

PARTNER TOOLKIT

2021 – 2022 Flu Campaign

#FightFluNH



NH DIVISION OF
Public Health Services

Improving health, preventing disease, reducing costs *for all*
Department of Health and Human Services



FLU Campaign - Get Involved

This flu season we invite our partners to share collaborative messaging on social media and help everyone stay healthy.

HOW CAN YOU GET INVOLVED?

- ❖ Visit our [2021 Influenza Page](#) for up to date information on flu in NH
- ❖ Incorporate the elements in this Partner Toolkit into your communications strategy
- ❖ Post your flu shot selfies on social media with the hashtags **#FightFluNH**
- ❖ Visit the [CDC Resource Center](#) to download additional materials to help raise awareness around the importance of getting the flu shot

This Partner Toolkit Includes the following items to help spread the word:

- ❖ Posters, flyers, social media images and messaging, educational materials
- ❖ Includes links to download all materials

Social Media Resources

FAMILY & FRIENDS FIGHT THE FLU
TOGETHER

CDC Digital Media Toolkit

- ❖ [Videos](#)
- ❖ [Vaccine Finder Widgets](#)
- ❖ [Web Resources](#)

CDC Social Media Resources

- ❖ [Images & Graphic Elements](#)
- ❖ [Sample Social Media Messaging](#)
- ❖ [Animated Messages](#)



#FIGHTFLUNH

Social Media Hashtags

#FightFluNH



WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
Month/Day	SUGGESTED POSTS		
	<p>The single best way to prevent seasonal flu is to get vaccinated each year, but good health habits like avoiding people who are sick, covering your cough and washing your hands often can help stop the spread of germs and prevent respiratory illnesses like flu. Click here to check out some healthy habits to prevent the flu: https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3lOdM</p>		
	<p>Need a reason to get your flu vaccine? Get vaccinated to protect yourself, your family, and your community from flu! Learn more about this flu season at: cdc.gov/flu</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3lOdM</p>		



WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Fall and winter is flu season. It takes about two weeks after getting a flu vaccine for your body to develop antibodies that protect against flu, so don't wait! Get yourself and your family vaccinated today! cdc.gov/flu</p> <p>#DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		
	<p>Did you know? Flu viruses are thought to spread mainly by droplets made when people with flu cough, sneeze, or talk and can spread up to others up to 6 feet away. Learn more about how flu spreads: https://www.cdc.gov/flu/about/disease/spread.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		


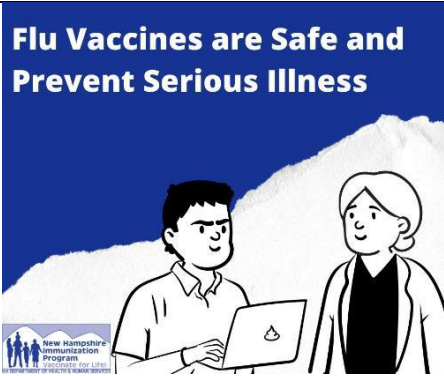
WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Most people who get sick with flu will have mild illness, however, flu can make chronic health problems worse. Flu vaccine is the best protection from flu and its potentially serious complications. Find out what groups of people are at high risk for complications: https://www.cdc.gov/flu/highrisk/index.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3IOdM</p>		
	<p>Children under 5 (especially under 2) are at higher risk of serious flu complications. Protect them with a flu vaccine. Schedule an appointment for your child's flu vaccine today. Learn more: https://www.cdc.gov/flu/highrisk/children.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3IOdM</p>		


WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>An annual flu vaccine is the best way to reduce your chances of getting the seasonal flu and spreading it to others. CDC recommends that everyone 6 months of age and older receive an annual flu vaccine. For more than 50 years, hundreds of millions of Americans have safely received seasonal flu vaccines. Click here to learn more about Flu Vaccine Safety https://www.cdc.gov/flu/prevent/general.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	 <p>The infographic shows a 3D perspective of a laboratory with several workstations. Each workstation has a large number above it representing the volume of work: 1,000,000, 100,000, 7,000, 2,000, and 50. Text boxes provide context for these numbers: 'More than 1 million patient specimens are tested in clinical labs participating in CDC domestic disease surveillance.', 'About 100,000 specimens are tested in 93 state focal public health labs.', 'CDC conducts full genetic sequencing on about 7,000 flu viruses each year.', 'CDC tests about 2,000 flu viruses to determine their immune properties.', and 'CDC prepares as many as 50 viruses for possible use in vaccine production.' The CDC logo is in the bottom left corner.</p>	
	<p>The seasonal flu vaccine protects against the influenza viruses but when possible avoid close contact with people who are sick. When you are sick, keep your distance. Click here to learn key facts about staying healthy: https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	 <p>The graphic features a dark blue background with white text 'Avoid Close Contact' at the top. Below the text is an illustration of four people: a man in a suit and glasses, a woman in a wheelchair, and two other people. A white cloud-like shape is on the left side. In the bottom right corner, there is a logo for the 'New Hampshire Immunization Program' with the tagline 'Vaccinate for Life!' and 'Partnering for a healthier New Hampshire'.</p>	



WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Everyone 6 months and older should get a flu vaccine every season. Flu vaccine can reduce flu illnesses, doctors' visits, hospitalizations and has been shown to be life-saving. Fight flu and get vaccinated today! Learn more: https://www.cdc.gov/flu/prevent/vaccinations.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	<p>FAMILY & FRIENDS FIGHT THE FLU TOGETHER</p>  <p>HOW WILL YOU PROTECT YOUR FAMILY FROM THE FLU?</p> <p>WILL YOU GET YOUR FLU SHOT?</p> <p>WHEN WILL YOUR FAMILY GET A FLU SHOT?</p> <p>#FIGHTFLUNH</p>	
	<p>#DYK: About half of adults hospitalized with flu have heart disease. Flu vaccination is especially important for people with heart disease or who have had a stroke because they are at higher risk of developing serious flu complications. Get a flu shot to protect yourself and your family from flu. https://www.cdc.gov/flu/highrisk/heartdisease.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	 <p>I get it for my heart</p> <p>Get your flu shot today.</p> <p>#FIGHT FLU</p> <p>CDC</p>	


WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>A CDC study that looked at more than 80,000 U.S. adults hospitalized with flu from 2010 through 2018 found that sudden heart complications had occurred in one out of every eight patients. Get a flu vaccine to reduce the risk of flu complications including sudden onset of cardiac disease: https://www.cdc.gov/flu/season/protect-your-health.html</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3lOdM</p>		
	<p>Adults 65 years and older are at high risk for developing serious complication from flu. In recent years, flu vaccines have reduced the risk of flu-associated hospitalizations among older adults by about 40%. Learn more about the different flu vaccines recommended for adults 65 years and older this season: https://www.cdc.gov/flu/highrisk/65over.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3lOdM</p>		

WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>People with #diabetes are at higher risk of developing serious flu complications, and flu can make it harder to control your blood sugar levels. Get a flu shot to protect yourself and your family from flu. https://www.cdc.gov/flu/highrisk/diabetes.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		
	<p>Influenza (flu) is more likely to cause severe illness in pregnant women than in women of reproductive age who are not pregnant. Changes in the immune system, heart, and lungs during pregnancy make pregnant women (and women up to two weeks postpartum) more prone to severe illness from flu, including illness resulting in hospitalization. Click here to learn more about Vaccine Safety and Pregnancy https://www.cdc.gov/flu/highrisk/pregnant.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		

WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Getting an influenza (flu) vaccine is the first and most important step in protecting against flu. Pregnant women should get a flu shot and not the nasal spray flu vaccine. Flu shots given during pregnancy help protect both the mother and her baby from flu. Click here to learn more about Vaccine Safety and Pregnancy https://www.cdc.gov/flu/highrisk/qa_vacpregnant.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	<p>FAMILY & FRIENDS FIGHT THE FLU TOGETHER</p>  <p>#FIGHTFLUNH</p>	
	<p>Can a flu vaccine give you flu? No, flu vaccines cannot cause flu illness. Flu vaccines given with a needle (i.e., flu shots) are made with either inactivated (killed) viruses, or with only a <u>single protein</u> from the flu virus. The nasal spray vaccine contains live viruses that are attenuated (weakened) so that they will not cause illness. For more information, visit Misconceptions about Seasonal Flu and Flu Vaccines.</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	<p>Flu Vaccines are Safe and Prevent Serious Illness</p> 	

WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Flu can make some chronic medical conditions worse, even if they are well managed. CDC recommends flu vaccination as long as flu viruses are circulating to reduce your risk of flu illness and flu-related complications.</p> <p>https://www.cdc.gov/flu/highrisk/index.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>	<p>GIF image:</p> <p>http://www.cdc.gov/flu/images/freeresources/animated-graphics/Flu2022_ProtectMyself_Animated_300x250.gif</p>	
	<p>#DYK: Handwashing can help prevent 1 in 5 respiratory illnesses and 1 in 3 diarrheal illnesses. Learn more about the benefits of handwashing. https://www.cdc.gov/handwashing/faqs.html</p> <p>#KeepHandsClean #FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		

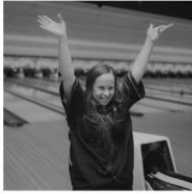
WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Asthma is the most common medical condition among children hospitalized with flu and one of the more common medical conditions among adults hospitalized with flu. Getting a flu vaccine every season is the best protection against flu. Learn more about flu and asthma: https://www.cdc.gov/flu/highrisk/asthma.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		
	<p>Germs can be spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth. Routinely clean frequently touched objects and surfaces, including doorknobs, keyboards, and phones, to help remove germs. Learn more flu prevention: https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		

WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Do I really need a flu vaccine every year?</p> <p>Yes. CDC recommends a yearly flu vaccine for everyone 6 months of age and older with rare exception. To learn more about the importance of the yearly flu vaccine, visit Misconceptions about Seasonal Flu and Flu Vaccines</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		
	<p>Are you feeling sick? Flu and the common cold are both respiratory illnesses, but they are caused by different viruses. It can be difficult to tell the difference between them based on symptoms alone and may require special diagnostic tests. Learn some of the differences between cold and flu: https://www.cdc.gov/flu/symptoms/coldflu.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k31OdM</p>		

WEEK	FACEBOOK POST	PIC/LINK FOR POST	DATE OF SCHEDULED POST
	<p>Don't be caught off guard this flu season and practice good health habits. Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food. Seasonal flu vaccine is the best way to reduce the risk of seasonal flu. Learn more: https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm</p> <p>#FightFlu #DontWaitVaccinate #ivax2protect #FightFluNH</p> <p>Check out our New NH Seasonal Influenza page: https://bit.ly/3k3IOdM</p>	 <p>The graphic features a blue background with a white path. At the top, it says "Practice Other Good Health Habits". Below the text, there are three illustrations: a couple walking, a person riding a bicycle, and a man and a woman in conversation. In the bottom right corner, there is a logo for the "New Hampshire Immunization Program" with the text "Department of Health & Human Services" below it.</p>	

**FAMILY &
FRIENDS
FIGHT THE
FLU
TOGETHER**

"Everyone six months of age and older should get a flu vaccine every year. But it's especially important for people at higher risk of serious flu complications. Including if your 65 years or older. Your shot counts."



ARE YOU 65 OR OLDER?



DO YOU HAVE DIABETES OR HEART DISEASE?



DO YOU HAVE ASTHMA OR OTHER CHRONIC MEDICAL CONDITION?

#FIGHTFLUNH



High Risk Postcard

Reminder Messaging

Email Subject: Reminder from [Insert Practice Name]: Get Your Flu Vaccine Now

[Insert Practice Letter Head]

Hello [Patient Name],

Now is the time to get a flu vaccine! In the U.S., millions of people get sick, hundreds of thousands are hospitalized, and thousands or tens of thousands of people die from flu every year. Every flu season is different, but getting a flu vaccine every year offers the best available protection against flu and has been shown to reduce illnesses, hospitalizations, and deaths from flu.

