

PATIENT OUTREACH COMMUNICATIONS

MESSAGES TO HELP DRIVE FLU VACCINATION THIS SEASON

Sanofi is dedicated to helping protect as many patients as possible from getting the flu. That is why we are providing you with examples of patient outreach communications that are:




-  Helpful in making your patients' decision to get vaccinated against the flu easy
-  Sourced from highly credible experts like the CDC
-  Organized into categories that make it easy to deliver messages through your patient communication channels and social media accounts

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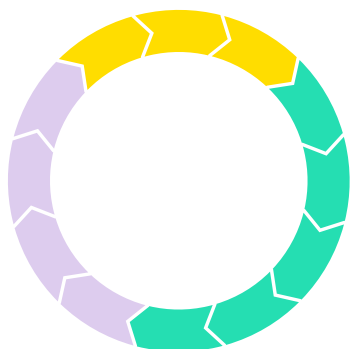
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THE RIGHT COMMUNICATIONS AT THE RIGHT TIME



Use the following calendar to guide your patient outreach communication plan throughout the year to help maximize flu immunizations in your practice.

The monthly timings for these messages are suggestions. Feel free to share the messages as you see fit.

JUNE

JULY

AUGUST



PLANNING SEASON

OBJECTIVE:

- Plan for the upcoming flu season and ask patients to schedule flu vaccinations.

MESSAGING THEMES:

- Remind patients about the upcoming flu season.
- Urge patients to book flu shot appointments.

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY



FLU IMMUNIZATION SEASON

OBJECTIVE:

- Activate patients to receive their scheduled flu vaccinations.

MESSAGING THEMES:

- Remind all patients, especially higher-risk patients, of the impact of flu and its complications.
- Urge all patients to come in for a flu shot.

FEBRUARY

MARCH

APRIL

MAY



FLU SEASON

OBJECTIVE:

- Remind patients that it isn't too late to receive their flu shots.

MESSAGING THEMES:

- Remind unvaccinated patients that it isn't too late to get a flu shot.
- Inform patients if flu infection rates are rising.



RECOMMENDED COMMUNICATION CHANNELS:

- EHR Communications
- Text Messages
- Social Media
- Phone Calls
- Email



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PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



CDC Guidelines and Parent Information

PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask parents to schedule their child's flu vaccinations.	
JULY	<p>Here are 2 reasons you should protect your child against flu:</p> <ol style="list-style-type: none"> 1. Serious complications from flu can occur even if a child is healthy. Getting a flu vaccine helps protect not just your child, it may protect others as well. 2. The CDC recommends an annual flu vaccine for eligible children aged 6 months and older. <p>Help keep your child protected. Ask for a flu vaccination today.</p> <p>You have the power to help keep your child protected. In the 2019–2020 flu season, influenza vaccination helped prevent more than 3 million cases of flu in children and ~115 flu-related deaths in children.</p> <p>Help protect your child from flu this season.</p>	<p>Chung JR, Flannery B, Gaglani M, et al. Patterns of influenza vaccination and vaccine effectiveness among young US children who receive outpatient care for acute respiratory tract illness. <i>JAMA Pediatr.</i> 2020;174(7):705–713.</p> <p>Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions</p> <p>Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/highrisk/children.htm</p> <p>Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm</p>
AUGUST	<p>Get ready for the upcoming flu season. Influenza vaccinations are important to help keep your child protected.</p> <p>Schedule your child's flu shot today.</p>	<p>Nichol KL. Improving influenza vaccination rates among adults. <i>Cleve Clin J Med.</i> 2006;73(11):1009–1015.</p> <p>Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions</p> <p>Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/keyfacts.htm</p>

CDC=Centers for Disease Control and Prevention.



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PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



CDC Guidelines and Parent Information

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate parents to get their child's flu vaccination.

SEPTEMBER

Did you know that your child may need 2 flu vaccinations? If your child is between 6 months and 8 years of age, and is getting their first flu vaccination or has only previously gotten 1 dose of vaccine, they need 2 doses.

Schedule your child's flu vaccination and their second dose follow-up today.

Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/highrisk/children.htm>

Chung JR, Flannery B, Gaglani M, et al. Patterns of influenza vaccination and vaccine effectiveness among young US children who receive outpatient care for acute respiratory tract illness. *JAMA Pediatr.* 2020;174(7):705-713.

Help protect your child from the flu and flu-related complications, which could result in hospitalization. Among children aged 6 months to 4 years, influenza vaccination reduced the risk of illness requiring hospitalization by 28%. And among children aged 5 to 17 years, the risk was reduced by 16%.

