

VaxWell NH Coalition Quarterly Meeting

Preparing for the Holiday Season, Winter 2023-2024

December 19, 2023



Visiting Speaker

Iyabode (Yabo) Beysolow, MD, MPH,
FAAP, Immunization Subject Matter
Expert,

YB Consultants, LLC



www.linkedin.com/in/yabobeysolow/



Agenda



Who's in the Room today?



Purpose of today's session



Addressing respiratory illnesses this Fall



Vaccine recommendations for the Fall



Working within our communities to promote vaccines

Hospitals may have to ration care if COVID and flu surge continues, CDC warns

Some pediatric hospitals are already nearly as full as they were this time last year

By **NICOLE KARLIS**
Senior Writer

PUBLISHED DECEMBER 16, 2023 2:53PM (EST)



Paramedics taking patient on stretcher from ambulance to hospital (Getty Images/JazzIRT)

<https://www.salon.com/2023/12/16/hospital-may-have-to-ration-care-if-and-flu-surge-continues-warns/?emci=3cfa140e-9c9d-ee11-bea1-002248223f36&emdi=72a88603-b29d-ee11-bea1-002248223f36&ceid=11398677>

CDC Health Advisory December 14, 2023

Urgent Need to Increase Immunization Coverage for
Influenza, COVID-19, and RSV and Use of
Authorized/Approved Therapeutics in the Setting of
Increased Respiratory Disease Activity During the 2023
– 2024 Winter Season

[Print](#)



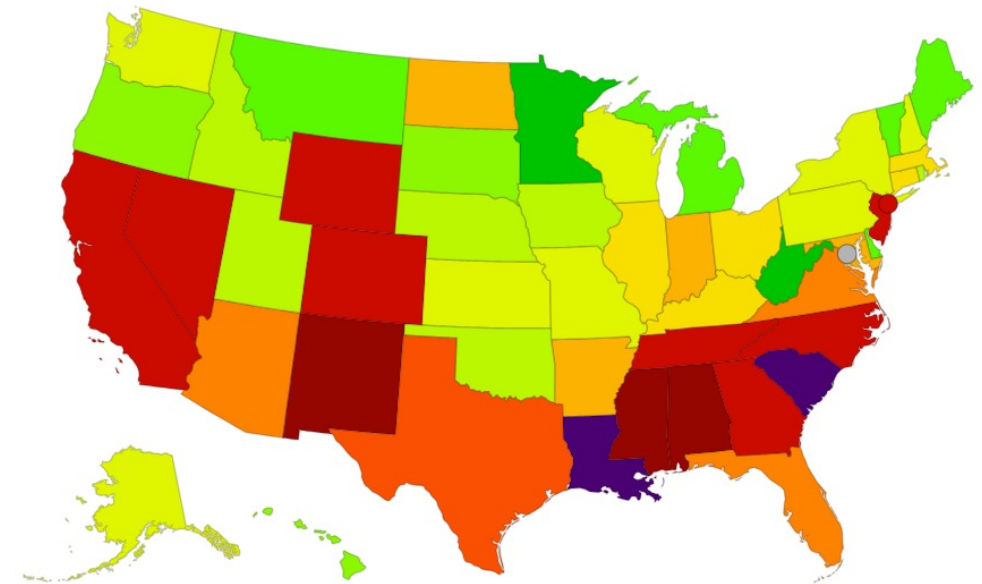
Distributed via the CDC Health Alert Network
December 14, 2023, 12:15 PM ET
CDCHAN-00503

CDC: HAN

<https://www.cdc.gov/respiratory-viruses/data-research/dashboard/activity-levels.html>

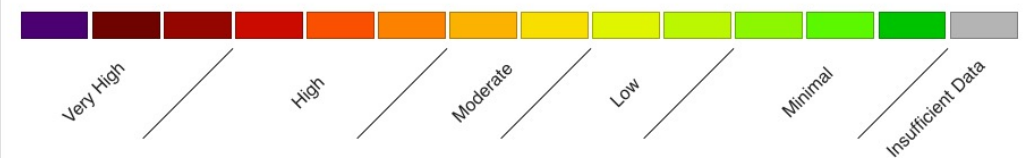
Level of Respiratory Illness Activity

Activity levels determined weekly based on the percentage of visits to enrolled outpatient healthcare providers or emergency departments for fever and cough or sore throat reported to [ILINet](#). Visits can be attributed to a variety of respiratory pathogens that cause these symptoms. Activity levels reflect how the percentage in the most recent week compares to what that jurisdiction typically experiences during low circulation periods. Trend information for the percentages used to calculate activity levels can be found at: [National, Regional, and State Level Outpatient Illness and Viral Surveillance \(cdc.gov\)](#).



Territories **PR** **VI**

Respiratory Illness Activity Level



Emergency Department Visits for Viral Respiratory Illness

Weekly percent of total emergency department visits associated with COVID-19, influenza, and RSV.

State

United States

County

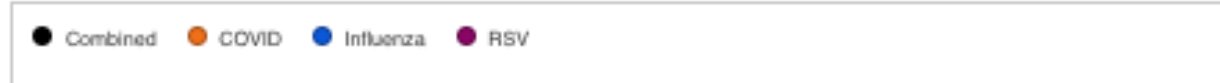
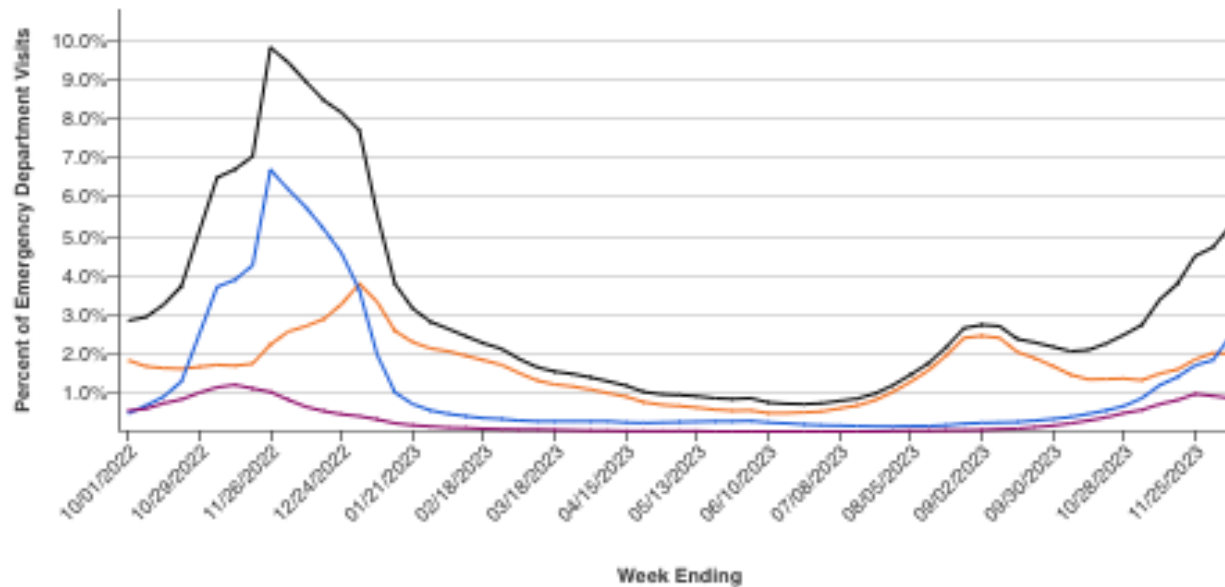
All

Health Service Area

All

Counties Represented

All

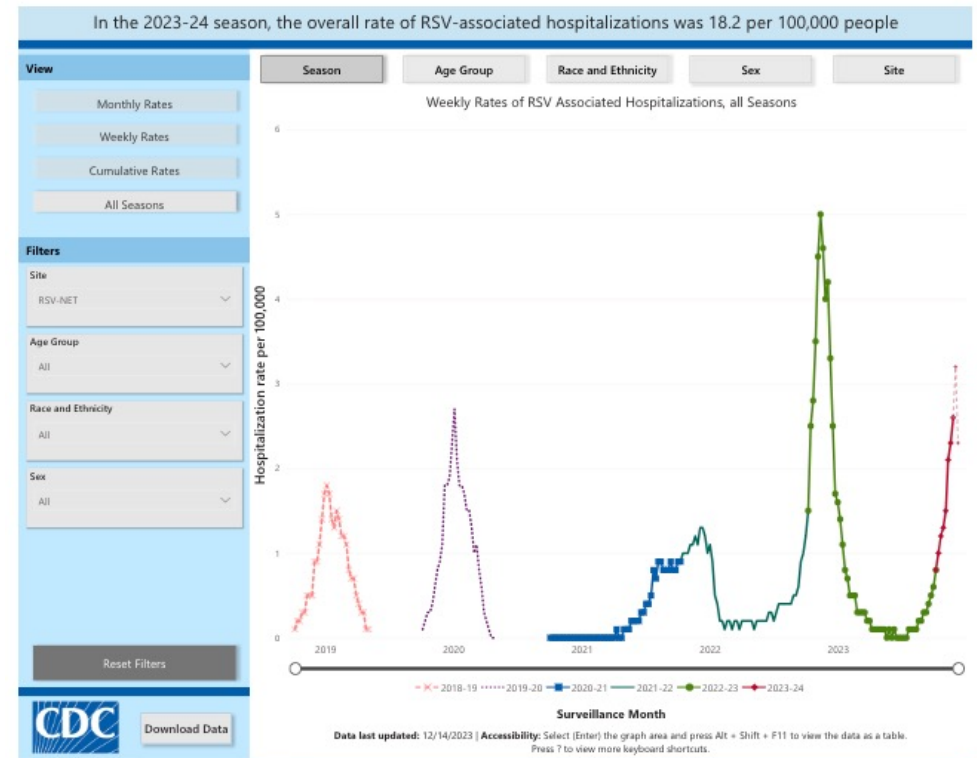


Data presented through: 12/09/2023; Data as of: 12/13/2023

Hospitalizations

- Hospitalizations up 51% for COVID-19 in last 4 weeks, HAN, 12/14/23,
- Flu hospitalizations up 200% In last 4 weeks, 12/14/23,

- RSV associated hospitalizations



CDC: HAN

RSV-NET: Respiratory Syncytial Virus Hospitalization Surveillance Network, Centers for Disease Control and Prevention. Accessed on 12/19/23. <https://www.cdc.gov/rsv/research/rsv-net/dashboard.html>

Adult COVID-19 vaccine coverage with updated 2023-24 vaccine by race/ethnicity

Demographics	Week Ending	Estimate (%)
18+ years	12/2/2023	17.2%
American Indian/Alaska Native, Non-Hispanic	12/2/2023	7.1%
Asian, Non-Hispanic	12/2/2023	14.0%
Black, Non-Hispanic	12/2/2023	11.5%
Hispanic	12/2/2023	7.9%
Multiple or Other Races, Non-Hispanic	12/2/2023	10.7%
Pacific Islander/Native Hawaiian, Non-Hispanic	12/2/2023	10.1%
White, Non-Hispanic	12/2/2023	22.0%