The Centers for Disease Control and Prevention (CDC) recommends that everyone 6 months of age and older receive a flu vaccine every year.* [If relevant, include information from the below category of populations at higher risk] A flu vaccine is particularly important for you because:

- [For parents of young children]: children younger than 5 years and especially younger than 2 years are at higher risk for serious flu complications. About 80% of reported flu deaths in children occur in children who had not been fully vaccinated. A flu vaccine can be life-saving for children.
- [For pregnant people]: flu is more likely to cause severe illness in pregnant people possibly due to changes in the body, such as the immune system, heart, and lungs that make them more prone to illness. A flu vaccine during pregnancy has been shown to help protect you from flu during pregnancy and can help protect your baby from flu for several months after birth.
- [For adults ages 50 to 64]: about 30% of adults 50 to 64 years have a medical condition that puts them at higher risk of serious flu complications. During recent seasons, adults 50 to 64 have had the second highest rate of hospitalization from flu-related complications, after adults 65 years and older.
- [For adults ages 65 years and older]: adults 65 years and older are at higher risk of serious complications from influenza due to weakening of the immune system. In fact, during most years, most influenza-related hospitalizations and deaths occur in adults 65 years and older.
- [For patients with chronic medical conditions]: People with chronic medical conditions—such as heart disease, diabetes and asthma—are at higher risk of developing flu-related complications. Complications can range from pneumonia and bronchitis to intensified symptoms of chronic medical conditions and a weakened ability to fight off infections. Flu vaccination reduces the risk of flu illness, hospitalization and death, but studies also have shown that flu vaccination has been associated with lower rates of cardiac events among people with heart disease, as well as reduced hospitalizations related to their medical condition among people with diabetes and chronic lung disease.

Some people who get a flu vaccine may still get flu but remember that some studies have shown that vaccination makes illness less severe if you do get sick. Your flu vaccine can protect you and the people around you who may be more vulnerable to flu. Schedule your flu vaccine appointment today or call our office at [Office Number] if you have any questions.

Sincerely,
[Physician Name]
[Practice Footer]

*We recommend vaccination in accordance with the CDC immunization schedule.

CDC FLU SHOT REMINDER EMAIL

MAKE A STRONG FLU VACCINE RECOMMENDATION

INFORMATION FOR HEALTH CARE PROFESSIONALS

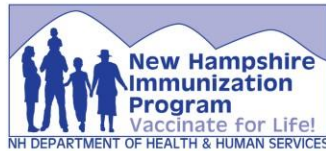
CDC recommends everyone six months and older get an influenza vaccine every year. Influenza vaccine has been shown to prevent millions of influenza illnesses, tens of thousands of hospitalizations, and thousands of deaths each year.

Your Vaccine Recommendation is Critical

As a health care professional (HCP), your strong recommendation is a critical factor in whether your patients get an influenza vaccine. Most adults believe vaccines are important, but they may need a reminder from you to get vaccinated. After making your recommendation, follow up with each patient during subsequent appointments to ensure the patient received an influenza vaccine. If the patient is still unvaccinated, repeat the recommendation and try to identify and address any questions or concerns.

When to Vaccinate

- CDC recommends that influenza vaccination should be offered in September or October. However, vaccination should continue throughout influenza season as long as influenza viruses are circulating, even into January or later.
 - Children and pregnant people in their third trimester can be vaccinated as soon as influenza vaccine is available—even if this is in July or August.
 - Adults, and especially those older than 65, should not be vaccinated early (in July or August) as immunity wanes more quickly in this age group.
- If you do not offer vaccine at your facility, make an influenza vaccine referral, and then follow up with each patient during subsequent appointments to ensure they got vaccinated. If the patient remains unvaccinated, repeat the recommendation/referral and try to identify and address any questions or concerns.



FAMILY & FRIENDS FIGHT THE FLU TOGETHER

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Provider Flu Recommendation

How to Make a Strong Flu Vaccine Recommendation

Based on years of research into vaccine motivators, CDC has developed a mnemonic device to help HCPs make a strong vaccine recommendation. This method known as "SHARE" can help you to make a strong vaccine recommendation and provide important information to help patients make informed decisions about vaccinations.

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

"This vaccine can protect you and your family from getting sick from flu. By getting the vaccine today, you'll be protecting yourself and the people around you, like your children and parents, who may be more vulnerable to serious flu illness."

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

"In addition to recommending a yearly flu vaccine to my patients, I get one each year to protect myself and my family from flu."

A- ADDRESS patient questions and any concerns about influenza vaccines, including for example, 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 to show that their illness may be less severe.

"A flu vaccine cannot cause flu infection. The most common side effects of an influenza vaccine are mild, like redness, swelling, soreness, or a low-grade fever for a flu shot. This should go away within a few days." or "Flu vaccines protect against flu illness but aren't 100% effective, so even if you get vaccinated you might still become sick with flu. It's important to get your flu vaccine because studies show that even if you do get sick, vaccination may make your flu illness less severe."

R- 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.

"Flu activity is going to start to pick up, and CDC says to expect more cases in the coming months. That is why I want to make sure I help protect you and your loved ones against flu and its potentially serious complications."

E- 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 flu to more vulnerable family and friends.

"It's important to get vaccinated this season because flu vaccination can reduce potential flu illnesses, doctor visits, and missed work and school due to flu, and can protect those around you who are more vulnerable to potentially serious flu complications."

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Posters & Flyers

Types of Vaccines Available

For the 2021-2022 influenza season, providers may choose to administer any licensed, age-appropriate influenza vaccine — inactivated influenza vaccine (IIV4), recombinant influenza vaccine (RIV4) or live attenuated (LAIV4).

Vaccine Type	Vaccine description	Recommended for*
Quadrivalent (4-component) Inactivated Influenza Vaccine (IIV4)	Injectable inactivated vaccine containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 6 months and older
Quadrivalent Live Attenuated Influenza Vaccine (LAIV4)	Intranasal live attenuated vaccine containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	Healthy non-pregnant people 2 through 49 years of age
Quadrivalent Cell CultureBased Inactivated Influenza Vaccine (ccIIV4)	Injectable inactivated influenza vaccine manufactured using cell culture rather than eggs, containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 2 years and older
Quadrivalent Recombinant Influenza Vaccine (RIV4)	Injectable influenza vaccine produced without the use of influenza viruses or eggs; Contains the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	Adults 18 years and older
Quadrivalent Adjuvanted Inactivated Influenza Vaccine (aIIV4)	Injectable inactivated influenza vaccine containing MF59 adjuvant, designed to help promote a stronger immune response in older adults; Contains the influenza A(H1N1), (H3N2) and two influenza B viruses predicted to be most common	Adults 65 years and older
Quadrivalent High-Dose Inactivated Influenza Vaccine (HD-IIV4)	Injectable inactivated influenza vaccine containing four times the antigen of a standard-dose influenza vaccine, designed to help promote a stronger immune response in older adults; Contains the influenza A(H1N1), (H3N2) and two influenza B viruses predicted to be most common	Adults 65 years and older

*Licensed ages vary for different brands; consult package insert for appropriate ages for specific vaccines

FAMILY & FRIENDS FIGHT THE FLU TOGETHER

The best way to protect yourself and your loved ones against influenza (flu) is to get a flu vaccine every flu season. Flu is a contagious respiratory disease that can lead to serious illness, hospitalization, or even death. CDC recommends everyone six months or older to get an annual flu vaccine.