Help keep your child protected. Ask for a flu vaccination today.

Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. <https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm>

The CDC recommends an annual flu vaccine for eligible children aged 6 months and older.

Help keep your child protected. Ask for a flu vaccination today.

Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. www.cdc.gov/flu/highrisk/children.htm

OCTOBER

Flu fact: viruses are constantly changing, and immunity wanes, which is why getting a flu vaccine for your child every year is important.

Help keep your child protected. Ask for a flu vaccination today.

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>

NOVEMBER

Is your child fully vaccinated against flu? The CDC recommends 2 doses of flu vaccine for children aged 6 months to 8 years who have not been previously vaccinated or who have only received 1 dose.

Help keep your child protected. Ask for a flu vaccination today.

Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. www.cdc.gov/flu/highrisk/children.htm



PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



CDC Guidelines and Parent Information



FLU SEASON	MESSAGES	REFERENCES
OBJECTIVE	Remind parents that it isn't too late for their child's flu shot.	
FEBRUARY	<ul style="list-style-type: none">Flu season might be longer than you think – it can last into June. It's not too late to help protect your child from influenza.Schedule a flu shot today.	<ul style="list-style-type: none">Influenza activity and composition of the 2022–23 influenza vaccine. Accessed August 25, 2022. https://www.cdc.gov/mmwr/volumes/71/wr/mm7129a1.htm



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PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



Dispelling FLU Vaccine Myths



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask parents to schedule their child's flu vaccinations.	
AUGUST	<ul style="list-style-type: none"> Worried your child will get the flu from the flu vaccine? Not possible! Flu vaccines cannot cause flu illness. Have questions about your child's flu vaccine? Schedule your appointment today and we can discuss together. 	<ul style="list-style-type: none"> Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate parents to get their child's flu vaccination.	
OCTOBER	<ul style="list-style-type: none"> Despite low disease circulation last flu season while COVID-19 safety measures were in place, flu can still pose a serious risk to children. Out of 380,209 total hospitalizations, 48,298 were children hospitalized with flu-related complications during the 2019–2020 flu season. This risk can be reduced with flu vaccination. Help keep your child protected – say YES to a flu vaccine. 	<ul style="list-style-type: none"> Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed June 30, 2022. https://www.cdc.gov/flu/about/burden/2019–2020.html
NOVEMBER	<ul style="list-style-type: none"> Healthy children need a flu vaccine, too! Serious complications from flu can occur even if your child is healthy. Also, getting a flu vaccine helps protect not just your child; it may protect others as well. Help your child stay protected. Ask for a flu vaccination today. 	<ul style="list-style-type: none"> Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 11, 2022. https://www.cdc.gov/flu/prevent/misconceptions.htm Vaccine for flu (influenza). Centers for Disease Control and Prevention. August 2, 2019. Accessed July 11, 2022. https://www.cdc.gov/vaccines/parents/diseases/flu.html Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/highrisk/children.htm Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/keyfacts.htm





FLU Complications and Hospitalizations

PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask parents to schedule their child's flu vaccinations.	
JULY	<ul style="list-style-type: none"> Even kids can get seriously ill from the flu. In the 2019–2020 flu season, nearly 50,000 children were hospitalized with flu-related illness.^a Help protect your child from flu this season. ^aOut of nearly 380,209 total hospitalizations in all ages. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019–2020.html
AUGUST	<ul style="list-style-type: none"> Both FLU and COVID-19 can lead to serious illness in children that may result in hospitalization and, in rare instances, death. FLU vaccines and COVID-19 vaccines help protect against the 2 different viruses that cause these illnesses. That's why it's important for children to receive both types of vaccines. Help protect your child from FLU this season. 	<ul style="list-style-type: none"> Delahoy MJ, Ujamaa D, Taylor CA, et al. Comparison of influenza and COVID-19-associated hospitalizations among children < 18 years old in the United States-FluSurv-NET (October–April 2017–2021) and COVID-NET (October 2020–September 2021). <i>Clin Infect Dis</i>. 2022;ciac388. Frequently asked influenza (flu) questions: 2021–2022 season. Centers for Disease Control and Prevention. May 3, 2022. Accessed July 9, 2022. https://www.cdc.gov/flu/season/faq-flu-season-2021–2022.htm Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm





FLU Complications and Hospitalizations

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate parents to get their child's flu vaccination.

SEPTEMBER

Sometimes people say, "it's just the flu," but flu can cause serious complications for anyone—even children who are otherwise healthy.

