Downloadable posters and brochures for physicians about the flu vaccine and why it's important. Includes brochures specific to people with diabetes and asthma.

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IMMUNIZATION ACTION COALITION - ENGLISH

A series of flyers for parents and families on the importance of flu vaccinations. All links below are a direct download. See full collection of influenza-related flyers [here](#).

English:

- [Influenza: Questions and Answers](#) - An in-depth Q&A answering common questions about the flu and addressing common concerns and myths about the vaccine.
- [Seek emergency medical care if you or a family member shows the signs below](#) - One-page fact sheet on signs of serious flu complications.
- [Protect yourself from influenza... get vaccinated!](#) - Brief fact sheet on why people should get vaccinated.

Spanish:

- [Protéjase de la gripe \(influenza\)...¡Vacúnese!](#) - Brief fact sheet on why people should get vaccinated.

NEW JERSEY DEPARTMENT OF HEALTH - ENGLISH, SPANISH, OTHER LANGUAGES

- [Flu Basics](#) - A printable brochure with flu vaccine information
- [Other Flu Educational Materials](#) in Arabic, Chinese, Creole, Gujarati, Hebrew, Hindi, Korean, Polish, Portuguese, Russian, Spanish and Tagalog

NEW JERSEY IMMUNIZATION NETWORK - ENGLISH

[Healthcare Workers](#) - A page describing why it's important for healthcare workers to get vaccinated. It also shares video resources regarding the vaccine and some flyers and posters.

MAINE CENTER FOR DISEASE CONTROL & PREVENTION - ENGLISH

[Influenza Flu Posters](#) - A library of printable influenza posters for all demographics and specifically for pregnant women, children and youth.

SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL - ENGLISH

[Reason Enough to Get a Flu Shot](#) - A public awareness poster in PDF format.

SOUTHEASTERN IDAHO PUBLIC HEALTH - ENGLISH

[Your Health Is in Your Hands](#) (direct download) - A flu booklet with preventative tips and measures.

UNIVERSITY OF ARKANSAS - ENGLISH

- [Navigating the Flu](#) (direct download) - A flyer sharing what to do if you have the flu.
- [I have the flu... Now What?](#) (direct download) - A one-page PDF discussing how to respond if you have the flu.
- [Take 3 to Stop the Flu](#) (direct download) - A graphic sharing three steps to prevent the flu, highlighting the vaccine in particular.
- [Are You Ready for Flu Season?](#) (direct download) - A flyer sharing statistics and preventative information for the flu.
- [Fight Flu Season](#) (direct download) - A flyer sharing the best way to fight the flu, which is getting the vaccine.

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UNIVERSITY OF NEW HAMPSHIRE - ENGLISH

- [Do Your Part to Stop the Spread of Germs](#) (direct download) - A poster providing prevention tips for the flu, highlighting the importance of the vaccine.
- [Your Hands Carry Germs You Can't See](#) (direct download) - A poster sharing the importance of regularly washing hands to prevent the spread of the flu.

Adults

AMERICAN COLLEGE OF OSTEOPATHIC PEDIATRICIANS - ENGLISH

[Myths: The Truth About Immunizations \(direct download\)](#) - A short brochure reviewing and debunking common myths about immunization.

AMERICAN PUBLIC HEALTH ASSOCIATION - ENGLISH AND SPANISH

[Are you ready? The Importance of Vaccines](#) - Two pages of mostly text describing vaccines, their safety and efficacy and who should get them.

- [Download \(English\)](#)
- [Download \(Spanish\)](#)

AMERICAN PUBLIC HEALTH ASSOCIATION - ENGLISH AND SPANISH

[Staying Healthy, Preventing Disease: Vaccine for adults](#) - Covers the importance of vaccines and which vaccines adults should get. Primarily text.

- [Download \(English\)](#)
- [Download \(Spanish\)](#)

Young Adults

AMERICAN COLLEGE HEALTH ASSOCIATION - ENGLISH

[Influenza \(Flu\)](#) - A purchasable brochure for young adults regarding the importance of immunizations.

