

2018-2019 Flu Season Resources

Promoting Adult Immunization in Child Care Settings

Flu Vaccination Promotion Resources

The following resources help support promoting flu vaccination among child care providers and parents/caregivers during this flu season. The resources can be adapted and shared through different communication methods. Click on the hyperlinks throughout this document to view highlighted resources and to learn more.

- [E-mail/Newsletter Template](#)
 - [Social Media Content](#)
 - [Print Ready Materials](#)
 - [Promoting Flu Vaccination in Underserved Populations](#)
 - [CDC Influenza Surveillance Data: 2018-19 FluView](#)
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E-mail/Newsletter Template

Title: Four Important Reasons to Get Your Flu Vaccine

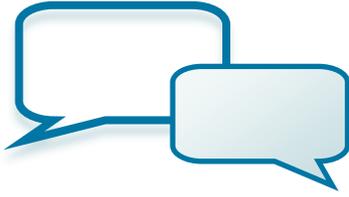
The 2018-19 flu season is just around the corner. The flu vaccine is your best shot at preventing the flu. Here are four important reasons you should get a flu vaccine:

1. **Flu is dangerous.** The flu is different from the everyday cold. It can last 2 weeks or more and cause serious complications such as pneumonia. Every year, flu affects millions of people. Experts agree a flu vaccine is the best way to protect against the flu.
2. **Getting a flu vaccine can prevent flu or may make illness milder.** Those who get the flu vaccine are less likely to get the flu. But, if you do get sick, being vaccinated may make your illness milder.
3. **It's very safe.** Millions of flu vaccines have been given safely for more than 50 years. Your body's natural response to vaccination may result in common things like a little redness at the injection site or a slight fever, but these are usually mild and pass quickly.
4. **Getting vaccinated could protect your family and save someone from getting dangerously ill.** Babies and young children, pregnant women, people 65 and older, and people with certain medical conditions are all at [increased risk of serious complications from influenza](#).

The CDC recommends a yearly seasonal flu vaccine for everyone aged 6 months and older by the end of October, if possible. It takes about two weeks after vaccination for antibodies to develop in the body to protect against flu virus infection. Protect your health and the health of those you care for by getting your flu vaccine this year! [Click here](#) to learn more about the seasonal flu vaccine.

Content adapted from [CDC 2018-19 Digital Campaign Toolkit](#).

Social Media Content



Consider promoting flu vaccination on social media with images and messaging throughout the flu season! Examples below are adapted from [CDC's 2018-19 Digital Campaign Toolkit](#) and [2018 NIAM Toolkit](#).

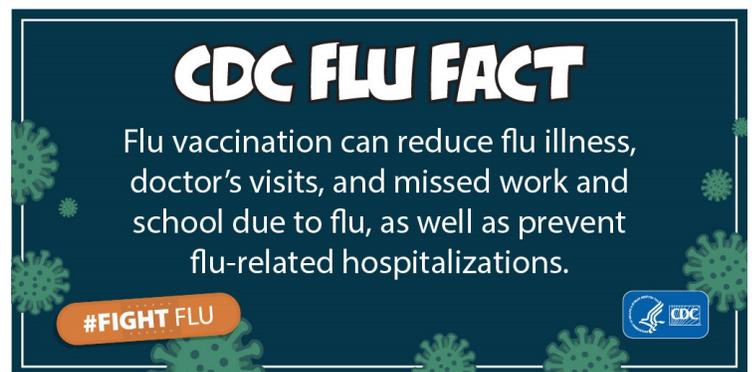
Messaging

- It takes about 2 weeks after flu vaccination for the body to build up protection against flu. Now is the time to get a flu vaccine and protect your family before flu begins spreading in your community. CDC recommends vaccination by the end of October. <https://go.usa.gov/xPTSH>
- Did you know? Flu vaccination not only can prevent flu illness, but has been shown to reduce the risk of flu-associated hospitalizations in adults by about 40%. Learn more: <https://go.usa.gov/xPb3Y>
- Flu is more dangerous than the common cold for children. Parents and caregivers, here's what you need to know: <https://go.usa.gov/xnHSC>
- Flu can make some chronic medical conditions worse, even if they are well managed. A flu vaccine reduces your risk of flu illness and flu-related complications. #FightFlu today! <https://go.usa.gov/xRptu>

Graphics

- "Flu Vaccine Benefits" animated image: <https://www.cdc.gov/flu/images/resource-center/toolkit/flu-vaccine-benefits.gif>
- "Flu Fact" image: <https://www.cdc.gov/flu/images/resource-center/toolkit/flu-facts.jpg>

For more images and animated images (GIFs), [click here](#).



Print Ready Materials

Below are highlighted print ready materials from [CDC's Seasonal Influenza Resource Center](#):

- **Flyer for parents:** [The Flu: A Guide for Parents](#)
- **Flyer for general population:** [A Strong Defense Against Flu: Get Vaccinated!](#)
- **Poster for general population:** [Take 3 Actions to Fight the Flu](#)
- **Educational material for children:** [“Ready Wrigley Prepares for Flu Season”](#) Activity Book



Promoting Flu Vaccination in Underserved Communities

African Americans, American Indians/Alaska Natives, and Latinos have lower flu vaccination coverage. These groups also experience higher rates of chronic health conditions that increase their risk for flu complications ([NIVDP Fact Sheet](#)).

Audience-specific resources: [Click here](#) for print materials, web resources, and webinar slide sets.

Resources for communities with limited English proficiency:

- [Seasonal Flu Materials for Immigrants and Refugees](#): Multi-language print ready materials that take into consideration low literacy populations.
- [CDC's 2018-19 Digital Campaign Toolkit in Spanish](#): Includes graphics, social media messaging, flyers, and more.

CDC Influenza Surveillance Data: 2018-19 FluView

Starting in October, influenza surveillance data will be released on Friday mornings on [FluView](#) for the 2018-19 flu season. Surveillance data includes information on geographic spread, influenza-like illness activity by state, hospitalization rates, pediatric mortality, and more. [Sign up](#) to get the latest updates on flu from CDC.