Help keep your child protected. Ask for a flu vaccination today.

Getting a flu vaccine is one of the best ways to help protect your child from the flu. It can also help reduce the risk of flu-associated hospitalizations, which can be lifesaving for your child.

Help keep your child protected. Ask for a flu vaccination today.

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>

OCTOBER

It might surprise you to know that more than 1 in 10 flu-related hospitalizations were in children during the 2019–2020 flu season.

Help keep your child protected. Ask for a flu vaccination today.

Flu can lead to serious complications, even for kids. In a Nicaraguan study of 3234 children and symptomatic influenza, children ages 0–14 had an ~8x increased risk of developing pneumonia following influenza infection.

Help keep your child protected. Ask for a flu vaccination today.

Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/about/burden/2019-2020.html>

Kubale J, Kuan G, Gresh L, et al. Individual-level association of influenza infection with subsequent pneumonia: a case-control and prospective cohort study. *Clin Infect Dis*. 2021;73(11):e4288-e4295. doi:10.1093/cid/ciaa1053



PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



FLU Mortality



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask parents to schedule their child's flu vaccinations.	
AUGUST	<ul style="list-style-type: none">Flu can be deadly, even in children. Across flu seasons beginning in 2004 and ending in 2020, the CDC reported yearly flu-related deaths in children ranging from 37 to 199.Help protect your child from flu this season.	<ul style="list-style-type: none">Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm
	<ul style="list-style-type: none">Flu can come with serious consequences. During the 2019–2020 flu season, 199 flu-related deaths in children were reported by the CDC.Help protect your child from flu this season.	<ul style="list-style-type: none">Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm
	<ul style="list-style-type: none">Sometimes, flu can be deadly. During the 2019–2020 flu season, 44% of the 199 flu-related deaths reported to the CDC occurred in children aged 5 years and younger.Help protect your child from flu this season.	<ul style="list-style-type: none">Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm
	<ul style="list-style-type: none">During the 2019–2020 flu season, over half of the 199 flu-related deaths reported to the CDC occurred in children aged 5–17 years.Help protect your child from flu this season.	<ul style="list-style-type: none">Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm



PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



FLU Mortality

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate parents to get their child's flu vaccination.

SEPTEMBER

Here's one reason to help protect your child against flu: from 2004–2020, about 80% of children who died because of influenza were not fully vaccinated.

Help keep your child protected. Ask for a flu vaccination today.

Of the 199 flu-related deaths in children during the 2019–2020 flu season, 183 had a known medical condition.

If your child has an existing medical condition, it's especially important to help protect them from the flu. Ask for a flu vaccination today.

It might surprise you to know that of reported flu deaths in children during the 2019–2020 flu season, 57% occurred in children with no pre-existing conditions.

Just because your child is healthy doesn't mean that they can't suffer from the consequences of the flu. Ask for a flu vaccination today.

Flu & young children. Centers for Disease Control and Prevention. October 25, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/highrisk/children.htm>

Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm>

Pediatric flu deaths during 2019–2020 reach new high. Centers for Disease Control and Prevention. June 4, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/spotlights/2020–2021/pediatric-flu-deaths-reach-new-high.htm>



PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



Examples of Messaging for Pediatric Patients and Parents

Use the following examples to see how this message can be used across different communications.

PLANNING SEASON	MESSAGES	REFERENCES
AUGUST	<ul style="list-style-type: none">Worried your child will get the flu from the flu vaccine?Not possible! Flu vaccines cannot cause flu illness.Have questions about your child's flu vaccine? Schedule your appointment today and we can discuss together.	<ul style="list-style-type: none">Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions



Call Script

Hello, this is [Name] from [Office Name].

I am calling to speak with you about your child's flu vaccine. Did you know that your child cannot get the flu from the flu shot? It's important to help ensure your child is protected this flu season by scheduling an appointment for them to get their flu vaccine.

We will be holding a flu clinic on [Date] at [Location], so your child has the opportunity to get their flu vaccine.

Call us back at [Office Number] to schedule your flu clinic appointment, an office visit, or if you have any questions.

Thank you!