Children

AMERICAN PUBLIC HEALTH ASSOCIATION - ENGLISH

[Staying Healthy, Preventing Disease: Vaccines for Kids](#) - Covers the importance of vaccines, risks of not vaccinating and how parents can be involved in tracking immunization schedules. Primarily text.

- [Download \(English\)](#)
- [Download \(Spanish\)](#)

[Are you ready? Staying Healthy, Preventing Disease: Vaccines for Teens](#) - Lists vaccines important for teenagers to receive and why they are important. Two pages of mostly text.

- [Download \(English\)](#)
- [Download \(Spanish\)](#)

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IMMUNIZATION ACTION COALITION - ENGLISH AND SPANISH

A series of flyers for parents and families on the importance of flu vaccinations. All links below are a direct download.

English:

- [Don't take chances with your family's health!](#) - Details the seriousness of flu infections
- [Influenza is a Serious Disease](#) - Basic facts on flu for parents
- [Keep your kids safe!](#) - Fact sheet on why kids should get vaccinated every fall/winter.

Spanish:

- [La gripe \(influenza\) es una enfermedad grave](#) - Basic facts on flu for parents
- [Mantenga a salvo a sus hijos](#) - Fact sheet on why kids should get vaccinated every fall/winter.

MINNESOTA DEPARTMENT OF HEALTH - ENGLISH

[Influenza Information for Parents](#) (direct download) - A two-page, primarily text fact sheet.

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FAQs

All Demographics

ALASKA REGIONAL HOSPITAL - ENGLISH

[Flu - Influenza](#) - A guide that shares symptoms, treatment and testing information regarding the flu.

GEORGIA DEPARTMENT OF PUBLIC HEALTH - ENGLISH

[Influenza: What You Need to Know](#) - A list of answers to basic questions regarding the flu, including who is at risk, what are symptoms, who needs the vaccine and where you can get the vaccine.

INDIANA UNIVERSITY HEALTH - ENGLISH

[Why it's Crucial to Get Your Flu Shot in 2020](#) - A list of answers to frequently asked questions regarding the flu, some information about the importance of the flu shot during COVID-19, and a link to scheduling your flu shot today.

MAINEHEALTH - ENGLISH

[Influenza](#) - A page with answers to FAQs regarding the flu, including who should be vaccinated, what the symptoms are and how to prevent it.

NYC HEALTH + HOSPITALS - ENGLISH, SPANISH, OTHER LANGUAGES

This year's flu vaccine could be the most important one you ever get! - Questions and answers about getting the flu vaccine early. [English](#) | [Español](#) | [Shqip](#) | [ئەيىرغىلا](#) | [বাংলা](#) | [Français](#) | [Kreyòl Ayisyen](#) | [हिंदी](#) | [한국어](#) | [Polski](#) | [Русский](#) | [简体中文](#) | [繁體中文](#) | [وَدْرَا](#)

Children

HEALTHYCHILDREN.ORG (AMERICAN ACADEMY OF PEDIATRICS) - ENGLISH

[Which Flu Vaccine Should My Child Get This Year](#) - An FAQ-style article regarding which vaccines children need this year. Also answers questions about the flu vaccine and COVID-19.

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Mobile and Social Media Resources

FAMILIES FIGHTING FLU - ENGLISH

[Text to Fight Flu](#) - a sign up form for a service that texts you flu reminders and information on the flu. Text VaxYourFam to 47177.

IMMUNIZE KANSAS - ENGLISH

[Kansas Fights Flu](#) - This page include a variety of social media resources, including educational social media graphics, social media profile frames, and graphics with flu shot calls to action.

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

[Leading by Example Sample Social Media Posts](#) - Template social media copy to help celebrate individuals and organizations who are getting vaccinated and encouraging others to do so.

Order Forms for Communications Materials

All Demographics

IMMUNIZE NEVADA - ENGLISH

[Immunize Nevada Materials Order Form](#) (direct download) - An order form for immunization resources, including vaccine schedules, brochures, checklists.