Figure 2A. Cumulative Percentage of Adults 18 Years and Older Vaccinated with the Updated 2023-24 COVID-19 Vaccine^{*,†,‡,±}
 Data Source: National Immunization Survey–Adult COVID Module

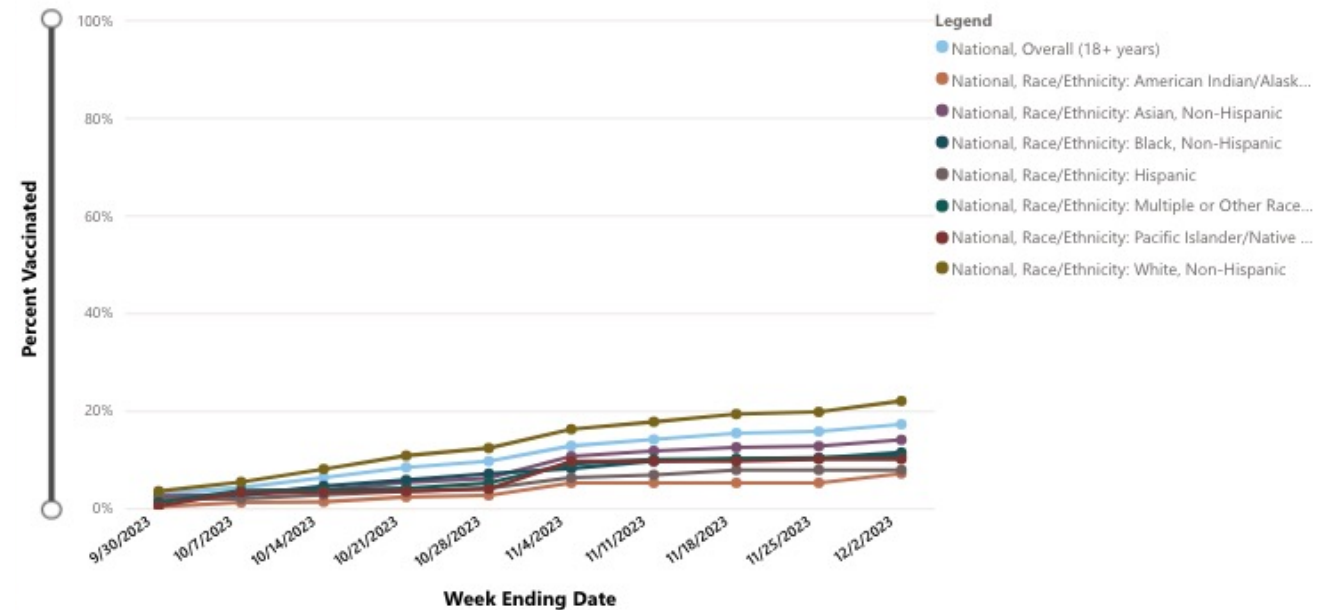
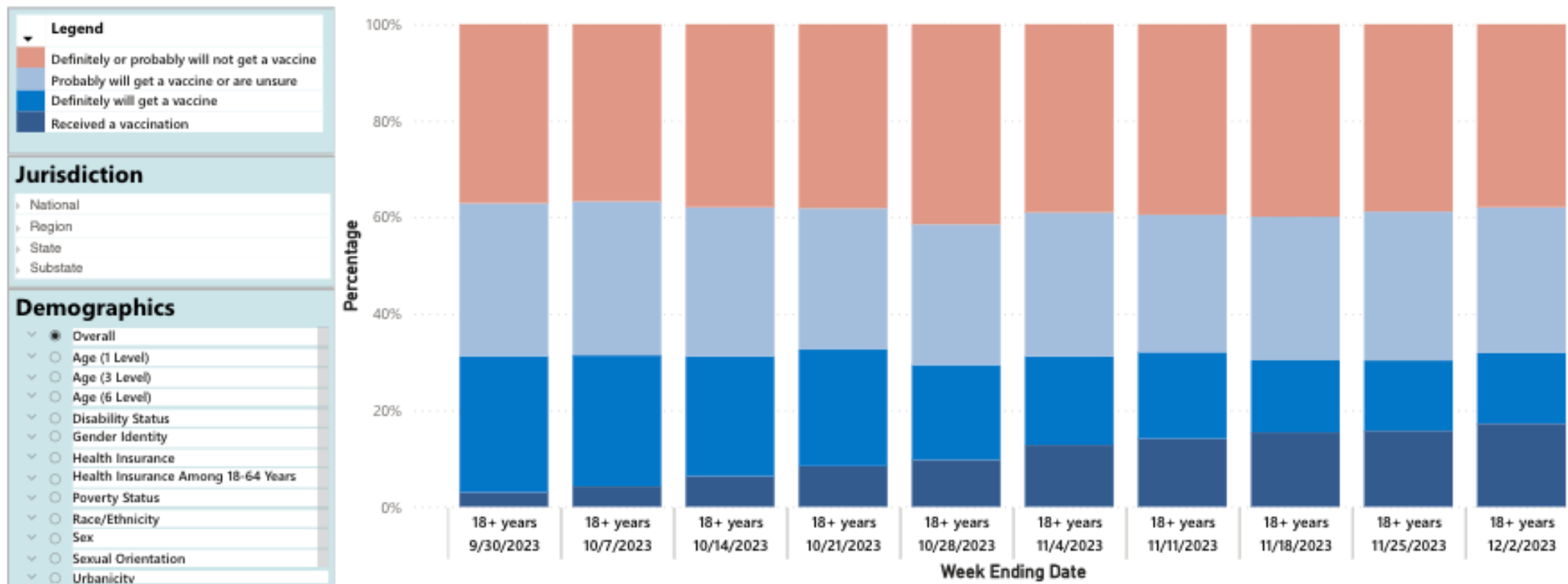
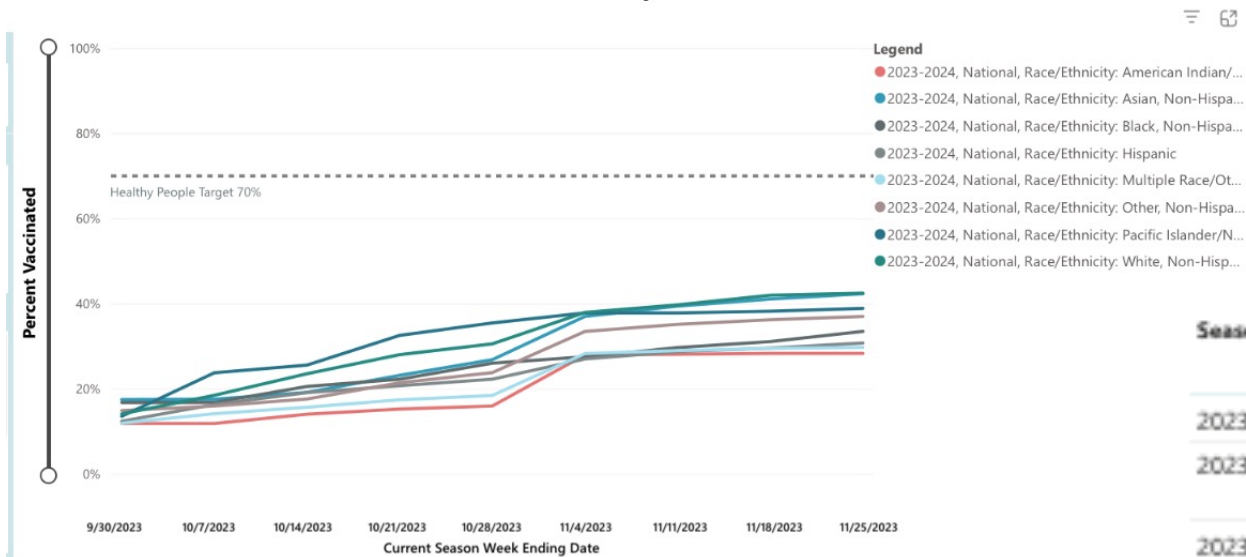


Figure 2B. Weekly Intent[§] for Vaccination and Cumulative Percentage of Adults 18 Years and Older Vaccinated with the Updated 2023-2024 COVID-19 Vaccine^{*,†,‡,±}
Data Source: National Immunization Survey–Adult COVID Module



Adult flu vaccine coverage by race/ethnicity

Figure 4A. Influenza Vaccination Coverage, by Selected Demographics, 2023-24 and Jurisdiction
Adults 18 years and Older, United States, **†±
Data Source: National Immunization Survey-Adult COVID Module

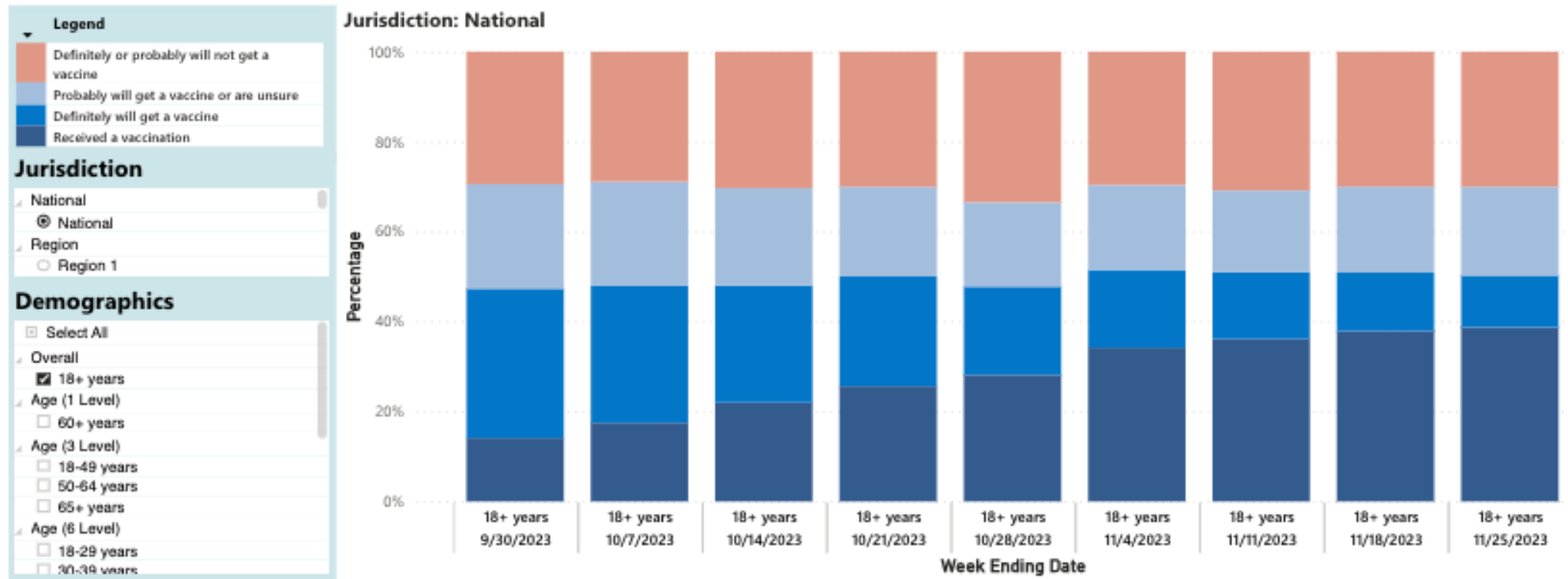


Season	Jurisdiction	Demographics	Data Period	Estimate (%)	95 CI (%)
2023-2024	National	18+ years	12/2/2023	40.8	39.5 - 42.0
2023-2024	National	American Indian/Alaska Native, Non-Hispanic	12/2/2023	34.7	27.6 - 41.7
2023-2024	National	Asian, Non-Hispanic	12/2/2023	43.2	37.9 - 48.5
2023-2024	National	Black, Non-Hispanic	12/2/2023	34.2	30.9 - 37.5
2023-2024	National	Hispanic	12/2/2023	33.1	29.9 - 36.2
2023-2024	National	Multiple or Other Races, Non-Hispanic	12/2/2023	31.1	26.3 - 36.0
2023-2024	National	Other, Non-Hispanic	12/2/2023	38.2	34.1 - 42.2
2023-2024	National	Pacific Islander/Native Hawaiian, Non-Hispanic	12/2/2023	34.6	23.3 - 45.9
2023-2024	National	White, Non-Hispanic	12/2/2023	44.7	43.2 - 46.2