PATIENT OUTREACH COMMUNICATIONS FOR PEDIATRICS



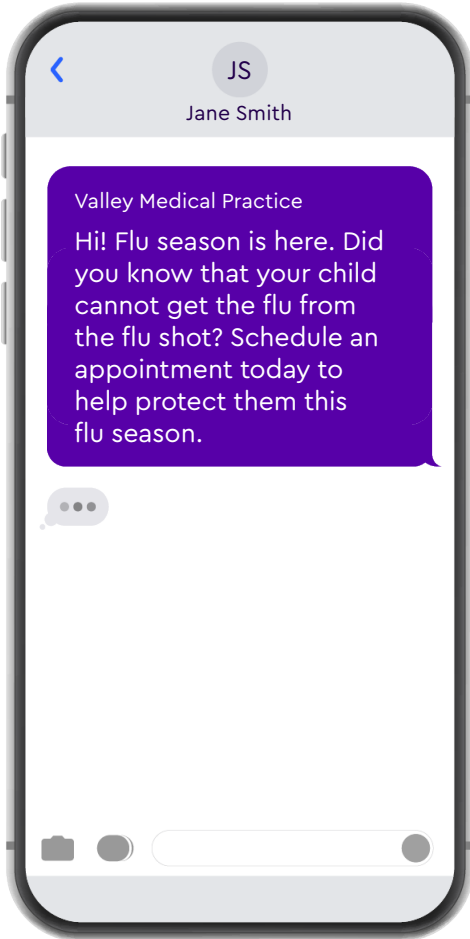
Examples of Messaging for Pediatric Patients and Parents

Use the following examples to see how this message can be used across different communications.

Social Post



Text Message





Examples of Messaging for Pediatric Patients and Parents

Use the following examples to see how this message can be used across different communications.



Email/EHR

New message

←

→

↺

☆

≡

TO: Jane Smith JaneSmith@gmail.com

SUBJECT: Help Protect Your Child This Upcoming Flu Season

Dear Valley Medical Practice patients,

Flu season is here and we wanted to take a moment and share some helpful information about the flu vaccine with you.

Did you know that [Patient Name] cannot get the flu from the flu vaccine? In fact, it's impossible for that to happen. Flu vaccines cannot cause flu illness, and serious allergic reactions are very rare. The symptoms you may feel after a shot are not the flu. They are part of the normal process of your body's immune system developing an immune response to the virus to help protect you from the flu. We highly recommend that all eligible children get vaccinated to help protect them from the flu and flu-related complications.

Call us at [Office Number] or click [here](#) to schedule an appointment today and help protect [Patient Name] this flu season.

Thank you,
Valley Medical Practice

▼

|

Send





Dispelling FLU Vaccine Myths

PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<p>Worried the flu vaccine will give you the flu? Not possible! The flu vaccine is made from an inactivated virus or a single protein from the flu virus, meaning that it cannot reproduce and cause an infection. The symptoms you may feel after a shot are not the flu. They are part of the normal process of your body's immune system developing an immune response to the virus to help protect you from the flu.</p> <p>Because it can take up to 2 weeks for the vaccine to take effect, you could still be at risk of getting the flu if you come in contact with someone who is ill during this time.</p> <p>Have questions about your flu vaccine? Schedule your appointment today and we can discuss together.</p>	<p>Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions</p>
	<p>The vaccine you received for last year's flu may not offer protection from this year's flu. Every year, the flu evolves, and vaccines are updated accordingly to help protect against the dominant strains of that season. Even if you received a flu vaccine last year, you will benefit from a flu vaccine this year.</p> <p>Have questions about your flu vaccine? Schedule your appointment today and we can discuss together.</p>	<p>Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions</p>





Dispelling FLU Vaccine Myths

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate patients to receive their scheduled flu vaccinations.

SEPTEMBER

Flu vaccines are proven to help protect against the flu and help reduce the severity of illness in people who get vaccinated but still get sick. Flu vaccination also helps reduce the risk of flu-related hospitalizations and potentially serious flu complications in people with certain chronic health conditions.

If you're an older adult, it is especially important to help protect yourself against the flu.

The flu can hurt even healthy people.

Influenza can lead to serious illnesses, including pneumonia, in otherwise healthy individuals. In addition, otherwise healthy people who come down with the flu can then spread it to more vulnerable individuals, such as children, older adults, and those with chronic illnesses.

Help protect yourself and your loved ones from the flu.

Get your flu shot today.