IOWA DEPARTMENT OF PUBLIC HEALTH - ENGLISH AND SPANISH

[Free Immunization Products Order Form](#) - Order immunization brochures, pamphlets, posters and bookmarks, including those specifically on the flu. Options for children, adults, young adults.

MAINE CENTER FOR DISEASE CONTROL AND PREVENTION - ENGLISH

[Maine Immunization Program Materials Order Form](#) - A 3.5" x 8" Influenza Shots flyer can be ordered from the Maine Immunization Program.

MINNESOTA DEPARTMENT OF HEALTH - ENGLISH, SPANISH, HMONG, OTHER LANGUAGES

[Immunization Materials Order Form](#) (direct download) - A variety of resources for parents and healthcare providers, including Fight the Flu and My influenza vaccine protects my son bookmarks.

Pregnant Women

AMERICAN COLLEGE OF OBSTETRICIANS AND GYNECOLOGISTS - ENGLISH

- [Frequently Asked Questions For Patients Concerning Influenza Vaccination During Pregnancy](#) - Form to order a pad of tear sheets on this topic (Paid)
- [The Flu Vaccine and Pregnancy](#) - A form to order a pamphlet for OBGYNs to provide to patients on this topic (Paid)

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Toolkits and Plans

All Demographics

ALABAMA DEPARTMENT OF PUBLIC HEALTH - ENGLISH

[Know Your Emergency Plan](#) (direct download) - Two-page plan discusses strategies to protect employees' health and safety in the case of influenza outbreak (including a pandemic).

ARIZONA DEPARTMENT OF HEALTH SERVICES - ENGLISH

[Communication Materials](#) - Downloadable social media graphics, flyers, billboard graphics, and videos for use in sharing why it's important to get the flu vaccine now.

ARKANSAS IMMUNIZATION ACTION COALITION - ENGLISH AND SPANISH

[Let's Talk About The Flu](#) (direct download) - A toolkit designed to support hosting a preventative influenza workshop for community groups, homeless shelters, etc. The toolkit shares flyers, a PowerPoint, a Q&A, a booklet and other resources. Also available in [Spanish](#).

CALIFORNIA IMMUNIZATION COALITION - ENGLISH AND SPANISH

- [Don't Wait Vaccinate Campaign](#) - A comprehensive set of images, messages, templates and key messages to help health care professionals, educators and advocates promote influenza vaccination with a reminder to not delay.
- [Flu Talking Points](#) (direct download) - Guidelines for drafting social media messages, media messages, press releases, articles and other communications. Addresses COVID and flu concerns.

CLOROX HEALTHCARE (VIA THE ALASKA DEPARTMENT OF HEALTH AND SOCIAL SERVICES) - ENGLISH

[Influenza & Norovirus Prevention Toolkit](#) (direct download) - A downloadable toolkit with prevention tips and information for the flu for healthcare organizations.

COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT - ENGLISH

[Immunization & MMR Campaign](#) (link to Google Drive folder) - Flyers, social media messages and images and key messages. Materials include both flu and MMR messages.

DELAWARE PUBLIC HEALTH - ENGLISH

[2020-21 Flu Season](#) - A small toolkit of resources including a downloadable fact sheet, FAQ, reminder screensaver and flyer.

FAMILIES FIGHTING FLU - ENGLISH

Several libraries of downloadable fliers, pamphlets, stickers and other resources for flu awareness and prevention, including resources on the flu vaccine for a variety of audiences. Also provides the option to order flu resources.

- [Flu Prevention Resources for Schools and Universities](#)
- [Flu Prevention Resources for Communities](#)
- [Flu Resources for Healthcare Professionals](#)
- [Flu Resources for Social Media](#)

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- [Flu Champion Toolkits](#) – Details and order forms for four sets of comprehensive communications toolkits: schools and universities, healthcare professionals, employers and community organizations and general advocates.