<https://www.cdc.gov/flu/fluview/dashboard/vaccination-adult-coverage.html>

Figure 4D. Weekly Influenza Vaccination Status and Intent for Vaccination, Overall, by Selected Demographics, and Jurisdiction, Adults 18 years and Older, 2023-24, United States^{*^±}**
Data Source: National Immunization Survey–Adult COVID Module



RSV vaccine coverage and intent (60 years and older)

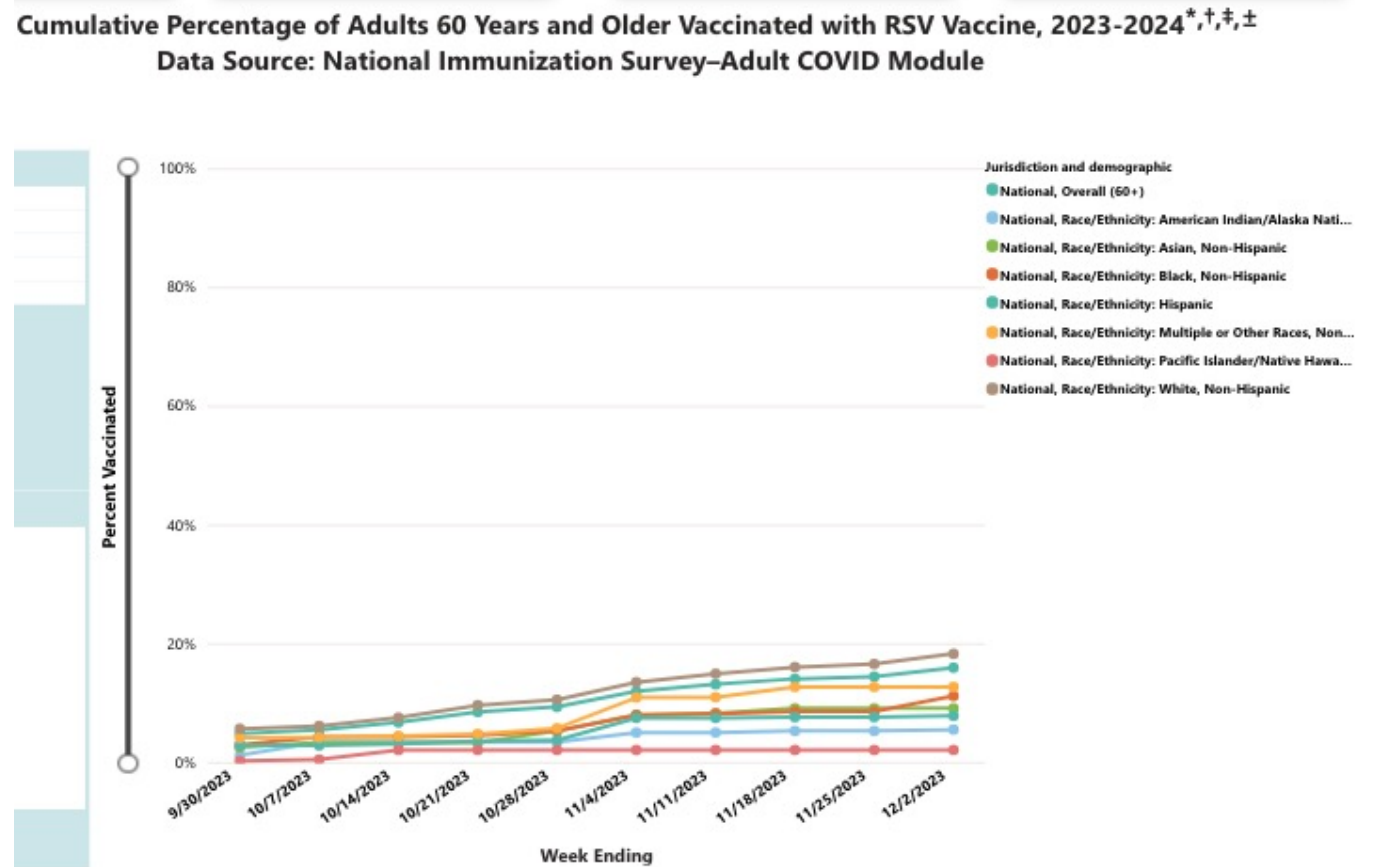
Intent to receive RSV vaccine among adults 60 years and older

Demographics
Level: **Overall (60+)**
Name:

Jurisdiction	Vaccination & Intent	Estimate (%)	95% CI (%)
National	Vaccinated	15.9%	14.6 - 17.2
National	Definitely will get a vaccine	15.6%	13.3 - 18.0
National	Probably will get a vaccine or are unsure	40.3%	37.1 - 43.5
National	Definitely or probably will not get a vaccine	28.1%	25.3 - 30.9

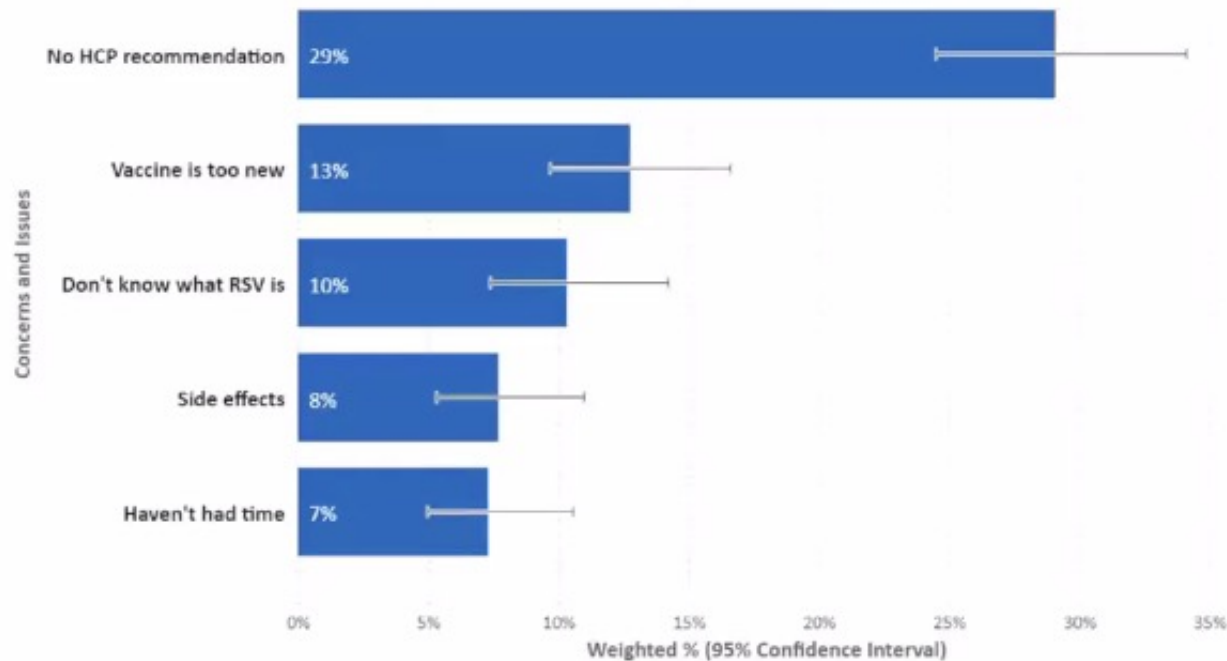


Figure 1A. Cumulative Percentage of Adults 60 Years and Older Vaccinated with RSV Vaccine, 2023-2024^{*,†,‡,±}
Data Source: National Immunization Survey–Adult COVID Module
Data are current through November 25, 2023



RSV Vaccination Concerns and Issues Among Adults ≥60 Years, Probably Will Get Vaccinated or Unsure, Omnibus Survey, 2023

Top Concerns and Issues among Adults who Probably Will Get Vaccinated or Unsure
[N=551]



OBSERVATIONS

Among adults who **probably will** get the RSV vaccine **or are unsure**:

- The most common reason for not getting the RSV vaccine is the **lack of provider recommendations for vaccination**
- Other common concerns/issues noted are: **Vaccine is too new** and **lack of knowledge on RSV**

Omnibus Survey data collected from November 2-26, 2023.

An estimated 39% of adults ≥60 years say they "probably will get vaccinated or unsure" for the RSV vaccine (N=1,370).

Next slide



CDC Community Tool on COVID-19, Flu and RSV

New tool can tell you the status of COVID-19, Flu and RSV in your county

<https://www.cdc.gov/respiratory-viruses/index.html>

What's happening near you

Mississippi Jackson County [Reset](#)

High overall respiratory illness activity in Mississippi

Based on healthcare visits for [fever and cough or sore throat](#):

It is important to take the time now to get your recommended vaccinations to reduce your risk of serious illness. You can also protect yourself with preventive actions and seek medical advice if you have symptoms.

Find more respiratory illness data, including a national overview

[Weekly Viral Respiratory Illness Snapshot](#) >

Illness trends in Mississippi

Based on visits to [emergency departments](#):

→ Flu
STABLE

↘ RSV
DECREASING

→ COVID-19
STABLE


Low COVID-19 hospitalization levels in Jackson County, Mississippi



Based on [inpatient admissions for COVID-19](#):

- If you are at [high risk of getting very sick](#) from COVID-19, talk with a healthcare provider about additional prevention actions.

 [COVID-19 Situation in Jackson County, Mississippi](#) >

More ways to protect yourself and others

-  Stay up to date with vaccines
 - Everyone 6 months and older should get a yearly [flu vaccine](#) and a current [COVID-19 vaccine](#). Find a vaccine at [Vaccines.gov](#).

