Flu Vaccine is More Important Than Ever this Season!

The more people vaccinated, the more people protected.

- This season, flu vaccine is more important than ever.
  - Flu vaccine protects you, your loved ones, and your community from flu.

- This season, flu vaccine is more important than ever.
  - Flu vaccine can flatten the curve of flu illnesses, save medical resources, and protect essential workers from flu.
National Influenza Vaccination Week

- **NIVW 2020** is being observed from December 6-12.

- **NIVW Digital Toolkit**

- Previous flu vaccination coverage data have shown that few people get vaccinated against influenza- after the end of November.

- As long as flu viruses are spreading and causing illness, vaccination should continue throughout flu season in order to protect as many people as possible against flu.

- Vaccination efforts should continue through the holiday season and beyond. It’s not too late to vaccinate.
Mask Up, Lather Up, Sleeve Up

www.cdc.gov/flu/resource-center/sleeveup
#SleeveUp to Fight Flu

- As part of this season’s flu vaccination campaign, on October 1st, CDC will publish a suite of digital resources encouraging everyone to #MaskUp, #LatherUp, and roll their #SleeveUp for a flu vaccine this flu season.
- These resources will include social media frames to put your own #SleeveUp photo in, graphics, and social media content.
- These resources will be available in the CDC Flu Communication Resource Center.
- We encourage you to share these new resources with your colleagues and communities.
- If you are interested in sharing more information this flu season, please contact [Kathleen LaPorte at klaporte@cdc.gov].
#SleeveUp to Fight Flu
Add your own photo to our frames
No One Has Time for Flu

CDC and AMA Team up with the Ad Council to Urge Flu Vaccination to Reduce Deaths, Hospitalizations amid COVID-19 Pandemic

English: https://getmyflushot.org/
Spanish: https://vacunatecontralainfluenza.org/

Ad Council Flu Vaccine Resources
- Webinar covering Ad Council’s Flu Vaccination Campaign
- Campaign Toolkit: http://getmyflushot.adcouncilkit.org/
- No Time For Flu Video
- Nadie Tiene Tiempo para la Influenza (Spanish Video)
Material in Multiple Languages

- **Social Media Toolkit (Spanish)**
- **Print Material (Materialis Impresos)**
- **Infographics (Gráficos e Infografías)**
- **Videos**
  - Esta temporada, ¡es más importante que nunca ponerse la vacuna para proteger contra la influenza!
  - Nadie Tiene Tiempo para la Influenza
- **Spanish Social Media Channels**
  - Twitter: @CDCespanol
  - Facebook: CDC en Español

- **Other Languages**
  - Factsheets

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https://www.cdc.gov/flu/resource-center/freeresources/print/print-businesses.htm#Tools
Key CDC Campaign Links and Resources

- **Clinician Resources**
  - Fight Flu Toolkit
  - Make A Strong Flu Vaccine Recommendation

- **Campaign and Social Media Toolkits:**
  - Campaign Toolkit
  - Social Media Toolkit

- **Videos**
  - Roll Up Your Sleeve for Your Annual Flu Vaccine
  - Flu Can Be Very Serious – Flu Vaccine Protects

- **VaccineFinder** (a tool you can place on your website to help them find vaccination locations near them)
  - Download widgets from CDC website

- **Key Consumer Web Resources**
  - Protect Your Health This Season
  - What You Need to Know for 2020-21
  - The Difference between Flu and COVID-19

- **Multi-Language Resources:**
  - Multi-Language Factsheets
  - Spanish Communication Resources