LOUISIANA DEPARTMENT OF HEALTH – ENGLISH

[Fight the Flu LA](#) – Includes fact sheets, Q&As and posters, some specific to children and students, on preventing the flu and the importance of the flu vaccine.

MILITARY HEALTH SYSTEM – ENGLISH

[Military Health System Communications Toolkit](#) (direct download) – A toolkit featuring key messages, social media messaging, graphics, Q&As and email templates regarding the importance of receiving the flu vaccine.

NEW YORK DEPARTMENT OF HEALTH – SEVERAL LANGUAGES

[Seasonal Influenza Educational Materials](#) – Educational posters and brochures on seasonal influenza vaccine and other prevention and protection messages.

SEQUIRIS – ENGLISH

[Reduce Buden of Flu Toolkit](#) (Google Drive) – A toolkit, designed for flu clinics, with general messaging making the case for getting the flu vaccine. Includes template language for texts and social media, scripts for phone calls and graphics for posters and desk signs.

TENNESSEE DEPARTMENT OF HEALTH – ENGLISH AND SPANISH

Meme, Radio copy, bus wrap, print ad and social media images. [Download from this Google Drive folder](#).

TEXAS DEPARTMENT OF STATE HEALTH SERVICES – ENGLISH AND SPANISH

[Texas Influenza \(Flu\) Season](#) – Includes Influenza Fact Sheet, Flu Fighters Activity Book and Fight the Flu poster. All links below are direct downloads.

- [Influenza Fact Sheet for Child-Care Settings – Bilingual \(PDF\)](#)
- [Flu Fighters Activity Book – Bilingual \(PDF\)](#)
- [Poster – “Fight the Flu” Child \(Bilingual\)](#)

UNIVERSITY OF MINNESOTA CENTER FOR INFECTIOUS DISEASE RESEARCH AND POLICY – ENGLISH

[Stay at Home Toolkit for Influenza](#) (direct download) – A toolkit highlighting stay-at-home prevention and health tips for the flu. It also shares tips for caring for people with the flu.

VACCINEINFORMATION.ORG (IMMUNIZATION ACTION COALITION) – ENGLISH AND SPANISH

[Vaccine Information You Need: Influenza](#) – A clearinghouse of links, information and downloadable resources gathered from a variety of trusted sources.

WASHINGTON STATE DEPARTMENT OF HEALTH – ENGLISH AND SPANISH; LIMITED RESOURCES IN OTHER LANGUAGES

[Knock Out Flu: Think of It as Essential](#) – A toolkit of communications materials to encourage people to make the choice to get the flu vaccine. Audiences include general public, health care workers, schools, older adults, and parents. Available materials include posters, postcards, radio scripts, social media graphics, social media sample posts, videos, etc. Flu vs. COVID-19 infographics available in 17 languages.

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WISCONSIN DEPARTMENT OF HEALTH SERVICES - ENGLISH, SPANISH, FRENCH, OTHER LANGUAGES

[Flu Prevention page on Wisconsin Department of Health Services \(DHA\)](#) - A webpage with a collection of flu resources; includes a flu vaccine video and DHS Resources, including flyers on ways to protect yourself from the flu for specific populations.

Adults

AMERICAN LUNG ASSOCIATION - ENGLISH

[Getmyshot.org](#) - A website with flu prevention resources and information for people with lung disease, heart disease, diabetes and asthma.

NATIONAL FOUNDATION FOR INFECTIOUS DISEASE - ENGLISH

Toolkits for flu prevention with messaging and communications tools including video, graphics, infographics, social media graphics, on-hold music scripts and sample newsletter copy.

- [College Students and Flu](#)
- [Flu and Chronic Health Conditions](#)

QUALIS HEALTH - ENGLISH

[Adult Immunizations Toolkit](#) (direct download) - A toolkit that shares a number of tools and resources promoting the importance of getting the flu vaccine and when to get it.

Young Adults

ARKANSAS COLLEGE AND UNIVERSITY - ENGLISH

[Flu Vaccination Challenge](#) (direct download) - A downloadable toolkit with social media posts, strategies and messaging for students and colleges competing in the flu vaccination challenge.