-  Seek testing and possible treatment if you get sick
-  Improve airflow and ventilation

Key reasons for low vaccination uptake of influenza, COVID-19, and RSV vaccines in the U.S. (Dec 14, 2023, HAN)

Key reasons for low vaccination uptake of influenza, COVID-19, and RSV vaccines based on survey results from a nationally representative sample of U.S. adults (Ipsos KnowledgePanel and NORC AmeriSpeak Omnibus Surveys), include:

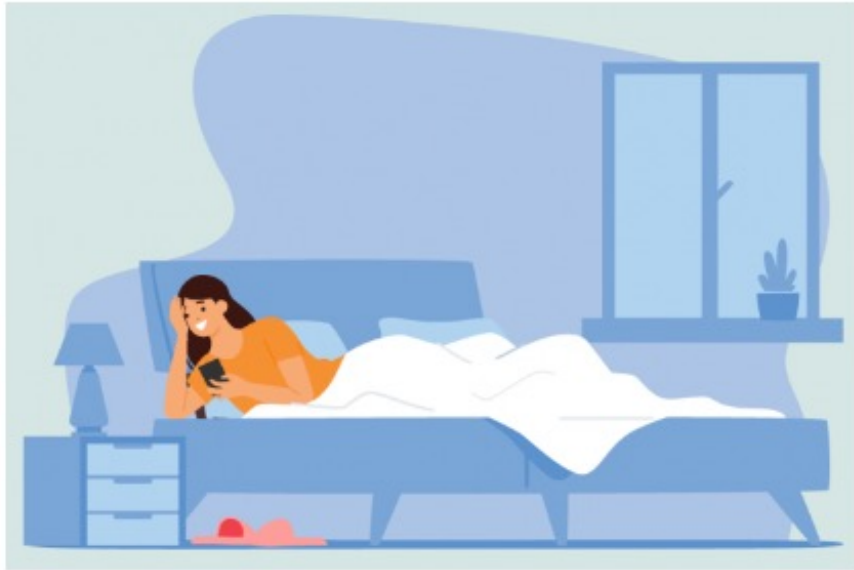
- lack of provider recommendation,
- concerns or issues about unknown or serious side effects,
- occurrence of mild side effects, and
- lack of time or forgetting to get vaccinated.

How can we make a
difference?

Educate, Inform, increase awareness

- Your patients
- Your community
- Internal: Yourself and your staff



A graphic with a red background and a white border. On the left, there are three circular icons: a person in bed, hands being washed with soap, and a person coughing into their elbow. The text 'STOP THE SPREAD' is written in large, bold, yellow letters. Below it, in white text, it says 'Take everyday preventive actions to help stop the spread of flu viruses!'. At the bottom, there is a brown button with the text '#FIGHT FLU' and the CDC logo on the right.

STOP THE SPREAD

Take everyday preventive actions to help stop the spread of flu viruses!

#FIGHT FLU

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention.html>





GET YOURSELF AND YOUR FAMILY **VACCINATED!**

A yearly flu vaccine is the first
and most important step in
protecting against flu viruses.

#FIGHT FLU



INFORM THE PUBLIC

HOW TO TELL THE DIFFERENCE BETWEEN FLU, RSV, COVID-19, AND THE COMMON COLD






Common symptoms may include cough, headaches, sneezing, runny nose, and congestion. Different symptoms may include:

 Rarely
 Sometimes
 Often

	COLD	FLU	COVID-19	RSV
 ACHES	 	  	 	
 DIFFICULTY BREATHING			  	 
 FATIGUE	 	  	  	
 FEVER		  	 	 
 LOSS OF TASTE OR SMELL			 	
 SORE THROAT	  	 	  	
 WHEEZING				  

**HELP
PROVIDERS
MESSAGE
TO
PATIENTS**

Table 2. At-A-Glance: Vaccination Conversation Guide for Healthcare Providers

What patients may say	What providers can do	Tools for providers
"I didn't know vaccination was recommended for me."	Make a strong recommendation, like "You are due for your flu and COVID-19 vaccines today. I've gotten these vaccines myself and recommend them for you, too."	Conversation Guide for Healthcare Providers 
"It's not top of mind/I keep forgetting."	Send a reminder message to your patients now via your patient portal or text message to remind them about the importance of getting vaccinated now.	Script for patient portal reminder message in English and Spanish  (download)
"I'm worried about vaccine safety."	Give your patients accurate and up-to-date information about vaccine benefits and safety.	Conversation Guide for Healthcare Providers 
"I'm not sure about getting vaccinated."	Use motivational interviewing. Start with questions like "I hear you. If it's okay with you, I would like to spend a few minutes talking more about fall and winter respiratory vaccines."	Conversation Guide for Healthcare Providers 
"I'm worried about getting three vaccines at once."	Discuss the facts on coadministration and the most important thing—getting all recommended vaccines.	What to Know About Getting Flu, COVID-19, and RSV Vaccines at the Same Time
"My child is healthy, so they don't need vaccines."	Let families know that while children with some health conditions are at higher risk of getting very sick, over half of the children under age 2 years hospitalized for COVID-19 and then admitted to the intensive care unit were otherwise healthy.	Conversation Guide for Healthcare Providers 

<https://www.cdc.gov/respiratory-viruses/tools-resources/health-care-providers.html>

Making a Strong Provider Recommendation



SHARE the reasons why an influenza vaccine is right for the patient given his or her age, health status, lifestyle, occupation, or other risk factors.

HIGHLIGHT positive experiences with influenza vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in influenza vaccination.

ADDRESS patient questions and any concerns about influenza vaccines, including side effects, safety, and vaccine effectiveness in plain and understandable language. Acknowledge that while people who get an influenza vaccine may still get sick, there are studies that show that illness may be less severe.

REMIND patients that influenza vaccines help protect them and their loved ones from serious influenza illness and complications that can result in hospitalization or even death for some people.

EXPLAIN the potential costs of getting influenza, including potential serious health effects for the patient, time lost (such as missing work or family obligations), financial costs, and potentially spreading influenza to more vulnerable family or friends.

Lets Practice: Scenarios

A 45-year-old patient who suffers from asthma and high blood pressure comes in today to get a physical. When you ask him about getting a flu vaccine, he says, “No, I never get the flu shot. It does not work”.

Over Holiday Dinner, where all the family is present, grandparents, parents, grandkids, your 28-year-old nephew, who knows you are in healthcare, says, “Aunty, what do you think about the flu shot? Should I get it?”

Continuing Staff Education

- Providers: Refresh your knowledge!
- Update all staff and new hires
- Assess every staff member's feelings about vaccines (Flu, COVID-19)
- Make sure you are all on the same 'team'!
- Leadership buy-in
- Competency Training

Seasonal Influenza Vaccination Resources for Health Professionals

[Español](#) | [Other Languages](#) | [Print](#)

New! [Prevention and Control of Seasonal Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices — United States, 2023-2024 Influenza Season](#) has been published.



<https://www.cdc.gov/flu/professionals/vaccination/index.htm>

Information for the 2023-24 Influenza Season

Flu Symptoms

Fever* or feeling feverish/chills

Cough

Sore throat

Runny or stuffy nose

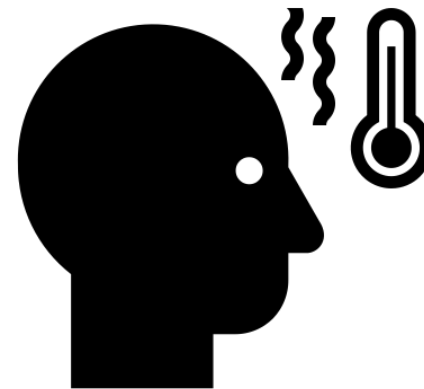
Muscle or body aches

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





- High-risk groups include:
 - Adults 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, children with neurologic conditions

28



People at
highest risk of
flu
complications



Like last year, there are three flu vaccines that are preferentially recommended for people 65 years and older.

Fluzone High-Dose Quadrivalent vaccine

Flublok Quadrivalent recombinant flu vaccine and

Fluad Quadrivalent adjuvanted flu vaccine.

Flu Vaccine for Older Adults

People with Underlying Medical Conditions, Flu and Flu Vaccine



- In past flu seasons, 9 out of 10 adults hospitalized with flu had at least one reported underlying medical condition.
- Diabetes, asthma, chronic lung disease, and chronic heart disease (even if well-managed) are among the most common long-term medical conditions that place people at higher risk for serious flu complications.
- Flu can also worsen long-term health problems, even if they are well managed.
- It is particularly important that adults with chronic medical conditions get a flu vaccine every year.
- CDC recommends that people at higher risk of developing serious flu complications be treated with flu antiviral drugs if they get sick with flu.

Pregnant People, Flu and Flu Vaccine

- Flu can be dangerous for pregnant people and may be harmful for their developing baby.
- Flu shots have been given to millions of pregnant people over many years with an excellent safety record.
- Getting a flu shot can help protect pregnant people and their babies from flu for several months after birth when the baby is too young to get vaccinated.



Co-administering Vaccines

- Flu Shots may be given on the same day as any other vaccine, e.g. COVID-19 vaccine, Shingles vaccine, Pneumococcal vaccine, etc.
- Nasal Spray Flu vaccine can be given on the same day as any other vaccine. (Rare Exception: talk to your healthcare provider if you are have taken or are taking another live vaccine within the 4-week period before or after the nasal spray flu vaccine).

People with egg allergies and flu vaccine

- All persons ages ≥ 6 months with egg allergy should receive influenza vaccine.
- Any influenza vaccine (egg based or non-egg based) that is otherwise appropriate for the recipient's age and health status can be used.

2023-2024 CDC Recommendations

Treatment for the Flu

www.cdc.gov/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

What's different about this new updated COVID-19 Vaccine (2023-24 Fall Version)?

This is an updated COVID-19 vaccine

- **Monovalent*** – provides protection against XBB lineage (Omicron Variant).
- It is made the same way as previous versions of the COVID-19 vaccine, using mRNA technology (Pfizer and Moderna) and protein subunit (Novavax)
- It is called the 2023-2024 updated COVID-19 Vaccine
- Provides protection against other currently circulating COVID-19 variants
- Everyone 5 years and older should get 1 dose of an updated COVID-19 vaccine

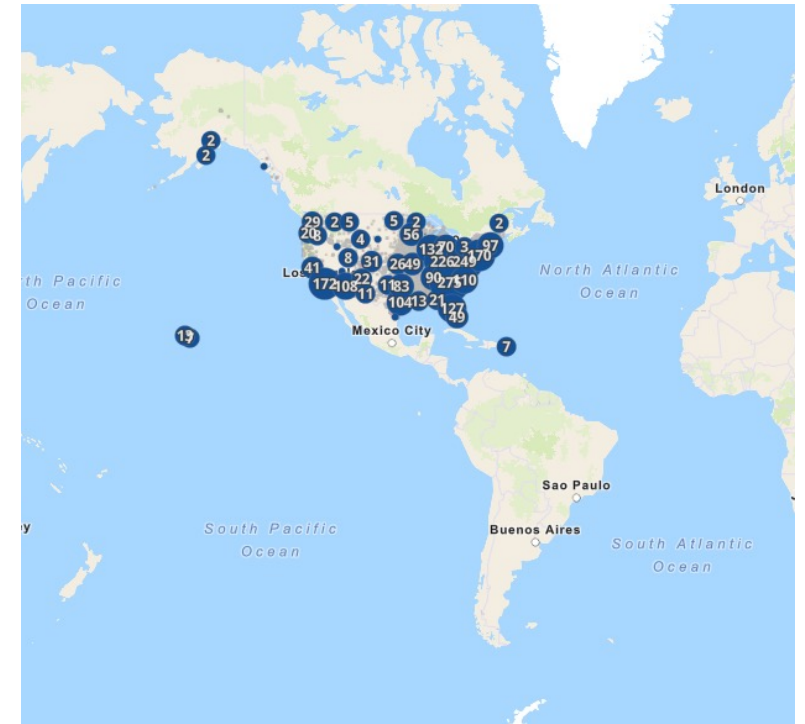
The older mRNA versions (ones in use until September 11, 2023) were bivalent* – protected against two strains (the original strain and the Omicron strains (BA.4 and BA.5). These bivalent vaccines are no longer authorized for use in the United States, effective September 11, 2023.

