

HELP PARENTS GET THE RIGHT FLU FACTS

Parents are most receptive to vaccination when their physician says it is important.¹

Start by providing strong, personal recommendations and accurate data that helps to protect pediatric patients from the deadly impact of flu.

KEY CONVERSATIONS TO PROMOTE VACCINATION:

1 ELEVATE THE IMPACT by making it personal

During the 2018-2019 season:

- The CDC^a estimates that on average, 4 children died every week from the flu^{2,3}
- Nearly 50% of the children who died were otherwise healthy²
- 53% were 5 years of age or older²

2 DEMONSTRATE THE NEED by reinforcing the benefits of vaccination

A CDC modeling study estimates that during the 2018-2019 season, vaccination of children helped prevent more than:

- 2.3 million cases of the flu⁴
- 13,000 flu-related hospitalizations⁴
- 140 flu-related deaths⁴

3 HELP ENSURE VACCINATION by providing a strong recommendation

- The best protection against the flu is vaccination⁵
- With rare exception, everyone 6 months of age and older should get vaccinated every year⁵
- Reinforce the benefits of vaccination to strengthen confidence⁶

ANSWERING THE TOP 3 QUESTIONS

Parents Have About the Flu

IF THEY ASK:

- 1 ISN'T THE FLU JUST A REALLY BAD COLD? The vaccination seems to be riskier than the disease.**
NO—The effects of flu can be much more severe and even deadly.⁷ It was estimated that more than 46,000 children were hospitalized with flu-related complications, and 144 children died because of the flu during the 2018-2019 flu season.^{2,8}
- 2 IS IT TRUE THAT THE FLU SHOT CAN CAUSE THE FLU?**
NO—The shot is made from killed viruses; there is no live virus in the flu shot.⁷
- 3 DOES MY CHILD NEED TO GET A NEW FLU VACCINATION EVERY YEAR?**
YES—Each year, the components of the vaccine may change.⁹ The CDC recommends that almost everyone 6 months of age and older get an annual flu vaccine.^{5,9}

References: **1.** Nichol KL. Improving influenza vaccination rates among adults. *Cleve Clin J Med*. 2006;73:1009-1015. **2.** Centers for Disease Control and Prevention (CDC). FluView: influenza-associated pediatric mortality. <https://gis.cdc.gov/GRASP/Fluview/PedFluDeath.html>. Accessed March 5, 2020. **3.** CDC. Influenza (flu): the flu season. <https://www.cdc.gov/flu/about/season/flu-season.htm>. Accessed March 5, 2020. **4.** Chung JR, Rolfes MA, Flannery B, et al. Effects of influenza vaccination in the United States during the 2018-2019 influenza season. *Clin Infect Dis*. Published online January 6, 2020. doi: 10.1093/cid/ciz1244. **5.** CDC. Influenza (flu): flu vaccine safety information. <https://www.cdc.gov/flu/prevent/general.htm>. Accessed March 6, 2020. **6.** CDC. Influenza (flu): make a strong flu vaccine recommendation. <https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm>. Accessed March 6, 2020. **7.** CDC. Influenza (flu): misconceptions about seasonal flu and flu vaccines. <https://www.cdc.gov/flu/prevent/misconceptions.htm>. Accessed March 6, 2020. **8.** CDC. Influenza (flu): estimated influenza illnesses, medical visits, hospitalizations, and deaths in the United States—2018-2019 influenza season. <https://www.cdc.gov/flu/about/burden/2018-2019.html>. Accessed March 6, 2020. **9.** CDC. Influenza (flu): how the flu virus can change: “drift” and “shift.” <https://www.cdc.gov/flu/about/viruses/change.htm>. Accessed March 6, 2020.

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