MICHIGAN DEPARTMENT OF HEALTH & HUMAN SERVICES - ENGLISH

[College and University Flu Vaccination Toolkit](#) - A toolkit with posters, flyers, social media messages and more for download.

Children

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

[Keep Flu Out of Schools](#) - Toolkit for flu prevention with messaging and communications tools including video, graphics, infographics, social media graphics, on-hold music scripts and sample newsletter copy.

Seniors

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

[Protecting Older Adults Against Influenza](#) - Toolkit for flu prevention with messaging and communications tools including video, graphics, infographics, social media graphics, on-hold music scripts and sample newsletter copy.

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Videos

All Demographics

ARIZONA DEPARTMENT OF HEALTH SERVICES - ENGLISH

- [My Shot - Roll Up Your Sleeve & Get Your Flu Shot](#) - A 15-second video with people sharing how the flu shot will protect their loved ones.
- [My Shot - Roll Up Your Sleeve & Get Your Influenza Shot](#) - A 30-second version of the same video with more people involved.

AMERICAN PUBLIC HEALTH ASSOCIATION - ENGLISH

[How Herd Immunity Protects Communities From Flu](#) - A video providing a brief, simple introduction to herd immunity and the role of vaccines in creating it. 1:28 minutes, no voiceover, all text on screen.

BLUECROSS BLUESHIELD OF MISSISSIPPI - ENGLISH

[How Important is the Flu Vaccine This Year?](#) - A video interview with the BCBSM medical director about the importance of the flu vaccine as the seasons change; 1:42 in length.

CALIFORNIA IMMUNIZATION COALITION - ENGLISH

[ShotByShot.org](#) - A library of videos and short stories featuring people who have been affected by vaccine-preventable diseases, including flu-related stories. Must request to download.

HCA MIDWEST HEALTH - ENGLISH

[Flu](#) - This page has several videos, one highlighting the difference between the cold and the flu, one regarding flu fluency, and one about why people need the flu shot.

- [Why Should I Get a Flu Shot](#) - A nearly one-minute video sharing why people need to get the flu shot.
- [Are You Fluent in the Flu](#) - A roughly three-minute video sharing answers to frequently asked flu questions.
- [The Difference Between Cold and Flu](#) - A one-minute animated video describing the differences between the cold and the flu.

HORIZON HEALTH CARE (SOUTH DAKOTA) - ENGLISH

[Fight the Flu](#) - A video sharing why you need the flu vaccine to fight the flu and explaining how it helps.

KANSAS HEALTH CARE COLLABORATIVE - ENGLISH

[Sanford Health Flu Man 2](#) - A roughly five minute video dedicated to encouraging healthcare employees to get the vaccine to keep their patients safe.

KAISER PERMANENTE (SUNNYSIDE MEDICAL CENTER) - ENGLISH

[What Difference Could the Flu Shot Make?](#) - One-minute animated video.

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NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

Videos on chronic health conditions: A series of short, animated videos (all under a minute) explaining how the flu affects people with chronic health conditions and urging people to get vaccinated.

- [Think It's Just the Flu?](#) - targeted towards the general public
- [Bad to Worse: Flu & Chronic Health Conditions](#) - targeted towards healthcare professionals
- [3 Things You Need to Know About Flu & Chronic Health Conditions](#) - targeted towards general public; explains why people with chronic health conditions are susceptible to flu

NORTH DAKOTA DEPARTMENT OF HEALTH - ENGLISH

[Video and Audio Public Service Announcements \(PSAs\)](#) - On seasonal flu and other vaccines for children, students and adults.

PROVIDENCE ST. JOSEPH HEALTH - ENGLISH

[Protect Yourself and Your Loved Ones - Get a Flu Shot](#) - A video sharing why the flu vaccine is critical to protecting yourself and your loved ones.