*Mono- one; Bi - two

Treatment for COVID-19

Get medication for COVID-19

- COVID-19 medications are now available through your doctor, local pharmacies, and health clinics.
- Do not wait to get treated if you have COVID-19 symptoms and test positive.
- You must take oral COVID-19 medication within 5 days of your first COVID-19 symptoms.
- Use the tool to the left to find a location that is right for you.



ASPR Administration for Strategic Preparedness & Response

Use the tool below to find a location that is right for you.

Additional testing resource: [No-Cost COVID-19 Testing \(cdc.gov\)](#)

Find COVID-19 Medication

ArcGIS World Geocoding Service

10 mi

0 250

Welcome! x

Search to learn more about a location and its surrounding area.
Use one of the following search methods:

- Click the search box and type in an address or choose **Use current location**

<https://covid-19-test-to-treat-locator-dhhs.hub.arcgis.com/>

“With its expansion, the Home Test to Treat program will now offer free testing, telehealth and treatment for both COVID-19 and for influenza (flu) A and B,” the NIH said in a [press release](#). “It is the first public health program that includes home testing technology at such a scale for both COVID-19 and flu.”

WebMD Health News

Federal Program Offers Free COVID, Flu At-Home Tests, Treatments

Jay Croft
December 08, 2023

[+ Add to Email Alerts](#)

WebMD®



Dec. 7, 2023 — The U.S. government has expanded a program offering free COVID-19 and flu tests and treatment.



42



The Home Test to Treat program is virtual and offers at-home rapid tests, telehealth sessions, and at-home treatments to people nationwide. The program is a collaboration among the National Institutes of Health, the Administration for Strategic Preparedness and Response, and the CDC. It began as a pilot program in some locations this year.



Care when you need it, from the comfort of your home.

Register now to access **free** virtual care and treatment for COVID-19 and Flu, 24 hours a day, 7 days a week. Sign up anytime, whether you are sick or not.

Register Now

Click here to check eligibility and enroll.

Sign In

Click here to access your personal portal for testing, telehealth, & questionnaires.

www.test2treat.org

Home Test to Treat is a program that offers free tests and free treatment (if eligible) for COVID-19 and Flu at home 24/7.

- No insurance or appointments needed!

Common respiratory virus mild, cold-like symptoms.


Most people recover in a week or two, but RSV can be serious, especially for infants and older adults.

Symptoms: upper respiratory tract infection which can include rhinorrhea, pharyngitis, cough, headache, fatigue, and fever.

Disease usually lasts less than five days.

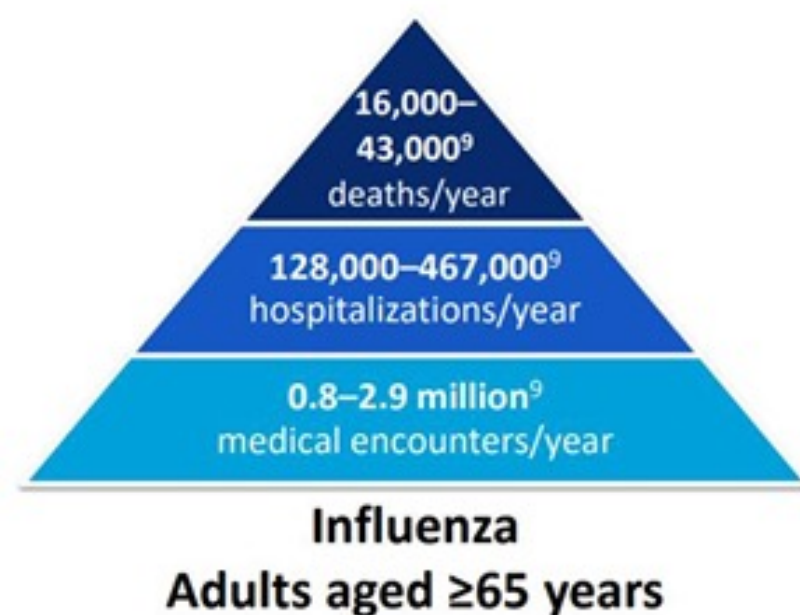
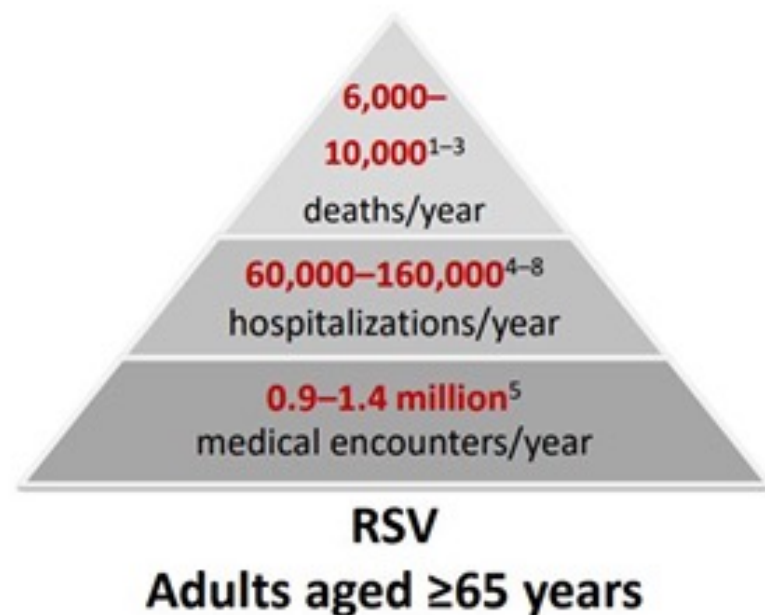
RSV is the most common cause of bronchiolitis (inflammation of the small airways in the lung) and pneumonia (infection of the lungs) in children younger than 1 year of age in the United States.

Adults who get infected with RSV usually have mild or no symptoms. **Some adults, however, may have more severe infection, such as pneumonia.**



Respiratory Syncytial Virus (RSV)

Burden of RSV in Adults Age ≥ 65 Years



1. Thompson et al, JAMA (2003): <https://doi.org/10.1001/jama.289.2.179>
2. Matias et al, Influenza Other Respi Viruses (2014): <https://doi.org/10.1111/irv.12258>
3. Hansen et al, JAMA Network Open (2022): <https://doi.org/10.1001/jamanetworkopen.2022.0527>
4. Widmer et al, JAMA Network Open (2012): <https://doi.org/10.1093/infdis/jis309>

5. McLaughlin et al, Open Forum Infect Dis (2022): <https://doi.org/10.1093/ofid/ofac300>
6. Zheng et al, Pneumonia (2022): <https://doi.org/10.1186/s41479-022-00098-x>
7. Branche et al, Clinical Infect Dis (2022): <https://doi.org/10.1093/cid/ciab595>
8. CDC RSV-NET data 2016–2020 (unpublished)
9. CDC Influenza Burden 2015–2020: <https://www.cdc.gov/flu/about/burden/past-seasons.html>

RSV Transmission

RSV can spread when

- An infected person coughs or sneezes
- You get virus droplets from a cough or sneeze in your eyes, nose, or mouth
- You have direct contact with the virus, like kissing the face of a child with RSV
- You touch a surface that has the virus on it, like a doorknob, and then touch your face before washing your hands
- People infected with RSV are usually contagious for 3 to 8 days and may become contagious a day or two before they start showing signs of illness.
 - However, some infants, and people with weakened immune systems, can continue to spread the virus for as long as 4 weeks.

Adults at high risk for severe illness from RSV include

- Older adults, especially those 65 years and older
 - Adults with chronic lung or heart disease
 - Adults with weakened immune systems
- adults living in nursing homes or long-term care facilities.

RSV can sometimes also lead to exacerbation of serious conditions such as

- Asthma
- Chronic obstructive pulmonary disease (COPD)
- Congestive heart failure

Adults at
higher risk
of severe
illness
from RSV

RSV Vaccines for Older Adults

- ACIP and CDC recommend that adults 60 years and older may receive a single dose of RSV vaccine using shared clinical decision-making
 - for prevention of RSV lower respiratory tract disease (LRTD)
 - 1 (one) dose only recommended
 - Vaccinate prior to the onset of RSV season

Adults 60 years of age and older now have the option to receive one dose of RSV vaccine based on discussion between a patient and their health care provider.

Consider multiple factors should be considered when having the discussion regarding RSV vaccination including:

- If the patient has any risk factors for severe RSV disease
- A patient's risk of exposure to RSV
- A patient's preferences for RSV vaccination
- The clinical discretion of the health care provider.

www.cdc.gov/vaccines/vpd/rsv/downloads/provider-job-aid-for-older-adults-508.pdf

Shared Clinical Decision-Making (SCDM)

RSV Vaccination for Adults 60 Years and Older

- Respiratory syncytial virus (RSV) is a cause of severe respiratory illness across the lifespan. Each year in the United States, RSV leads to approximately 60,000-160,000 hospitalizations and 6,000-10,000 deaths among adults 65 years and older.
- Adults 60 years of age and older now have the option to receive one dose of RSV vaccine based on a SCDM process between a patient and their health care provider.
- Consider multiple factors when discussing RSV vaccination with your patients. SCDM recommendations are optional and are informed by whether the patient has any risk factors for severe RSV disease; a patient's risk of exposure to RSV; a patient's preferences for RSV vaccination; and the clinical discretion of the health care provider.

Underlying medical conditions associated with increased risk for severe RSV disease include:



Chronic lung disease (e.g., COPD and asthma)



Chronic kidney disease



Moderate or severe immunocompromise



Chronic cardiovascular disease (e.g., CHF and CAD)



Chronic liver disease



Chronic hematologic disorders



Chronic or progressive neurologic or neuromuscular conditions



Diabetes Mellitus



Any underlying condition that a provider determines might increase the risk of severe RSV disease

Other factors associated with increased risk for severe RSV disease include:



Frailty or advanced age, as determined by the healthcare provider



Residence in a nursing home or other long-term care facility



Any underlying factor a provider determines might increase the risk of severe RSV disease

Other points to consider:

- Serious neurologic conditions, including Guillain-Barré syndrome (GBS), have been reported after RSV vaccination in clinical trials. However, it is unclear whether the vaccine caused these events.
- Persons with history of severe allergic reaction (e.g., anaphylaxis) to any component of RSV vaccine should not receive the vaccine.