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>

Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. <https://www.cdc.gov/flu/about/keyfacts.htm>





Dispelling FLU Vaccine Myths



FLU SEASON	MESSAGES	REFERENCES
OBJECTIVE	Remind patients that it isn't too late to receive their flu shots.	
FEBRUARY	<ul style="list-style-type: none"> Social distancing and wearing masks do not completely prevent the spread of flu. The best way to help reduce your risk of flu illness is to get vaccinated with a flu shot, and it isn't too late to do so. 	<ul style="list-style-type: none"> Frequently asked influenza (flu) questions: 2021–2022 season. Centers for Disease Control and Prevention. May 26, 2022. Accessed July 11, 2022. https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.htm
	<ul style="list-style-type: none"> COVID-19 vaccines will not protect you against the FLU. A flu vaccine is needed to help protect against the flu. Both FLU and COVID-19 vaccines are important and recommended. If eligible, you can even receive both at the same time. Make an appointment today. 	<ul style="list-style-type: none"> Frequently asked influenza (flu) questions: 2021–2022 season. Centers for Disease Control and Prevention. May 26, 2022. Accessed July 11, 2022. https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.htm



PATIENT OUTREACH COMMUNICATIONS FOR OLDER ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

Benefits of FLU Protection



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<ul style="list-style-type: none"> In the 2021–2022 flu season, 50% of adults aged 50–64 years and ~68% of adults aged 65 and older were protected from the flu by the flu vaccine. If you're an older adult, help protect yourself from the flu. Plan ahead for your flu shot. 	<ul style="list-style-type: none"> Weekly flu vaccination dashboard. Centers for Disease Control and Prevention. April 22, 2022. Accessed May 26, 2022. https://www.cdc.gov/flu/fluview/dashboard/vaccination-dashboard.html
	<ul style="list-style-type: none"> More than 10 million adults aged 50 and older got the flu during the 2019–2020 flu season. That's about 8.5% of the US population. If you're an older adult, it is especially important to help protect yourself against the flu. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed June 30, 2022. https://www.cdc.gov/flu/about/burden/2019–2020.html
	<ul style="list-style-type: none"> Have a new baby in the family? People who plan to be around newborns should be vaccinated at least 2 weeks beforehand. Schedule your flu shot today. 	<ul style="list-style-type: none"> CDC vaccines for family and caregivers. Centers for Disease Control and Prevention. November 9, 2021. Accessed July 9, 2022. https://www.cdc.gov/vaccines/pregnancy/family-caregivers.html



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
SEPTEMBER	<ul style="list-style-type: none"> The flu vaccine can help reduce the severity of the flu in older adults. If you're an older adult, it is especially important to help protect yourself against the flu. 	<ul style="list-style-type: none"> Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions Flu & people 65 years and older. Centers for Disease Control and Prevention. June 23, 2022. Accessed July 11, 2022. https://www.cdc.gov/flu/highrisk/65over.htm



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PATIENT OUTREACH COMMUNICATIONS FOR OLDER ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

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EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

FLU and Patients With Comorbidities



FLU and Cardiovascular Disease



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<p>Because flu may put older adults at increased risk for first heart attack or first stroke, the American Heart Association urges eligible adults to get their annual flu shot.</p> <p>If you have cardiovascular disease, it is especially important to get your flu shot.</p>	<p>Warren-Gash C, Blackburn R, Whitaker H, McMenamin J, Hayward AC. Laboratory-confirmed respiratory infections as triggers for acute myocardial infarction and stroke: a self-controlled case series analysis of national linked datasets from Scotland. <i>Eur Respir J</i>. 2018;51(3):1701794. doi:10.1183/13993003.01794-2017</p> <p>Top health organizations urge flu and COVID-19 vaccines to protect vulnerable, reduce burden on hospitals. American Heart Association. September 27, 2021. Accessed November 11, 2021. https://newsroom.heart.org/news/top-health-organizations-urge-flu-and-covid-19-vaccines-to-protect-vulnerable-reduce-burden-on-hospitals</p>



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
OCTOBER	<p>For older adults, the flu may cause inflammation of the arteries, which can trigger a heart attack or stroke.</p> <p>If you have cardiovascular disease, it is especially important to get your flu shot.</p>	<p>Loomba RS, Aggarwal S, Shah PH, Arora RR. Influenza vaccination and cardiovascular morbidity and mortality: analysis of 292,383 patients. <i>J Cardiovasc Pharmacol Ther</i>. 2012;17(3):277-283.</p>
NOVEMBER	<p>Based on a study of influenza and cardiovascular events in 1227 patients, adults aged 40+ had a ~10x increased risk of a first heart attack within 1 week of influenza infection.</p> <p>If you have cardiovascular disease, it is especially important to get your flu shot.</p> <p>Based on a study of influenza and cardiovascular events in 762 patients, adults aged 40+ had an ~8x increased risk of a first stroke within 1 week of influenza infection.</p> <p>If you have cardiovascular disease, it is especially important to get your flu shot.</p>	<p>Warren-Gash C, Blackburn R, Whitaker H, McMenamin J, Hayward AC. Laboratory-confirmed respiratory infections as triggers for acute myocardial infarction and stroke: a self-controlled case series analysis of national linked datasets from Scotland. <i>Eur Respir J</i>. 2018;51(3):1701794. doi: 10.1183/13993003.01794-2017</p> <p>Warren-Gash C, Blackburn R, Whitaker H, McMenamin J, Hayward AC. Laboratory-confirmed respiratory infections as triggers for acute myocardial infarction and stroke: a self-controlled case series analysis of national linked datasets from Scotland. <i>Eur Respir J</i>. 2018;51(3):1701794. doi: 10.1183/13993003.01794-2017</p>