SOUTHEASTERN IDAHO PUBLIC HEALTH - ENGLISH

[Sick Day Fifth Guy](#) - A 31-second comedic video featuring a man who boasts about never taking sick days while coughing and sneezing around the office, making his coworkers uncomfortable.

TEXAS MEDICAL ASSOCIATION - ENGLISH

[Vaccinations Key to Preventing Another Deadly Flu Season](#) - A video discussing the at-risk groups for the flu and the importance of receiving the vaccine to prevent illness.

UNIVERSITY OF ALABAMA AT BIRMINGHAM - ENGLISH

[Why should I get the flu shot?](#) - A video explaining why you should get the flu shot and what it feels like to receive the shot.

UNIVERSITY OF IOWA HEALTH CARE - ENGLISH

[2020 Employee Flu Campaign](#) - A video from the Chief Executive Officer at the University of Iowa Hospitals & Clinics regarding the importance of getting the flu vaccine.

UNIVERSITY OF VERMONT - MEDICAL CENTER - ENGLISH

- [Why Children Don't Need Antibiotics for Flu/Cold](#) - Video explains why they believe children do not need to take antibiotics to fight off flu/cold.
- [What Difference Could the Flu Shot Make?](#) - Video explains the impact that flu shot makes on influenza patients.

UNIVERSITY OF WISCONSIN HEALTH - ENGLISH

[Dr. James Conway on the Importance of Vaccines](#) - Video explains why it is important especially this year, to get children and adults vaccinated and how it is the easiest thing to do right now to prevent children and families from getting the flu and spreading it.

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES - ENGLISH

[How can I prevent the spread of the flu?](#) - A video about how to prevent the spread of the flu.

VACCINATE YOUR FAMILY - ENGLISH

[Marcelina \(A Flu Story\)](#) - The story of a person with leukemia who tragically died of a flu infection, as told by her family.

Adults

ARIZONA DEPARTMENT OF HEALTH SERVICES - ENGLISH

[Influenza Protection](#) - A series of short videos (as a YouTube playlist) about influenza and the vaccines.

HOUSTON, TEXAS HEALTH DEPARTMENT - ENGLISH

[Fight the Flu! Houston Health Department Tips](#) - 26-second animated video with flu prevention tips.

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES - ENGLISH

- [Don't Be a Dreaded Spreader](#) - A 30-second video highlighting three ways to prevent spreading the flu, including vaccination.
- [Flu Funnies](#) - Short videos spoofing extreme ways parents try to protect their children and making the case for vaccines as a simple solution.

Children

CHILDREN'S HOSPITAL OF PHILADELPHIA - ENGLISH

- [Can a flu vaccine give you the flu?](#) - A one and a half minute video disproving the common notion that the flu vaccine can give recipients the flu. Transcript is available.
- [Why doesn't the influenza vaccine work for more than one year?](#) - A roughly one and a half minute video explaining why we need a different flu vaccine every year. A transcript is available.
- [Are There Vaccines that Children with Allergies Need to Avoid?](#) - A roughly three-minute video discussing whether there are vaccines children need to avoid due to allergies. A transcript is available.

CHILDREN'S MINNESOTA - ENGLISH

[Influenza](#) - A one-minute video discussing the flu and the importance of getting the vaccine, accompanied by text describing the vaccine and side effects.

THE DAILY DOT - ENGLISH

[Surgeon General and Elmo Team Up to Talk Vaccinations](#) - A roughly three-minute video where the former U.S. Surgeon General and Elmo discuss vaccinations and why they are important for children.

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Webpages

All Demographics

AMERICAN NURSES ASSOCIATION (WITH SANOFI PASTEUR) - ENGLISH

[Race to 200 Million Flu Shots Campaign](#) - Campaign website with information on who is most at risk from the flu, tips for getting a flu shot safely during the pandemic, FAQs and flu shot finder.

ARIZONA DEPARTMENT OF HEALTH SERVICES - ENGLISH

[Influenza \(Flu\) in Arizona](#) - A resource guide for healthcare professionals, at-risk people, schools and families, in addition to vaccine locations, flu data and basic information.