Additional information:

CDC RSV Vaccine Information:
<https://www.cdc.gov/vaccines/vpd/rsv/index.html>

MMWR Report:

https://www.cdc.gov/mmwr/volumes/72/wr/mm7229a4.htm?s_cid=mm7229a4_w



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Immunizations to Prevent RSV Infection

Who, What, When, Where, and Why

Maternal RSV Immunization



Pregnant people



Pfizer RSV vaccine (Abrysvo)



32 through end of 36th week



September-January*



Primarily outpatient clinics and pharmacies



Protects infants from severe RSV from birth through first months of life

Nirsevimab



Infants aged <8 months whose mothers did not receive RSV vaccine, children 8-19 months at increased risk



Nirsevimab (Beyfortus) monoclonal antibody



First week of life, or as entering RSV season



October-March *

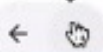


Primarily birthing hospital and outpatient clinics



Protects infants and young children from severe RSV in the months after immunization

Next slide





A few frequently Asked Questions

Why do I
need to get
a flu vaccine
every year?

- There are many different strains (types) of flu that can make people sick and these change from year to year
- In order to keep up with the changing flu strains, flu vaccines are changed each year to make sure they are a good match
- CDC recommends everyone 6 months or older get a flu shot every year!

Why should
I get
vaccinated?
I am
healthy.

- Getting a flu vaccine not only protects you, but your loved ones
- Getting a flu vaccine protects those around you who may not be strong enough to fight off the flu (weak immune system, babies and older adults)
- Even if you are healthy, you can still get very sick from the flu. It can cause you to be in the hospital or even die from it. It is not just a cold!

When is it too late to get a flu shot?

- CDC recommends flu vaccination in September or October. However, people should get vaccinated during the flu season as long as flu viruses are circulating- even into January or later
- Flu disease usually peaks between December and March, but disease can occur as late as May
- Since it takes about two weeks after vaccination for your body to develop protection from the flu, it is best to be vaccinated before the flu virus starts to spread in your community

Can the flu vaccine cause the flu?

- The flu vaccine cannot make you sick with the flu. The virus (germ) used to make the vaccine is killed or weakened so it cannot cause disease
- You can have mild side effects after the flu vaccine as your body's immune system makes antibodies to fight off flu infections
- Common side effects to the flu vaccine include:
 - Sore arm
 - Low grade fever

This is not the same as having actual flu disease!

I already got sick with COVID-19 several times. What is the point of getting another COVID-19 vaccine?

- Even, if you have been infected with the COVID-19 virus before, it's important to stay up to date on your COVID-19 vaccine.
- Your immunity (protection) from a prior COVID-19 infection wears off over time; it is not permanent protection.
- So, if you have not already done so, get your updated COVID vaccine to:
 - lower your chance of not getting sick again.
 - lower your chance of having to be hospitalized if you do get sick.
- Talk to a healthcare provider today about the best time to get your updated COVID-19 vaccine dose.

I have had several doses of the COVID-19 vaccine already. Why do I need more?

- Protection from COVID-19 vaccines wears off after several months.
- Even if you have had multiple doses of the COVID-19 vaccine in the past, you are not up to date if you have not received the newer, updated COVID-19 vaccine.
- It's important to stay up-to-date on your vaccines to stay protected.
- If you have a severely weakened immune system (such as in people who recently had or are undergoing treatment for cancer or organ transplants), you may need multiple doses of the COVID-19 vaccine over time in order to stay protected.
- Getting infected with COVID-19 when you have a weakened immune system could lead to hospitalization or even death.

Vaccine Digital Messaging Toolkit, NHPHA Fall/Winter 2023

November 1, 2023

VACCINE DIGITAL MESSAGING TOOLKIT

FALL 2023

NEW HAMPSHIRE PUBLIC HEALTH ASSOCIATION

OCTOBER 30, 2023
BY YB CONSULTANTS, LLC

Table of Contents

Introduction	3
About NHPHA's Vaccine Digital Messaging Toolkit	3
How to Use This Toolkit	3
Preparing for the Winter Respiratory Season	4
Talking Points for the Winter Respiratory Season	4
Flu Vaccination	5
Background Information on Flu Vaccination for Adults	5
Social Media Messages Encouraging Flu Vaccination in Adults	5
Facebook/LinkedIn/Instagram.....	5
Twitter	5
Talking Points: Flu Vaccination for Adults	8
Background Information on Flu Vaccination for Children	9
Social Media Messages Encouraging Flu Vaccination in Children	10
Facebook/LinkedIn/Instagram	10
Twitter	10
Talking Points: Flu Vaccination for Children	11
Resources Flu	13
.....	14
COVID-19 Vaccination	14
Background Information on COVID-19 Vaccination Adults and Children	14
Social Media Messages Encouraging COVID-19 Vaccination in Adults	15
Facebook/LinkedIn/Instagram.....	15
Twitter	15
Talking Points: COVID-19 Vaccination for Adults	17
Social Media Messages Encouraging COVID-19 Vaccination in Children	18
Facebook/LinkedIn/Instagram.....	18
Twitter	18
Talking Points: COVID-19 Vaccination for Children	20

**Respiratory virus season is here. Let's work together to get New Hampshire vaccinated.
Get the information you need to educate your community.**

Join the New Hampshire Public Health Association this fall/winter 2023-2024 season in building awareness of the importance of vaccination to reduce the impact of respiratory illnesses on New Hampshire residents.

<https://www.nhpha.org/flucampaigntoolkit.html>

<https://www.nhpha.org/rsvcampaigntoolkit.html>

<https://www.nhpha.org/covid-19campaigntoolkit.html>



Introduction

Respiratory virus season is here. Let's work together to get New Hampshire vaccinated. Get the information you need to educate your community. Join the New Hampshire Public Health Association this fall and winter 2023-2024 season in building awareness of the importance of vaccination to reduce the impact of respiratory illnesses on New Hampshire residents.

Vaccination is especially important this year as flu, COVID-19, RSV, and other respiratory viruses are expected to continue to rise throughout the United States. The good news is that for the first time, we have vaccines available to immunize

and resources for discussing COVID-19, flu, and RSV vaccination with adults and parents.

The social media graphics and messages provided in these toolkits will help you to promote vaccination on Facebook, Instagram, LinkedIn, and Twitter. Each post has been designed specifically for each platform and will fall within the platform's specifications. If there are other platforms you want to use, you can adjust the messages to fit the requirements of that platform. We encourage you to tailor the messages in this toolkit to your specific audiences or add recognizable hashtags

Clinicians, public health workers, trusted messengers, and community champions: this toolkit is for you.

Vaccination is especially important this year as flu, COVID-19, RSV, and other respiratory viruses are expected to continue to rise throughout the United States. The good news: for the first time, we have vaccines available to immunize against all three viruses.

Together, we can help protect the communities we serve by encouraging everyday preventive actions and promoting vaccination by sharing the following talking points, sample messages, and social media posts.

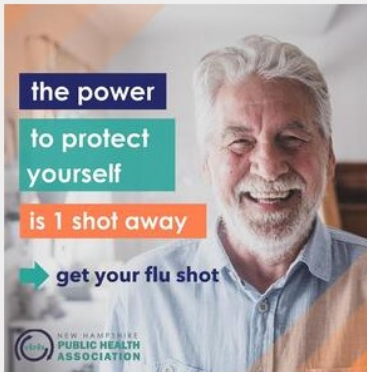
Building The Toolkit

- This toolkit was developed by YB Consultants, LLC after performing an environmental scan of national and state-level immunization entities to ascertain existing messaging, a listening session with participants recruited by NHPHA, and message testing with 34 respondents recruited by NHPHA (88% non-clinical/non-public health audience, 12% clinical/public health audience).
- Please reach out to info@nhpha.org with questions about this toolkit.

How to Use this Toolkit

- The information provided in this toolkit will serve as a resource as you work to promote healthy living and vaccine confidence in your communities. This toolkit serves to amplify pro-vaccination efforts and strategies and is designed to equip healthcare providers and their partners (including community health workers) with talking points and resources for discussing COVID-19, flu, and RSV vaccination with adults and parents.
 - Social media graphics and messages
 - Talking points
 - Background information

Social Media Messages Encouraging Flu Vaccination



Facebook/LinkedIn/Instagram

- All it takes is one sneeze to spread the flu. You can easily pass the flu to others even before you know you have it. Getting vaccinated is not just for you, it's for your household and community. Choose to protect those around you by getting your flu vaccine. Learn where you can get your vaccine at vaccines.gov. www.vaccines.gov/findvaccines
- Vaccines can't keep you from getting the flu, but they can lower your risk for getting seriously sick. It can take up to two weeks for protection to kick in, so get your flu vaccine sooner than later! Learn where you can get vaccinated at vaccines.gov. www.vaccines.gov/find-vaccines

 [Download Image](#)
[Download File](#)



Twitter

- It only takes one sneeze to spread the #flu. Choose to protect your household and community by getting vaccinated. Learn where: www.vaccines.gov/find-vaccines
- Vaccines may not stop the #flu, but they can keep you from getting super sick. Get vaccinated ASAP to allow time for protection to kick in. www.vaccines.gov/find-vaccines

 [Download Image](#)
[Download File](#)

Talking Points: RSV Vaccination for Older Adults

- Like COVID, older adults, adults with chronic heart or lung disease, adults with weakened immune systems, adults with certain other underlying medical conditions, and adults living in nursing homes or long-term care facilities are more likely to have serious issues with RSV.
- RSV in older adults can lead to serious illnesses like pneumonia, and RSV can cause underlying medical conditions like asthma, heart disease, and lung or kidney disease to worsen.
- Community members 60 years and older should ask their healthcare provider if RSV vaccine is right for them. The CDC recommends that adults 60 years of age and older may receive one dose of the RSV vaccine after a discussion with their provider.
- We now have other ways to protect our older adults from RSV. Particularly, those with a higher chance of getting really sick from RSV (for example, people with chronic medical conditions like heart, lung or kidney disease, those who live in long-term care senior living and facilities).
- Adults 60 years and older can now choose to get a vaccine that protects them from RSV. Encourage these adults to talk to a healthcare provider to see if the RSV vaccine is an option for them.

RSV Immunization in Infants

Social Media Messages Encouraging RSV Immunization in Infants



[Facebook/LinkedIn/Instagram](#)

COVID-19 Campaign Toolkit

You Have the Power to Protect Your Family

GET YOUR COVID-19 SHOT

COVID-19 Vaccination for Adults & Children



Background Information

- As of September 2023, updated COVID-19 vaccines are recommended by CDC for use in the United States. The three updated vaccines (manufactured by Pfizer-BioNTech, Moderna, and Novavax) are being referred to as a booster by some, as the 2023-2024 updated COVID-19 vaccine or the updated COVID-19 vaccine by others. In any case, being up to date currently means having 1 updated COVID-19 vaccine dose for persons 5 years and older. CDC recommends the 2023-2024 updated COVID-19 vaccines as follows:
 - For those 5 years of age and older should get 1 dose of the updated COVID-19 vaccine to protect

Talking Points

Talking Points: Flu Vaccination for Children

- Having the flu is more dangerous than the common cold for children. Children under five years old are at risk for serious issues from the flu, especially children under two. Children with certain health conditions like heart disease, liver or kidney disease, and immunocompromised conditions can become seriously sick, have to be hospitalized, or even die from the flu.
- Getting a flu vaccine won't stop your child/children from getting sick, but it will lower their risk of getting seriously sick and having to go to the hospital.