What are some key reasons to get a flu vaccine?

- Every year, flu vaccination prevents illnesses, medical visits, hospitalizations, and deaths.
- Flu vaccination also is an important preventative tool for people with chronic health conditions. For example flu vaccination has been associated with lower rates of some cardiac events among in people with heart disease.
- Vaccinating pregnant women helps protect them from flu illness and hospitalization, and also has been shown to help protect the baby from flu infection for several months after birth, before the baby can be vaccinated.
- A 2017 study showed that flu vaccine can be life-saving in children.
- While some people who get vaccinated still get sick, flu vaccination has been shown in several studies to reduce severity of illness.

Why is it important to get a flu vaccine Every year?

- Flu viruses are constantly changing, so flu vaccines may be updated from one season to the next to protect against the viruses that research suggests will be common during the upcoming flu season.
- Your protection from a flu vaccine declines over time. Yearly vaccination is needed for the best protection.



Patient Flu FAQ Factsheet Flyer
Spanish Factsheet

What kinds of flu vaccines are recommended

There are several licensed and recommended flu vaccine options this season:

- Standard dose flu shots made from virus grown in eggs.
- Shots made with adjuvant and high dose for older adults.
- Shots made with virus grown in cell culture instead of eggs.
- Shots made using a recombinant vaccine production technology that does not require the use of a flu virus.
- Live attenuated influenza vaccine (LAIV, the nasal spray vaccine), which is made with live, weakened influenza viruses. It is an option for people 2 through 49 years of age who are not pregnant.

#FIGHTFLUNH

Is the flu vaccine safe?

Flu vaccines have a good safety record. Hundreds of millions of Americans have safely received flu vaccines over the past 50 years. Extensive research supports the safety of seasonal flu vaccines. Each year, CDC works with the U.S. Food and Drug Administration (FDA) and other partners to ensure the highest safety standards for flu vaccines. More information about the safety of flu vaccines is available at www.cdc.gov/flu/protect/vaccine/vaccinesafety.htm.

What are the side effects of flu vaccine?

Flu shots: Flu shots are made using killed flu viruses (for inactivated vaccines), or without flu virus at all (for the recombinant vaccine). So, you cannot get flu from a flu shot. Some minor side effects that may occur include soreness, redness and/or swelling where the shot was given, low grade fever, and aches.

Nasal spray flu vaccines: The viruses in nasal spray flu vaccines are weakened and do not cause the severe symptoms often associated with influenza illness. For adults, side effects from the nasal spray may include runny nose, headache, sore throat, and cough. For children, side effects may also include wheezing, vomiting, muscle aches, and fever. If these problems occur, they are usually mild and go away on their own, but serious reactions are also possible. Almost all people who receive flu vaccine have no serious problems from it.

When and Where to get vaccinated?

You should get a flu vaccine by the end of October. However, as long as flu viruses are circulating, vaccination should continue throughout flu season, even in January or later. Flu vaccines are offered in many doctors' offices and clinics. Flu vaccine is available in many other locations, including health departments, pharmacies, urgent care clinics, health centers, and travel clinics. Vaccines may also be offered at your school, college health center, or workplace. Visit: www.vaccinefinder.org at to find a flu vaccination clinic near you.



Posters & Flyers

Una fuerte defensa contra la influenza (gripe):
¡Vacúnese!

#COMBATA LA INFLUENZA



La mejor manera de protegerse a sí mismo y a sus seres queridos contra la influenza (gripe) es vacunarse en cada temporada de influenza. La influenza es una afección respiratoria contagiosa que puede enfermar gravemente, requerir la hospitalización e incluso provocar la muerte. Los CDC recomiendan que todas las personas de 6 meses de edad o más se vacunen todos los años contra esta enfermedad.

¿Cuáles son alguna de las razones principales para vacunarse contra la influenza?

- Se ha demostrado que la vacuna contra la influenza reduce en los niños los casos de enfermedad, las hospitalizaciones e incluso la muerte.
- Durante la temporada del 2016-2017, la vacunación previno una cantidad estimada de 5.3 millones de casos de enfermedad, 2.6 millones de visitas médicas y 85 000 hospitalizaciones asociadas a la influenza.
- La vacunación contra la influenza también es una herramienta preventiva importante para las personas con afecciones crónicas.
- Vacunar a las mujeres embarazadas ayuda a protegerlas de enfermarse de influenza y de ser hospitalizadas, y también se ha demostrado que ayuda a proteger al bebé de una infección por este virus durante varios meses después del nacimiento, antes de que pueda ser vacunado.
- Un estudio del 2017 mostró que la vacuna contra la influenza puede salvarles la vida a los niños.
- Si bien algunas de las personas que se vacunan aún se enferman, se ha visto en varios estudios que la vacuna reduce la gravedad de la enfermedad.



¿Por qué es importante vacunarse contra la influenza CADA año?

- Los virus de la influenza cambian constantemente, por lo cual es posible que las vacunas contra esta enfermedad se actualicen de una temporada a otra para que brinden protección contra los virus que las investigaciones señalan que serán comunes durante la próxima temporada de influenza.
- La protección que le ofrecen las vacunas contra la influenza disminuye con el tiempo. La vacunación anual es necesaria para obtener la mejor protección.