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH - ENGLISH

[Influenza \(Flu\) and Other Respiratory Diseases](#) - A collection of links, resources and vaccine campaign tools, including information on who is at risk, surveillance reports, vaccine information and locations, and recommendations.

DOUGLAS COUNTY HEALTH DEPARTMENT, NEBRASKA - ENGLISH AND SPANISH

- [Influenza](#) - A page discussing basic information regarding the flu symptoms and prevention tips, including the vaccine. It also shares several PDFs with preventative tips and measures.
- [Everyday Preventative Measures](#) (direct download) - A PDF with everyday preventative tips and measures for the flu.
- [Grupos de alto riesgo para complicaciones de la gripe estacional son](#) (direct download) - A PDF in Spanish describing who are at-risk groups for the flu.

EVERTHRIVE ILLINOIS - ENGLISH

[Flu Resources](#) - A list of resources regarding what the flu is, who is at risk, and prevention tips, including a downloadable brochure.

FAMILIES FIGHTING FLU - ENGLISH

- [Who Needs a Flu Vaccine?](#) - Detailed information on who needs the flu vaccine, broken down by demographics.
- [Family Stories](#) - a large library of text stories about families affected by the flu, featuring adults, seniors and children.

FLU NEAR YOU - ENGLISH

[How are you feeling?](#) - A webpage where people can report flu symptoms and view maps of reports of flu symptoms. Interactive.

MONTGOMERY COUNTY GOVERNMENT, MARYLAND - ENGLISH

[2020-2021 Seasonal Flu Vaccination Campaign](#) - This webpage shares basic prevention tips, including getting the vaccine for the flu.

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NATIONAL ASSOCIATION OF PEDIATRIC NURSE PRACTITIONERS – ENGLISH

[Do you know the flu?](#) – A short webpage with basic flu facts, including the safety of the flu vaccine. Uses the hashtag #DYKtheFlu.

NATIONAL FOUNDATION FOR INFECTIOUS DISEASES – ENGLISH

- [Are You at Risk for Flu and Related Complications?](#) – Explains which populations are at risk for flu complications, with a call to action to get vaccinated. Includes an infographic – [download that here](#).
- [Myths and Facts About Influenza \(Flu\)](#) – A short text page that debunks common myths about the flu, particularly the flu vaccine.
- [Take 3 Steps to Fight the Flu](#) – Short webpage with information on preventing and mitigating effects of the flu: vaccination, healthy habits and antivirals.
- [Pregnancy and Influenza Vaccine](#) – Short text webpage with answers to common questions about getting the flu vaccine during pregnancy.

NATIONAL MEDICAL ASSOCIATION – ENGLISH

[Influenza](#) – A webpage discussing how African-Americans receive disproportionately less influenza vaccines and linking to other resources regarding the importance of the vaccine.

OKLAHOMA STATE DEPARTMENT OF HEALTH – ENGLISH AND SPANISH

[Influenza Fact Sheets and Resources](#) – Influenza prevention and vaccine resources including fact sheets, guidelines, flu prevention posters, and hand hygiene information.

OREGON HEALTH AUTHORITY – ENGLISH, SPANISH, RUSSIAN, CHINESE, AND VIETNAMESE

[Prevent the Flu by Getting Vaccinated Each Year](#) – Basic flu and prevention resources with links to additional resources for parents, caregivers and providers.

PAN AMERICAN HEALTH ORGANIZATION – ENGLISH

- [Influenza Situation Report](#) – Links to downloadable weekly regional updates for Influenza.
- [Influenza Vaccine](#) – Links to resources discussing the importance of the vaccine and dispelling common myths about it.

SOUTHERN NEVADA HEALTH DISTRICT – ENGLISH AND SPANISH

[Flu Resources](#) – A large library of downloadable PDFs with prevention tips, vaccine information, and educational material in English and Spanish.