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FLU and Patients With Comorbidities



FLU and Respiratory Disease



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<ul style="list-style-type: none"> The American Lung Association urges eligible individuals aged 6 months and older to get their annual flu shot, because influenza can carry a risk of serious respiratory complications. If you have a respiratory disease, it is especially important for you to get your flu shot. 	<ul style="list-style-type: none"> Top health organizations urge flu and COVID-19 vaccines to protect vulnerable, reduce burden on hospitals. American Heart Association. September 27, 2021. Accessed November 11, 2021. https://newsroom.heart.org/news/top-health-organizations-urge-flu-and-covid-19-vaccines-to-protect-vulnerable-reduce-burden-on-hospitals



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
OCTOBER	<ul style="list-style-type: none"> When people breathe in flu particles, the flu virus can multiply and cause harmful inflammation in the lungs, which may result in respiratory complications. If you have a respiratory disease, it is especially important for you to get your flu shot. The flu can lead to inflammation that can result in obstruction of the airways, which prevents the lungs from doing their job of moving air in and out properly. If you have a respiratory disease, it is especially important for you to get your flu shot. 	<ul style="list-style-type: none"> Kalil AC, Thomas PG. Influenza virus-related critical illness: pathophysiology and epidemiology. <i>Crit Care</i>. 2019;23(1):258. Kalil AC, Thomas PG. Influenza virus-related critical illness: pathophysiology and epidemiology. <i>Crit Care</i>. 2019;23(1):258.





FLU and Patients With Comorbidities



FLU and Diabetes



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<p>The American Diabetes Association urges eligible individuals aged 6 months and older to get their annual flu shot because patients living with diabetes are at increased risk for flu complications.</p> <p>If you have diabetes, it is especially important for you to get your flu shot.</p>	<p>Top health organizations urge flu and COVID-19 vaccines to protect vulnerable, reduce burden on hospitals. American Heart Association. September 27, 2021. Accessed November 11, 2021. https://newsroom.heart.org/news/top-health-organizations-urge-flu-and-covid-19-vaccines-to-protect-vulnerable-reduce-burden-on-hospitals</p> <p>Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. <i>Diabetes Care</i>. 2010;33:1491-1493.</p> <p>Willing H, Buda S, von der Lippe E, et al. Mortality of 2009 pandemic influenza A (H1N1) in Germany. <i>Euro Surveill</i>. 2010;15(49):19741. doi:10.2807/ese.15.49.19741-en</p>





FLU and Patients With Comorbidities

FLU and Diabetes

FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
OCTOBER	<p>People with diabetes are at a higher risk of developing serious flu complications. Flu can make your immune system less able to fight off infections. This can result in hospitalization and sometimes even death.</p> <p>Flu vaccination has been associated with reduced hospitalizations among people with diabetes, so get your flu shot this season.</p> <p>Did you know patients living with diabetes are at increased risk for influenza complications?</p> <p>If you have diabetes, it is especially important for you to get your flu shot.</p>	<p>Flu & people with diabetes. Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/highrisk/diabetes.htm</p> <p>Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. <i>Diabetes Care</i>. 2010;33(7):1491–1493.</p> <p>Willing H, Buda S, von der Lippe E, et al. Mortality of 2009 pandemic influenza A (H1N1) in Germany. <i>Euro Surveill</i>. 2010;15(49):19741. doi: 10.2807/ese.15.49.19741-en</p> <p>Hulme KD, Gallo LA, Short KR. Influenza virus and glycemic variability in diabetes: a killer combination? <i>Front Microbiol</i>. 2017;8:861.</p>



PATIENT OUTREACH COMMUNICATIONS FOR OLDER ADULTS

FLU and Patients With Comorbidities



FLU and Diabetes

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate patients to receive their scheduled flu vaccinations.

