

HELP PARENTS GET THE RIGHT INFORMATION

EXPLAINING FLU FACTS VS FLU MYTHS

Providing strong, personal recommendations and accurate data can help lead patients to influenza vaccine acceptance.

- 1 **DEMONSTRATE THE NEED**
by reinforcing the impact of vaccination
- 2 **ELEVATE THE IMPACT**
by making it personal
- 3 **HELP ENSURE VACCINATION**
by providing a strong recommendation
 - Parents are most receptive to vaccination when their physician says it is important¹

DEMONSTRATE THE NEED:

HELP DISPROVE COMMON MYTHS

MYTH: “I don’t want my child getting sick from the vaccine.”

FACT: The flu vaccine cannot cause illness, and serious allergic reactions are very rare.²

MYTH: “Since flu wasn’t bad last year, my child doesn’t need a vaccination this year.”

FACT: Despite low disease circulation last flu season, flu can still pose a serious risk to children.^{2,3} Out of nearly 405,000 total hospitalizations, 52,000 were children hospitalized with flu-related complications during the 2019-2020 flu season.⁴ This risk can be reduced with flu vaccination.²

MYTH: “Healthy children don’t need a flu vaccine.”

FACT: Serious complications from flu can occur even if healthy.² Also, getting a flu vaccine helps protect not just your child, but others around them.²

CONVERSATION STRATEGIES

HOW TO NAVIGATE PARENTS' CONCERNS AND PROMOTE VACCINATIONS

EXAMPLE CONVERSATION

“My child doesn’t need to get a flu vaccine—he got one last year.”



DEMONSTRATE THE NEED

You: “Flu viruses are constantly changing, which is why getting vaccinated each year is important to help protect your child.”²



ELEVATE THE IMPACT

You: “Even if your child is healthy, flu can be a very dangerous disease.² During the 2019-2020 flu season, nearly 60% of children who died were otherwise healthy.”⁵



HELP ENSURE VACCINATION

You: “The CDC recommends that everyone 6 months of age and older, with rare exception, get an annual flu vaccine.² Based on this and the ability to help protect your child, I strongly recommend a flu vaccination today.”

References: 1. Nichol KL. Improving influenza vaccination rates among adults. *Cleve Clin J Med.* 2006;73:1009-1015. doi:10.3949/ccjm.73.11.1009 2. Centers for Disease Control and Prevention (CDC). Influenza (flu): misconceptions about seasonal flu and flu vaccines. Accessed March 26, 2021. <https://www.cdc.gov/flu/prevent/misconceptions.htm> 3. CDC. Decreased influenza activity during the COVID-19 pandemic – United States, Australia, Chile, and South Africa, 2020. Accessed May 6, 2021. <https://www.cdc.gov/mmwr/volumes/69/wr/mm6937a6.htm> 4. CDC. Influenza (flu): estimated influenza illnesses, medical visits, hospitalizations, and deaths in the United States – 2019–2020 influenza season. Accessed March 26, 2021. <https://www.cdc.gov/flu/about/burden/2019-2020.html> 5. CDC. FluView: influenza-associated pediatric mortality. Accessed March 26, 2021. <https://gis.cdc.gov/GRASP/Fluview/PedFluDeath.html>

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