UNIVERSITY OF ALABAMA AT BIRMINGHAM – ENGLISH

[Flu Resources](#) – A guide with preventative measures, treatment options, downloadable resources, an explanation of the flu shot, contact information for medical professionals, a video on what the flu shot feels like and several digital signs and graphics in the downloads section.

UNIVERSITY OF MASSACHUSETTS BOSTON – ENGLISH

[Flu 411](#) – A page sharing how to avoid the flu, highlighting the vaccine as the best practice. It also links to several flu basics articles, a vaccination scheduler, and [a graphic](#) regarding how easy it is to spread the flu.

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UNIVERSITY OF VERMONT - MEDICAL CENTER - ENGLISH

[Flu Vaccines: Should I Get a Flu Vaccine?](#) - This website includes a variety of interactive tools to help individuals decide whether or not they should get a flu vaccine, including a quiz.

UNIVERSITY OF WISCONSIN HEALTH - ENGLISH

[W.A.S.H. U.P.](#) - Provides an acrostic poem which spells out how to prevent spreading flu, such as washing hands, avoiding people who are ill, etc.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES - ENGLISH AND SPANISH

[Vaccines.gov information page](#) on the flu and flu vaccine. Includes a link to VaccineFinder, vaccine schedules and details who should and should not get the vaccine, as well as flu symptoms.

VACCINATE YOUR FAMILY - ENGLISH

This website provides a variety of resources for parents and families on flu and flu vaccination:

- [Insights on Influenza Blog](#) - A blog with up-to-date articles on the current flu season, flu and COVID and flu immunizations.
- [Facts on Flu Vaccine](#) - Detailed information on the flu vaccine, addressing many common concerns.
- [Types of Flu Vaccine](#) - Identifies and explains different types of flu vaccines
- [Flu Prevention](#) - Overview of flu prevention tactics.
- [2020-2021 Flu Season](#) - A clearinghouse of information on the current flu season, the impact of COVID-19 and frequently asked question.
- [Influenza](#) - Detailed information on who is most at risk for the flu, signs and symptoms and prevention.

Young Adults

AMERICAN COLLEGE HEALTH ASSOCIATION - ENGLISH

[Influenza \(Flu\)](#) - A page linking to ACHA flu resources, and [a brochure](#) for young adults.

CORNELL HEALTH - ENGLISH

[Flu Information & Resources](#) - A page with resources regarding symptoms, where to get medical assistance, how students can get vaccinations and other prevention tips. It also has a [flu fact sheet](#).

Children

ADVOCATE CHILDREN'S HOSPITAL - ENGLISH

[Who Needs a Flu Shot?](#) - A printable webpage for kids discussing the importance of getting the flu vaccine. There's also an audio version of the page.

CHILDREN'S HOSPITAL OF PHILADELPHIA - ENGLISH

[A Look at Each Vaccine: Influenza Vaccine](#) - An overview of basic flu vaccine information, including how it is made and the risks and benefits.

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EAST TENNESSEE CHILDREN'S HOSPITAL - ENGLISH AND SPANISH

[Who Should Get the Flu Vaccine](#) - A short web page with audio capability about the flu vaccine and children.

FAMILIES FIGHTING FLU - ENGLISH

[Flu Vaccination for Children](#) - Information on how the flu can impact children and the flu vaccination, including a 3:17 minute video with a personal story.

Older Adults

NATIONAL HISPANIC COUNCIL ON AGING (NHCOA) - ENGLISH AND SPANISH

- [Influenza vs COVID-19: What's the difference?](#) - A page discussing the difference between the flu and COVID-19. [Available in Spanish as well.](#)
- [Its Flu Season, Don't Wait Get Vaccinated](#) - A page sharing statistics regarding the importance of getting the flu vaccine as soon as possible, particularly for elderly Hispanic individuals.

NATIONAL INDIAN COUNCIL ON AGING - ENGLISH

[24 Percent of People Age 60 and Older Don't Get Flu Shot](#) - A page discussing how the elderly need to get the flu vaccination, particularly Native Americans and Alaska Natives.

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