NOVEMBER

Based on a study of 162 patients aged less than 1 year to 85 years, those with diabetes were ~3x more likely to be hospitalized after influenza infection.

If you have diabetes, it is especially important for you to get your flu shot.

Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. *Diabetes Care*. 2010;33(7):1491-1493.

Based on a study of 162 patients aged less than 1 year to 85 years, those with diabetes were ~4x more likely to be admitted to the ICU after influenza infection.

If you have diabetes, it is especially important for you to get your flu shot.

Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. *Diabetes Care*. 2010;33(7):1491-1493.

Based on a study of 196 patients aged 18 or older, those with diabetes were ~2x more likely to die after influenza hospitalization.

If you have diabetes, it is especially important for you to get your flu shot.

Willing H, Buda S, von der Lippe E, et al. Mortality of 2009 pandemic influenza A (H1N1) in Germany. *Euro Surveill*. 2010;15(49):19741. doi: 10.2807/es.e15.49.19741-en

Did you know—flu increases the risk of complications in older adults with diabetes? One study found a 3x higher risk of hospitalization in 162 patients aged less than 1 year to 85 years.

If you have diabetes, it is especially important for you to get your flu shot.

Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. *Diabetes Care*. 2010;33(7):1491-1493.



PATIENT OUTREACH COMMUNICATIONS FOR OLDER ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

FLU Hospitalizations

PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Prepare patients to start planning to get their flu vaccine.	
JUNE	<ul style="list-style-type: none"> Getting your flu shot can help keep you out of the hospital. Approximately 1058 adults aged 50 and older were hospitalized every day from the flu during the 2019–2020 flu season. If you're an older adult, help protect yourself against the flu. Plan for your flu shot. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html
JULY	<ul style="list-style-type: none"> You can help reduce your risk of flu-related hospitalization by getting a flu vaccine. More than 250,000 adults aged 50 years and older were hospitalized due to the flu during the 2019–2020 flu season. If you're an older adult, help protect yourself against the flu. Plan for your flu shot. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination. Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm
AUGUST	<ul style="list-style-type: none"> Want to help protect yourself against flu and flu-related complications? Getting your flu vaccine can help. The flu has been linked to major causes of hospitalization in adults aged 65 and older, including pneumonia and COPD, heart disease, and stroke. If you're an older adult, help protect yourself against the flu. Plan for your flu shot. 	<ul style="list-style-type: none"> Flu & people 65 years and older. Centers for Disease Control and Prevention. June 23, 2022. Accessed July 11, 2022. https://www.cdc.gov/flu/highrisk/65over.htm People at higher risk of flu complications. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/highrisk/index.htm



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FLU Hospitalizations

FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to get their vaccination.	
OCTOBER	<p>Did you know? A study of 162 patients aged less than 1 year to 85 years showed that people with diabetes were 3x more likely to be hospitalized for influenza and had a 5x higher risk of ICU admission. Another study of 196 patients ages 18 or older showed that adults with diabetes had a 2x higher risk of death.</p> <p>The flu is circulating now. Help reduce your risk. Ask for a flu vaccination today.</p>	<p>Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. <i>Diabetes Care</i>. 2010;33(7):1491-1493.</p> <p>Wilking H, Buda S, von der Lippe E, et al. Mortality of 2009 pandemic influenza A (H1N1) in Germany. <i>Euro Surveill</i>. 2010;15(49):19741. doi: 10.2807/ese.15.49.19741-en</p>
	<p>Based on CDC estimates in the 2019-2020 flu season, patients aged 50 years and older accounted for: 29% of flu cases, 68% of flu-related hospitalizations, and 87% of flu-related deaths.</p> <p>The flu is circulating now. Help reduce your risk. Ask for a flu vaccination today.</p>	<p>Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019-2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html</p>
	<p>Based on CDC estimates in the 2019-2020 flu season, patients aged 50 years and older accounted for: 10 million flu cases, 257,194 flu-related hospitalizations, and more than 17,000 flu-related deaths.</p> <p>The flu is circulating now. Help reduce your risk. Ask for a flu vaccination today.</p>	<p>Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019-2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html</p>