Para obtener más información, visite <https://espanol.cdc.gov/enes/flu/> o llame al 1-800-CDC-INFO



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

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FAMILY & FRIENDS FIGHT THE FLU TOGETHER



Get the Facts on the Flu Vaccine

- Get the information you want to know about the Flu vaccine: safety, effectiveness, and availability.
- Find out who needs the Flu vaccine.
- Tips to help you, your family and friends prevent getting the flu.

#FIGHTFLUNH

Is the flu vaccine safe?

Yes. Flu vaccines have an excellent safety record. They have been given to hundreds of millions of people for more than 50 years and have a very good safety track record. Each year, CDC works closely with the U.S. Food and Drug Administration (FDA), and other partners to ensure the highest safety standards for flu vaccines.



Can I get the flu from the vaccine?

No, the flu vaccine cannot cause flu. The vaccines either contain inactivated virus, meaning the viruses are no longer infectious, or a particle designed to look like a flu virus to your immune system.

Do flu vaccines cause any side effects?

Yes. Flu vaccines like any medical product can cause side effects. Side effects of the flu vaccine are generally mild and go away on their own within a few days. Common side effects from the flu shot include: soreness, redness, and/or swelling from the shot, Headache, Fever, Nausea, and Muscle aches.

Can I be allergic to the flu vaccine?

Yes. It is very important that you discuss any allergies you have before being administered a flu vaccine. Of course with any vaccine look for any signs of a severe allergic reaction that can look like the following: difficulty breathing, hoarseness or wheezing, swelling around the eyes or lips, hives, paleness, weakness, and a fast heart beat or dizziness.

Life threatening allergic reactions to the flu shot are rare. These signs would most likely happen within a few minutes to a few hours after the vaccine is given. If you think it is a severe allergic reaction or other emergency that can't wait, call 9-1-1 and get to the nearest hospital. Otherwise, call your doctor.

Patient Flu FAQ Factsheet Trifold

Do I need a flu vaccine?

Yes. Influenza (flu) is a contagious disease which affects the lungs and can lead to serious illness, including pneumonia. Flu vaccines are recommended for everyone 6 months of age and older. Pregnant people, young children, older people, and people with certain chronic medical conditions like asthma, diabetes and heart disease are at increased risk of serious flu-related complications, so getting a yearly flu vaccine is especially important for them.

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

Flu viruses are constantly changing, so flu vaccines may be updated from one season to the next to protect against the viruses that research suggests will be common during the upcoming flu season. Your protection from a flu vaccine declines over time. Yearly vaccination is needed for the best protection. Every year, flu vaccination prevents illnesses, medical visits, hospitalizations, and deaths.



When and Where to get vaccinated?

You should get a flu vaccine by the end of October. However, as long as flu viruses are circulating, vaccination should continue throughout flu season, even in January or later. Flu vaccines are offered in many doctors' offices and clinics. Flu vaccine is available in many other locations, including health departments, pharmacies, urgent care clinics, health centers, and travel clinics. Vaccines may also be offered at your school, college health center, or workplace



How do I prevent getting the Flu?

The flu vaccine is the first and most important action to protect against the flu and potentially serious complications. You can take every day actions to prevent the flu such as the following: avoiding people that are sick, wash your hands with soap and water for at least 30 seconds, avoid touching your eyes, nose, and mouth, and cover your nose and mouth with a tissue or your arm when you cough or sneeze.

Provider Contact Information

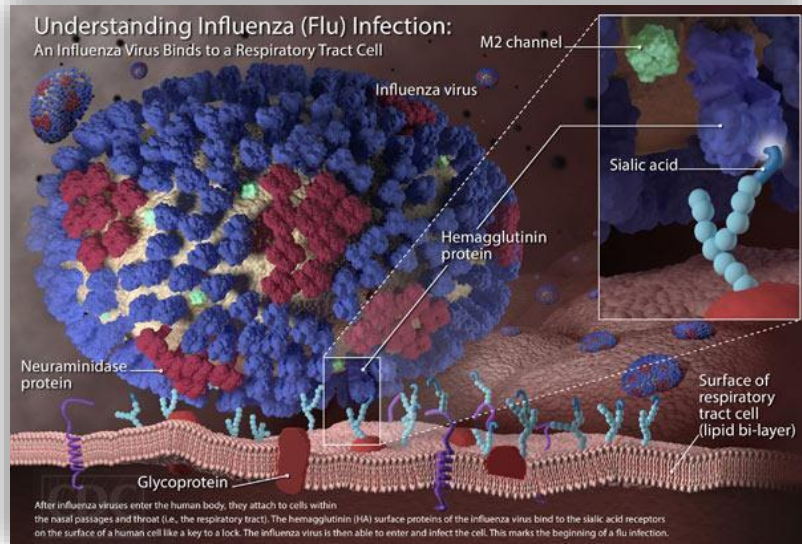
New Hampshire Immunization Program Contact Information

Telephone: (603) 271 - 4482
Toll Free Number: (800) 852 - 3345, ext. 4482
Email: Immunization@dhhs.nh.gov



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- ❖ [Print Ready Materials](#)
- ❖ [Infographics](#)
- ❖ [Flu Virus Images](#)



FAMILY & FRIENDS FIGHT THE FLU TOGETHER

WILL YOU GET YOUR FLU SHOT?

HAVE YOU MADE A PLAN WITH YOUR FAMILY TO GET THE FLU SHOT?

DO YOU KNOW WHERE TO GET A FLU SHOT?

#FIGHTFLUNH

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FAMILY & FRIENDS FIGHT THE FLU TOGETHER

WILL YOU MAKE A PLAN WITH YOUR FAMILY TO GET THE FLU SHOT?

DO YOU KNOW WHERE TO GET A FLU SHOT?

DO YOU KNOW WHERE TO GET A FLU SHOT?

HAVE YOU GOT YOUR FLU SHOT?

#FIGHTFLUNH

FAMILY & FRIENDS FIGHT THE FLU TOGETHER



HAVE YOU TALKED TO YOUR FAMILY ABOUT THE FLU?



#FIGHTFLUNH

English Poster

FAMILY & FRIENDS FIGHT THE FLU TOGETHER



WILL YOU BE READY TO SEE YOUR FAMILY?

HAVE YOU GOT YOUR FLU SHOT?