Talking Points: COVID-19 Vaccination for Adults

- Older adults, people who are immunocompromised, and people with certain disabilities or underlying health conditions are more likely to get very sick from COVID. The more health conditions someone has, the more likely they are to have complications from COVID.
- Getting your updated COVID vaccine can help slow the spread of the virus and slow new variants from forming.

COVID-19 Vaccination

Background Information on COVID-19 Vaccination Adults and Children

- As of September 2023, updated COVID-19 vaccines are [recommended by CDC](#) for use in the United States. The three updated vaccines (manufactured by Pfizer-BioNTech, Moderna, and Novavax) are being referred to as a booster by some, as the 2023-2024 updated COVID-19 vaccine or the updated COVID-19 vaccine by others. In any case, being up to date currently means having 1 updated COVID-19 vaccine dose for persons 5 years and older. CDC recommends the 2023–2024 updated COVID-19 vaccines as follows:
 - Everyone 5 years of age and older should get 1 dose of the updated COVID-19 vaccine to protect against serious illness from COVID-19.
 - People who are moderately or severely immunocompromised may get additional doses of the updated COVID-19 vaccine.
 - Children 6 months through 4 years old need multiple doses of COVID-19 vaccines to be considered up to date, including at least 1 dose of updated COVID-19 vaccine.
- The 2023–2024 updated COVID-19 vaccines more closely target the XBB lineage of the Omicron variant. Scientific studies show they will also protect against other currently circulating COVID-19 variants and continue to be the best way to protect against severe disease. Bivalent mRNA COVID vaccines are no longer authorized for use.
- The updated COVID-19 vaccines may be administered at the same visit as other recommended vaccines to protect adults and children from diseases.
- As per CDC data through August 2023, African American/Black adults and American Indian/Alaskan Native adults have the [highest COVID-19 hospitalization rates](#), followed by Hispanic/Latino adults.

RSV Immunization

Background Information on RSV

- Respiratory syncytial virus (RSV) is a common respiratory, contagious virus that usually causes mild, cold-like symptoms. RSV can cause severe infections; it is contagious and a health concern and can lead to hospitalization.
- RSV disease can be harmful to premature infants, babies, toddlers, and older adults 60 years and older.
- On September 22, 2023, the CDC recommended the first RSV vaccine for pregnant people to protect their newborns from severe RSV illness. RSV is the leading cause of hospitalization for U.S. infants.
- The new vaccine is manufactured by Pfizer. It is a bivalent RSVpreF vaccine (trade name Abrysvo™). It has been shown to reduce the risk of RSV hospitalization for babies by 57% in the first six months after birth. To maximize protection for babies after birth, the CDC recommends seasonal administration (September through March) of one dose of RSV vaccine for pregnant people during weeks 32 through 36 of pregnancy.
- Each year in the United States, RSV leads to approximately:
 - 60,000-160,000 hospitalizations among adults 65 years and older.
 - 6,000-10,000 deaths among adults 65 years and older.
- In the United States, two RSV vaccines are licensed for use in people 60 years and older: RSVPreF3 (Arexvy, GSK) and RSVpreF (Abrysvo, Pfizer).
- CDC recommends that adults 60 years of age and older receive one dose of the RSV vaccine using shared clinical decision-making (SCDM). This means that healthcare providers and their patients should discuss whether RSV vaccination will be beneficial for the patient.
- People 60 years and older at the highest risk for severe RSV disease and who might most likely benefit from RSV vaccination include those with chronic medical conditions.

Facebook/LinkedIn/ Instagram

All it takes is one sneeze to spread the flu. You can easily pass the flu to others even before you know you have it. Getting vaccinated is not just for you, it's for your household and community. Choose to protect those around you by getting your flu vaccine. Learn where you can get your vaccine at vaccines.gov.

www.vaccines.gov/find-vaccines

- *Vaccines can't keep you from getting the flu, but they can lower your risk for getting seriously sick. It can take up to two weeks for protection to kick in, so get your flu vaccine sooner than later! Learn where you can get vaccinated at vaccines.gov.*

www.vaccines.gov/find-vaccines



NEW HAMPSHIRE
PUBLIC HEALTH
ASSOCIATION

CHOOSE TO PROTECT YOUR FAMILY

GET YOUR FLU SHOT

Twitter

Children under 5 are at risk for serious health problems when they get the #flu. Get your child's flu vaccine to lower their risk.

The (@AmerAcadPeds) recommends all children 6 months and older who can get a #flu vaccine get one. Talk to your doctor to get answers to your questions.

THIS WINTER, CHOOSE:
LESS SICK TIME, MORE FAMILY FUN
➔ **get a flu vaccine**

 NEW HAMPSHIRE
**PUBLIC HEALTH
ASSOCIATION**



the power

**to protect
yourself**

is 1 shot away

➔ get your flu shot



NEW HAMPSHIRE
**PUBLIC HEALTH
ASSOCIATION**

Resources



HHS Vaccine Finder

Enter your zip code to find flu, COVID-19 and RSV vaccination sites in your area



Find Flu Vaccines

Powered by [VaccineFinder](#)

5-digit Zip Code

Vaccine Options

- Flu Shot
- Flu Shot (Egg free)
- Flu Nasal Spray
- Flu Shot (65+, high-dose or adjuvanted)

[More about flu vaccines](#)

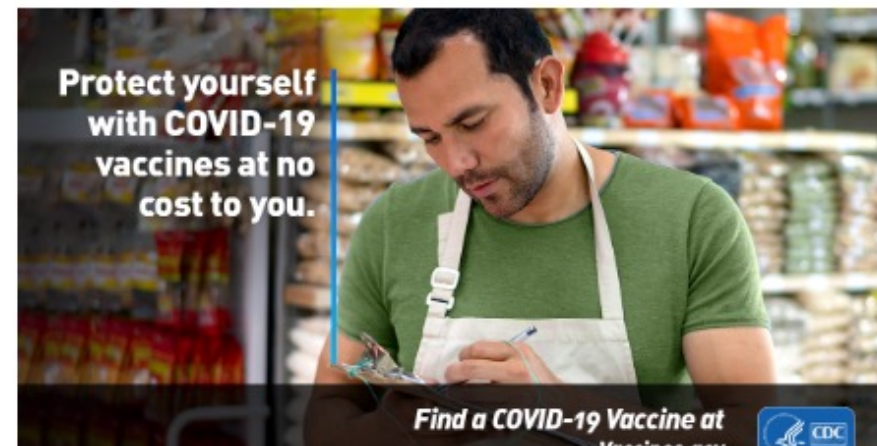
[Search for Flu Vaccines](#)

[I'm looking for COVID-19 vaccines](#) →

CDC's Bridge Access Program

Free COVID-19 vaccine through
December 2024 for:
Uninsured and Underinsured Adults in
the U.S.

Through:
Local Health care providers
Local Health Centers
Retail Pharmacies



• <https://www.cdc.gov/respiratory-viruses/tools-resources/health-care-providers.html#print-materials-patients>

6 TIPS TO PREPARE YOUR PRACTICE AND YOUR PATIENTS FOR THE FALL AND WINTER VIRUS SEASON



Fall and winter virus season is here. Every year, flu, COVID-19, and RSV cause hundreds of thousands of hospitalizations. These tips and resources can help make sure your practice is ready to help patients stay protected this fall and winter season.

- 1 Know what is anticipated this fall and winter virus season**
 CDC expects a similar number of hospitalizations this season as last year nationally, but likely more than pre-pandemic years. Even an moderate season of flu, COVID-19, and RSV circulating at the same time could place more significant strain on our healthcare systems than a severe season of just flu and RSV alone.
Resources:
[2023-2024 Respiratory Disease Season Outlook](#)
- 2 Understand what tools are available to protect patients against respiratory viruses**
 While we don't know exactly what to expect for this fall and winter season, we do know it's critical that our patients take advantage of safe and effective immunizations, proven treatments, testing, and everyday precautions to help protect themselves and their families against the worst effects of flu, COVID-19, and RSV.
Resources:
[Respiratory Virus Prevention Tools](#)
- 3 Know the latest clinical guidance and recommendations for each virus and each patient**
 Make sure you're aware of the latest clinical guidance for flu, COVID-19, and RSV for different populations, including patients with high-risk factors for severe respiratory illness. CDC's clinical resources help provide information on vaccines for flu, COVID-19, and RSV. Web pages are regularly updated to reflect the most current guidance and recommendations for clinicians.
 Immunization against flu, COVID-19, and RSV for people eligible for RSV vaccine remains the most effective protection to help reduce the risk of hospitalizations, long-term health impacts, and death. Flu, COVID-19, and RSV vaccines may be co-administered, but if a patient prefers to space them out, there is no minimum wait period between the vaccines.
Resources:
[Clinical Guidance for Flu \(Vaccinations, Testing & Treatment\)](#)
[Clinical Guidance for COVID-19 \(Vaccinations, Testing & Treatment\)](#)
[Clinical Guidance for RSV \(Vaccinations, Testing & Treatment\)](#)

FLU VACCINE: GET THE FACTS

YOUR BEST PROTECTION AGAINST FLU

Millions of people get flu every year. Hundreds of thousands of people are hospitalized and thousands die as a result of flu. Each year, CDC estimates that flu causes 45 million illnesses, 38 million hospitalizations, and 62,000 deaths in the United States. Flu is a common cause of death in children under 5 years of age and older adults aged 65 and older. The best way to protect yourself and your loved ones from flu is to get vaccinated. The best time to get vaccinated is before the flu season begins, but you can get vaccinated at any time during the season.

FLU VACCINE REDUCES YOUR RISK OF FLU

CDC estimates that flu vaccination can reduce the risk of getting sick with flu by 40-60%. Recent studies show that flu vaccination reduces the risk of flu hospitalizations and deaths among the elderly population during winter months. Vaccination also reduces the risk of flu complications, such as pneumonia, ear infections, and sinusitis.


FLU VACCINATION ESPECIALLY IMPORTANT FOR SOME

Flu vaccination especially important for people who are at high risk for developing serious complications from flu, pregnant people, adults 65 and older, and people with certain chronic health conditions, such as diabetes, heart disease, and asthma.

PROVEN SAFETY RECORD

More than 60 years, hundreds of millions of Americans have safely received seasonal flu vaccines and there has been no evidence suggesting to safety. You often hear the misconception that flu vaccines cause the flu. This is not true. Flu vaccines are made from inactivated viruses, so they cannot cause the flu.

Visit www.cdc.gov/flu for more information.



Older Adults are at High Risk for Severe RSV Illness

Respiratory Syncytial Virus, or RSV, is a common virus that affects the lungs and breathing passages.