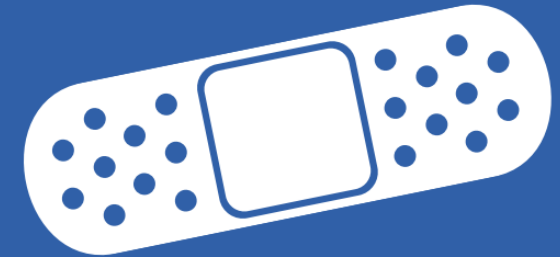
ARE YOU GOING TO TALK TO YOUR FAMILY ABOUT THE FLU?



#FIGHTFLUNH



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COMBATA LA INFLUENZA

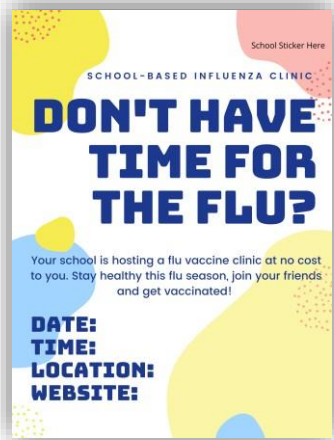
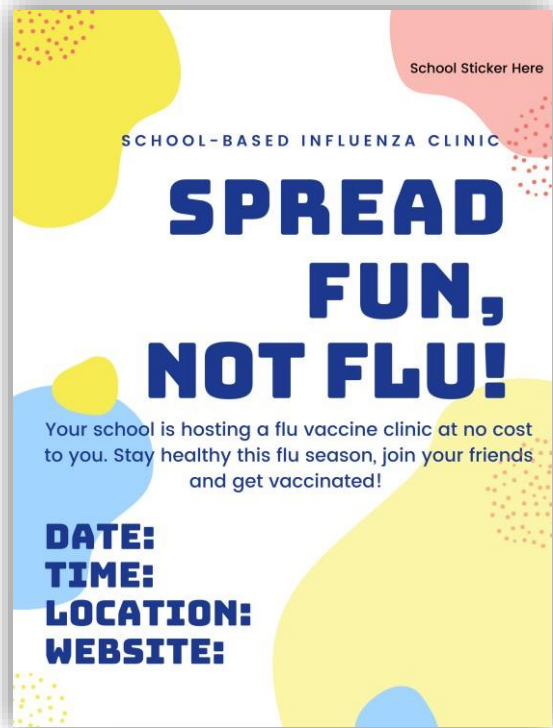
Vacune a su familia contra la influenza esta temporada. Es la mejor manera de protegerse y proteger a sus seres queridos contra esta enfermedad.



www.cdc.gov/fightflu

Spanish Poster

Posters & Flyers



English Posters

Education Resources for Children



Información sobre la influenza

La influenza:

Guía para padres



¿Qué es la influenza?

La influenza (también conocida como gripe) es una enfermedad respiratoria contagiosa causada por los virus de la influenza, que infectan la nariz, la garganta y los pulmones. La influenza es diferente a un resfriado y generalmente se presenta de manera repentina. Cada año, los virus de la influenza hacen que millones de personas se enfermen y cientos de miles sean hospitalizadas, y causan miles — o decenas de miles — de muertes en los Estados Unidos.

La influenza puede ser muy peligrosa para los niños. Los CDC estiman que cada año la influenza causa la hospitalización de entre 6000 y 26 000 niños menores de 5 años por la influenza cada año en los Estados Unidos. La vacuna contra la influenza es segura y ayuda a proteger a los niños contra la enfermedad.

Lo que deben saber los padres

¿Qué tan grave es la influenza?

Aunque la enfermedad de la influenza puede variar entre leve y grave, es frecuente que los niños necesiten atención médica. Los niños menores de 5 años y los de cualquier edad con ciertos problemas de salud de largo plazo tienen alto riesgo de presentar complicaciones por la influenza como neumonía, bronquitis e infecciones de oído o sinusitis. Algunos de los problemas de salud que se sabe que hacen que los niños sean más vulnerables a la influenza incluyen el asma, la diabetes y los trastornos del cerebro o del sistema nervioso.

¿Cómo se propaga la influenza?

Se cree que los virus de la influenza se propagan principalmente a través de las gotitas que se forman cuando una persona con la enfermedad tose, estornuda o habla. Estas gotitas pueden llegar a la boca o la nariz de las personas que están cerca. Una persona también puede contraer la influenza al tocar algo que tenga el virus y luego tocarse los ojos, la nariz o la boca.

¿Cuáles son los síntomas de la influenza?

Los síntomas de la influenza pueden incluir fiebre, tos, dolor de garganta, moqueo o congestión nasal, dolores en el cuerpo, dolor de cabeza, escalofríos, cansancio y, en algunos casos, vómitos y diarrea (más frecuentes en los niños que en los adultos). Algunas personas con influenza no presentan fiebre.



Proteja a su hijo

¿Cómo puedo proteger a mi hijo de la influenza?

La primera y mejor manera de protegerse contra la influenza es ponerse la vacuna anual contra la influenza y ponérsela a su hijo.

- La vacunación contra la influenza se recomienda para todas las

personas de 6 meses en adelante todos los años. Tanto la vacuna inyectable como la vacuna en atomizador nasal existen como opción para la vacunación contra la influenza.

- Es particularmente importante que se vacunen los niños pequeños y los que tengan ciertos problemas de salud de largo plazo.
- También se deben vacunar las personas que cuiden a niños que estén en alto riesgo de presentar complicaciones por esta enfermedad. (Los bebés con menos de 6 meses de edad tienen un alto riesgo de presentar complicaciones graves, pero son demasiado pequeños para ser vacunados contra la influenza).
- Las mujeres embarazadas también deben vacunarse para protegerse y proteger al bebé. Las investigaciones han mostrado que la vacunación contra la influenza protege al bebé durante varios meses después de que nace.

Los virus de la influenza cambian constantemente, por lo tanto, las vacunas son actualizadas para que protejan contra los virus que, según indiquen las investigaciones, tengan mayores probabilidades de causar la enfermedad durante la siguiente temporada de influenza.

¿Son seguras las vacunas contra la influenza?

Las vacunas contra la influenza se hacen usando estrictas medidas de seguridad y producción. Millones de personas las han recibido de manera segura durante décadas. Tanto la vacuna inyectable como la vacuna en atomizador nasal son opciones de vacunación contra la influenza. Hay distintos tipos de vacuna contra la influenza aprobados para personas de diferentes edades. Cada persona debe ponerse la vacuna que sea adecuada para su edad. Los CDC y la Academia Estadounidense de Pediatría recomiendan que todos los niños de 6 meses de edad en adelante reciban una vacuna anual contra la influenza.

¿Cuáles son los beneficios de recibir una vacuna contra la influenza?

- La vacunación contra la influenza puede prevenir que usted y su hijo se enfermen. Cuando los virus de la vacuna coinciden con los que están circulando, la vacunación ha mostrado reducir en aproximadamente la mitad el riesgo de enfermarse.
- Las vacunas contra la influenza pueden prevenir que su hijo sea hospitalizado por esta enfermedad. Un estudio reciente mostró que la vacunación redujo en un 74 % el riesgo de hospitalizaciones de niños en la unidad de cuidados intensivos pediátricos relacionadas con la influenza.
- La vacunación contra la influenza puede prevenir que su hijo muera por esta enfermedad. En un estudio en el que se usaron los datos de temporadas de influenza recientes se halló que en los niños con afecciones de alto riesgo la vacuna redujo en la mitad el riesgo de muerte asociada a la influenza y que en aquellos sin afecciones lo redujo en casi dos tercios.



“Al no tener tiempo para enfermarnos, nuestra vacuna anual contra la influenza se ha convertido en un hábito que no queremos romper”.

Si usted es mayor de 65 años, la vacuna contra la influenza es la mejor forma de protegerse.



<http://www.flu.gov>
1-800-232-4636



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Mi hijito tiene asma.
Las dos nos vacunaremos contra la influenza.

Si vive o se encarga de cuidar a alguna persona con un alto riesgo de sufrir graves complicaciones a causa de la influenza estacional, usted debe vacunarse. Entre los grupos de alto riesgo están los niños y los adultos con ciertos padecimientos crónicos tales como el asma y la diabetes.

Para obtener más información,
<http://www.flu.gov> or <http://www.cdc.gov/flu>



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

CS212299-01

Pregnant? You Need a Flu Shot!



Information for pregnant women



The flu is a serious illness, especially when you are pregnant.

Getting the flu can cause serious problems when you are pregnant. Even if you are generally healthy, changes in immune, heart, and lung functions during pregnancy make you more likely to get severely ill from flu. Pregnant women who get flu are at high risk of developing serious illness, including being hospitalized.

Flu shots are the best available protection for you – and your baby.

When you get your flu shot, your body starts to make antibodies that help protect you against the flu. Antibodies also can be passed on to your developing baby, and help protect them for several months after birth. This is important because babies younger than 6 months of age are too young to get a flu vaccine. If you breastfeed your infant, antibodies also can be passed through breast milk. It takes about two weeks for your body to make antibodies after getting a flu vaccine. Talk to your doctor, nurse, or clinic about getting vaccinated by the end of October, if possible.

The flu shot is safe for pregnant and breastfeeding women and their infants.

You can get a flu shot at any time, during any trimester, while you are pregnant. Millions of pregnant women have gotten flu shots. Flu shots have a good safety record. There is a lot of evidence that flu vaccines can be given safely during pregnancy, though these data are limited for the first trimester.

If you deliver your baby before getting your flu shot, you still need to get vaccinated. The flu is spread from person to person. You, or others who care for your baby, may get the flu, and spread it to your baby. It is important that everyone who cares for your baby get a flu vaccine, including other household members, relatives, and babysitters.

Common side effects of a flu vaccine are mild.

After getting your flu shot, you may experience some mild side effects. The most common side effects include soreness, tenderness, redness and/or swelling where the shot was given. Sometimes you might have a headache, muscle aches, fever, and nausea or feel tired.

Because you are pregnant, CDC and your ob-gyn or midwife recommend you get a flu shot to protect yourself and your baby from flu.

You should get vaccinated by the end of October, if possible. This timing can help ensure that you are protected before flu activity begins to increase. Talk to your ob-gyn or midwife about getting a flu shot.

Leaflet about 02/2010

¿Está embarazada? ¡Usted necesita la vacuna contra la influenza!



Información para mujeres embarazadas



La influenza (gripe) puede ser una enfermedad grave, especialmente si usted está embarazada.

Enfermarse de influenza puede causar problemas graves durante el embarazo. Aunque por lo general usted sea una persona sana, los cambios en el sistema inmunológico, el corazón y los pulmones durante el embarazo aumentan la probabilidad de que se enferme gravemente por la influenza. Las mujeres embarazadas que contraen la influenza tienen un riesgo alto de enfermarse gravemente e incluso de ser hospitalizadas.

Las vacunas contra la influenza son la mejor protección para usted y su bebé.

Vacunarse contra la influenza es el primer paso, y el más importante, que puede tomar para protegerse de esta enfermedad. Las mujeres embarazadas deben recibir la vacuna inyectable contra la influenza y no la vacuna viva atenuada o LAIV, también conocida como la vacuna contra la influenza en atomizador nasal. Cuando usted recibe la vacuna contra la influenza, su cuerpo comienza a producir anticuerpos que lo ayudan a protegerse de esta enfermedad. Después de la vacunación, toma aproximadamente dos semanas para que se produzcan en el organismo los anticuerpos que protegen contra la influenza. Además de protegerla a usted, se ha demostrado que recibir la vacuna contra la influenza durante el embarazo ayuda a proteger a su bebé de la infección por influenza durante varios meses después del nacimiento, cuando son muy pequeños para ser vacunados. Si usted amamanta a su bebé, los anticuerpos también pueden pasar a través de la leche materna. Debería ponerse la vacuna contra la influenza antes de finales de octubre. Sin embargo, mientras estén durante toda la temporada de influenza, incluso hasta enero o después. Si tiene más preguntas, hable con su médico o proveedor de atención médica acerca de vacunarse contra la influenza durante el embarazo.

Las vacunas contra la influenza tienen un extenso historial de seguridad.

Se recomienda vacunarse contra la influenza en cualquier momento y en cualquier trimestre del embarazo. Se han administrado millones de vacunas contra la influenza durante décadas con un buen historial de seguridad, incluso a mujeres embarazadas. Hay bastante evidencia de que las vacunas contra la influenza pueden administrarse de forma segura durante el embarazo, aunque hay datos limitados para el primer trimestre.