- ✓ RSV vaccine is available to adults 60 and over
- ✓ It can PROTECT against severe illness
- ✓ Talk to your doctor to see if vaccination is right for you

RSV can be dangerous for older adults

Adults who are 60 years or older are at highest risk, especially:

- Adults who have chronic heart or lung disease
- Adults who have weakened immune systems

RSV can lead to serious conditions

- Pneumonia (infection of the lungs)
- Hospitalization
- More severe symptoms for people with chronic obstructive pulmonary disease (COPD)
- More severe symptoms for people with congestive heart failure



Everyday preventive measures help protect against respiratory viruses

- Wash hands often
- Avoid close contact with sick people
- Avoid touching your face with unwashed hands
- Cover coughs and sneezes
- Clean frequently touched surfaces
- Stay home when sick

EACH YEAR RSV causes serious illness in older adults

60,000–160,000 hospitalizations

6,000–10,000 deaths

www.cdc.gov/rsv

Healthcare Provider Toolkit: Preparing Your Patients for the Fall and Winter Virus Season

[Print](#)



On October 23, 2023, CDC released a health advisory notice to communicate interim recommendations regarding the limited supply of nirsevimab, the new preventive antibody to protect infants against severe RSV.

Read more: [Limited Availability of Nirsevimab in the United States—Interim CDC Recommendations](#)

On This Page

[How to talk to your patients about flu, COVID-19, and RSV vaccines](#)

[Print materials for patients](#)

[Prepare your practice for the fall and winter virus season](#)

[Comprehensive clinical guidance](#)

[Coadministration of flu, COVID-19, and older adult RSV vaccines](#)

[Educational videos and webinars for providers](#)

A **FLU**
VACCINE
CAN TAKE
FLU FROM



WILD

TO

mild



#FIGHT FLU



Websites in Spanish


English | [Otros idiomas](#)

Centros para el Control y la Prevención de Enfermedades
CDC 24/7: Salvamos vidas. Protegemos a la gente™

Buscar

Influenza (gripe)

English | [Otros idiomas](#) | [Imprimir](#)



Conferencia de prensa anual 2023: Prevención de enfermedades en otoño e invierno próximos

Actualizaciones sobre la influenza:

- La actividad de la influenza es baja en todo el país, pero está en aumento en algunas regiones.
- Ahora es buen momento para vacunarse contra la influenza.

[Informe sobre la influenza](#)

Prevenir la influenza



Todas las personas mayores de 6 meses deberían vacunarse todos los años contra la influenza.

[Prevención](#)

Síntomas y diagnóstico



La influenza puede causar enfermedades leves a graves. Conozca los síntomas de la influenza.

[Síntomas](#)

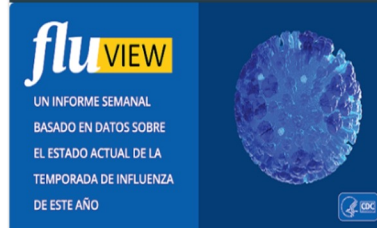
Tratamiento



Los medicamentos recetados conocidos como medicamentos antivirales pueden utilizarse para tratar la influenza.

[Tratamiento](#)

Vigilancia y actividad



Según han notificado los laboratorios clínicos, la actividad de la influenza confirmada en laboratorio se mantiene baja.

[Actividad](#)

<https://espanol.cdc.gov/flu/index.htm>

Resources in Spanish

VACUNAS DISPONIBLES CONTRA LA GRIPE
SEMANA NACIONAL DE LA VACUNACIÓN
CONTRA LA INFLUENZA (GRIPE) 
#NIVW #FIGHTFLU

Vacuna en inyección contra la gripe	Vacuna en sprayado nasal contra la gripe
Existen múltiples opciones	Existe un tipo
Edades superiores a los 6 meses	Edades entre 2 y 49 años
Se recomienda para la mayoría de las personas	No se recomienda para personas embarazadas, personas inmunocomprometidas o personas con ciertos trastornos médicos

Fuente: Centros para el control y prevención de enfermedades

 Association of
Immunization
Managers
immunizationmanagers.org

LA SEMANA NACIONAL
DE VACUNACIÓN
CONTRA LA INFLUENZA
es del 4 al 8 de diciembre
#NIVW #FIGHTFLU



 Association of
Immunization
Managers
immunizationmanagers.org

LA SEMANA NACIONAL
DE VACUNACIÓN
CONTRA LA INFLUENZA
es del 4 al 8 de diciembre
#NIVW #FIGHTFLU



 Association of
Immunization
Managers
immunizationmanagers.org

LA SEMANA NACIONAL
DE VACUNACIÓN
CONTRA LA INFLUENZA
es del 4 al 8 de diciembre
#NIVW #FIGHTFLU



 Association of
Immunization
Managers
immunizationmanagers.org

LA SEMANA NACIONAL
DE VACUNACIÓN
CONTRA LA INFLUENZA
es del 4 al 8 de diciembre
#NIVW #FIGHTFLU



 Association of
Immunization
Managers
immunizationmanagers.org

**Semana Nacional de Vacunación
contra la Influenza**
#NIVW #FightFlu 

No se puede
decir que
“es solo una
gripe”



**LA
REALIDAD ES:**

Incluso si estás sano,
la gripe puede causar
síntomas graves, llevar
a la hospitalización
e incluso provocar
la muerte.

 Association of
Immunization
Managers
immunizationmanagers.org

<https://www.immunizationmanagers.org/resources/2023-national-influenza-vaccination-week-social-media-toolkit/>



PROTECT YOURSELF AND YOUR FAMILY

WITH FLU, COVID-19,
AND RSV VACCINES

Flu, COVID-19, and RSV spread easily during the winter and can be serious.

Getting your family vaccinated is the best way to protect them from severe disease.



mccicpa.org/info



PROTEJASE USTED Y SU FAMILIA

CON LAS VACUNAS PARA LA
GRIPE, COVID-19 Y VIRUS
RESPIRATORIO SINCITAL (VRS)

La gripe, el COVID-19 y el virus respiratorio sincital (VRS) se propagan fácilmente durante el invierno y pueden ser graves.

Vacunar a su familia es la mejor manera de protegerlos de enfermedades severas.



mccicpa.org/info



Additional Free Resources for Increasing Flu Vaccination



A step-by-step guide to improving vaccine uptake in outpatient settings

- Step-by-step guide to improve vaccination rates in outpatient practice settings
- Includes free vaccination resources, videos, links, fliers, etc
<http://4pillarstoolkit.pitt.edu/>



Adult Vaccinations
Team-Based Immunization

- Provides a comprehensive guide to implementing an adult vaccination program
<https://edhub.ama-assn.org/steps-forward/module/2702553>

Vaccinating Adults: A Step-by-Step Guide

- Comprehensive guide for adult vaccination from ordering to administration to documentation and billing
<https://www.immunize.org/guide/>



- Guide to implementing drive-through and other approaches to vaccination
<https://static1.squarespace.com/static/559ed917e4b0811bfe9ad3b8/t/5f19ac5699165904e3ec3e6a/1595518055736/Adaptive+Vaccine+Solutions+for+Practices+Guidebook.pdf>



- Making a strong recommendation
<https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm>

Additional Free Resources for Increasing Flu Vaccination

Mass Vaccination Resources

- Practical guide for instituting community-, school-based, and walk-in flu vaccine clinics

<https://www.mass-vaccination-resources.org/>

FLU + FORCE

- Communication and vaccine process resources and checklists

<https://www.fluforce.com/resources.html#plan-process>



- Compendium of educational materials and other resources related to flu vaccination in older adults

<https://www.influenza-defense.org/tools-and-resources/>

Communication Resource Center

- CDC patient education resources

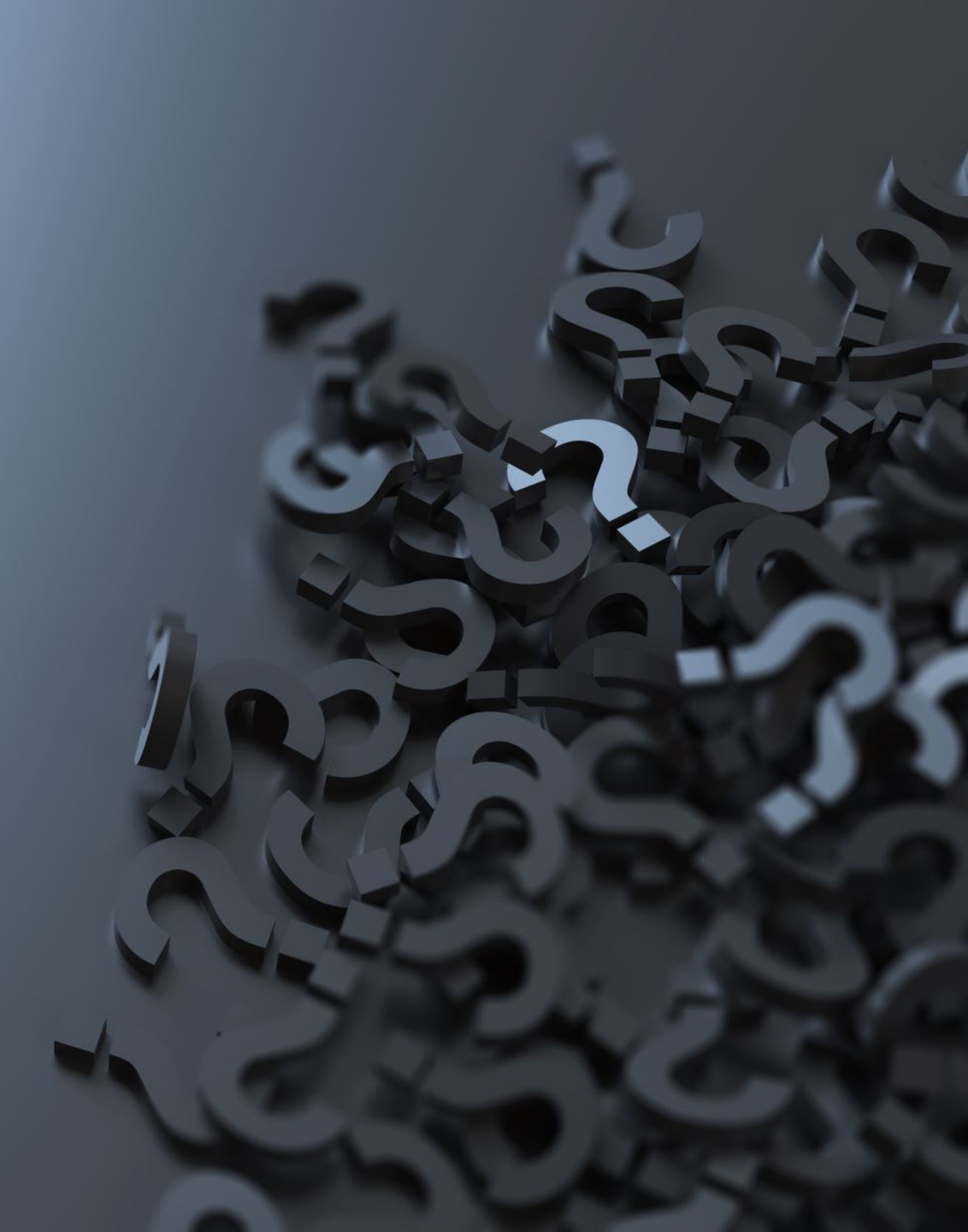
<https://www.cdc.gov/flu/resource-center/>



Vaccine Resource Hub

- Searchable database of hundreds of free and accurate educational materials to support COVID-19 and flu vaccination in your community

<https://vaccineresourcehub.org/>



Contact: VaxWell New
Hampshire