Si usted da a luz a su bebé antes de vacunarse contra la influenza, de todos modos necesita vacunarse. La influenza se transmite de una persona a otra. Usted, u otras personas que cuidan de su bebé, se podrían enfermar de influenza y contagiar al bebé. Es importante que todas las personas que lo cuiden se vacunen contra la influenza, incluidos otros miembros de la familia, parientes y niñeras. Los efectos secundarios comunes de esta vacuna son leves y pueden incluir dolor, sensibilidad, enrojecimiento o hinchazón en el lugar en que se aplicó la inyección. Algunas veces, puede que tenga dolor de cabeza o dolores musculares, fiebre y náuseas, o que se sienta cansada.

Debido a que usted está embarazada, los CDC y su ginecólogo obstetra o partera recomiendan que se vacune contra la influenza para protegerse usted y a su bebé. Debería ponerse la vacuna contra la influenza antes de finales de octubre. Esto ayuda a garantizar que usted esté protegida antes de que la actividad de la influenza comience a aumentar. Hable con su ginecólogo obstetra o partera acerca de vacunarse contra la influenza.

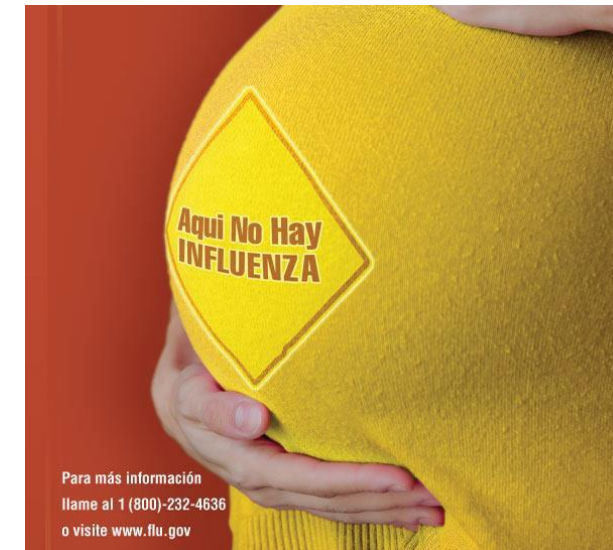
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[Pregnancy Resources, English](#)
[Pregnancy Resources, Spanish](#)



[English Flyer](#)
[Spanish Flyer](#)

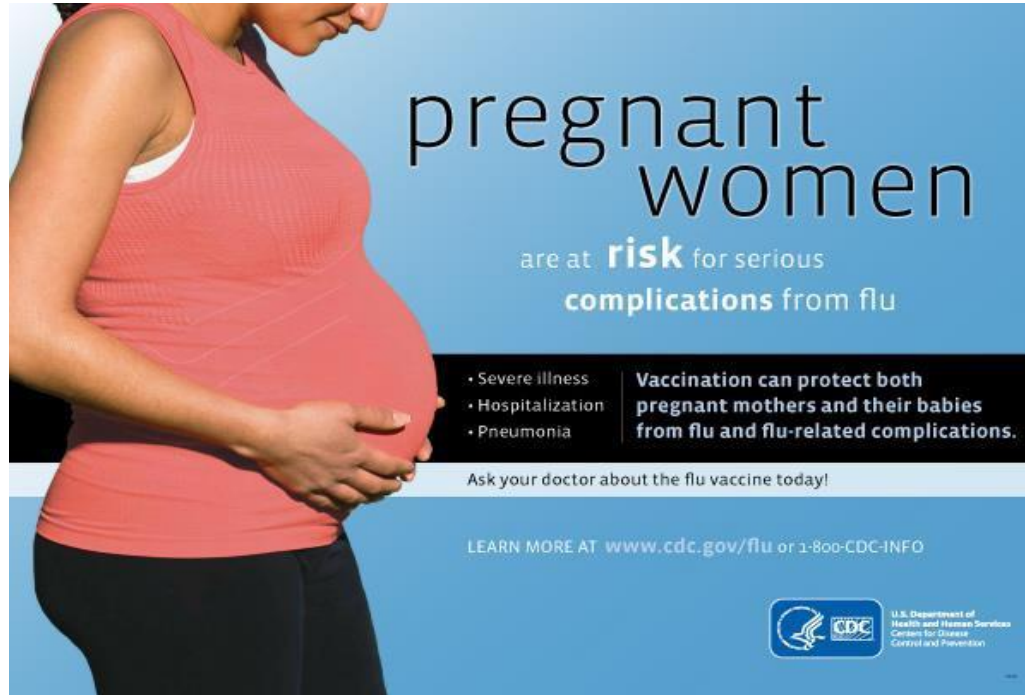


LA INFLUENZA PUEDE CAUSARLE DAÑO A USTED Y A SU BEBE.

¡VACUNARSE LOS PUEDE PROTEGER A LOS DOS!

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[Pregnancy Resources, English](#)
[Pregnancy Resources, Spanish](#)



[English Poster](#)
[Spanish Poster](#)



Toolkits & Other Resources

- ❖ [CDC Digital 'I Get It!' Toolkit](#)
- ❖ [Healthcare Professional Toolkit](#)
- ❖ [Spanish Communication Resources](#)
- ❖ [Multi-Language Seasonal Flu Fact Sheets](#)
- ❖ [National Influenza Vaccination Week Toolkit](#)
- ❖ [Immunization Materials for Patients & Staff](#)
- ❖ [Flu Symptoms and Similarities and Differences Between Flu, Cold, & COVID-19](#)
- ❖ [ACIP recommendations on use of influenza vaccines for 2021–22 influenza season](#)
- ❖ [Information for Health Professionals](#)
- ❖ [Voices for Vaccines](#)
- ❖ [Choosing the proper needle length for vaccination of children and adults](#)
- ❖ [National Foundation for Infectious Disease – Influenza Vaccine](#)

Need More Information?

Visit the 2021 NH Influenza website:

<https://www.dhhs.nh.gov/dphs/cdcs/influenza/index.htm>

Or contact us at immunization@dhhs.nh.gov



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