PATIENT OUTREACH COMMUNICATIONS FOR OLDER ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

FLU Mortality



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Prepare patients to start planning to get their flu vaccine.	
JULY	<p>According to the CDC, in the 2019–2020 season, approximately 72 adults aged 50 years and older died every day from the flu or flu-related complications.</p> <p>Getting a flu shot could help protect yourself from flu and flu-related complications. Schedule an appointment today.</p> <p>According to the CDC, in the 2019–2020 season, 59% of flu-related deaths occurred in adults 65 years of age and older.*</p> <p>If you're an older adult, help protect yourself from the flu. Plan for your flu shot.</p> <p>*11,945 out of 20,342 flu-related deaths.</p>	<p>Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm</p> <p>Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html</p> <p>Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm</p> <p>Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html</p>



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
SEPTEMBER	<p>Vaccination helped prevent more than 5,900 flu-related deaths in adults aged 50 and older in the 2019–2020 flu season.</p> <p>Help protect yourself from the flu. Get your flu shot today.</p>	<p>Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm</p>



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Examples of Messaging for Older Adults

Use the following examples to see how this message can be used across different communications.

FLU IMMUNIZATION SEASON		MESSAGES	REFERENCES
NOVEMBER	:	Based on a study of influenza and cardiovascular events in 1227 patients, adults aged 40+ had a ~10x increased risk of a first heart attack within 1 week of influenza infection.	Warren-Gash C, Blackburn R, Whitaker H, McMenamin J, Hayward AC. Laboratory-confirmed respiratory infections as triggers for acute myocardial infarction and stroke: a self-controlled case series analysis of national linked datasets from Scotland. <i>Eur Respir J.</i> 2018;51(3):1701794. doi:10.1183/13993003.01794-2017

Call Script

Hello, this is [Name] from [Office Name].

I am calling to speak with you about your flu vaccination. Did you know that based on a study of influenza and cardiovascular events in 1227 patients, adults aged 40+ had a ~10x increased risk of a first heart attack within 1 week of influenza infection? It is especially important for older adults to help protect against flu and flu-related complications by being vaccinated.

We will be holding a flu clinic on [Date] at [Location] so you have the opportunity to get your flu vaccine. Your safety is our number 1 priority so we also have instituted new hours of [Days/Hours] and have reserved [Days/Hours] for our older and at-risk patients to minimize exposure.

Call us back at [Office Number] to schedule your flu clinic appointment, an office visit, or if you have any questions.

Thank you!





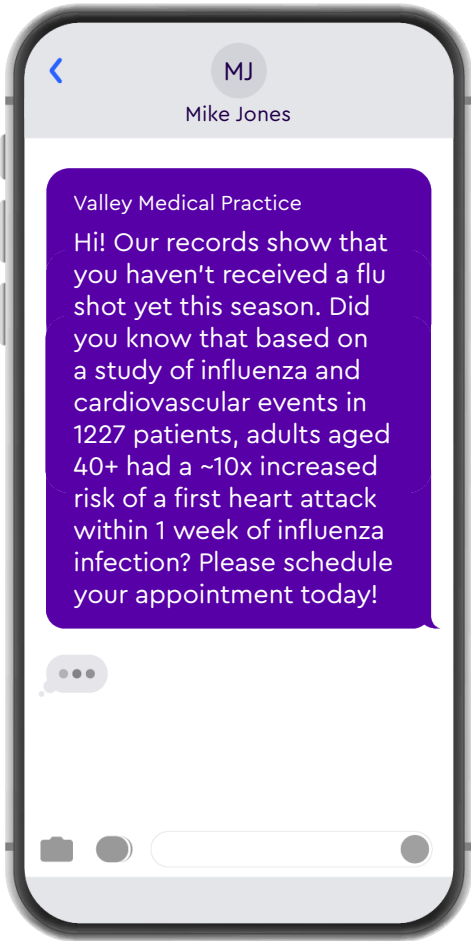
Examples of Messaging for Older Adults

Use the following examples to see how this message can be used across different communications.

Social Post



Text Message





Examples of Messaging for Older Adults

Use the following examples to see how this message can be used across different communications.

Email/EHR

New message

←

→

↺

☆

≡

TO: Jane Smith JaneSmith@gmail.com

SUBJECT: It's Important to Help Protect Yourself With a Flu Shot

Mrs. Smith,

We're writing you because our records show that you have not yet received a flu shot this season.


Most people are unaware flu-related complications can happen because of influenza infections. For example, did you know that based on a study of influenza and cardiovascular events, adults aged 40 years and older had a ~10x increased risk of a first heart attack within 1 week of influenza infection (n=1227)?


The best way to help protect yourself from the flu is by getting your flu shot. And there's still time for you to get vaccinated this season.


Call us at [\[Office Number\]](#) or click [here](#) to schedule an appointment today and help protect yourself this flu season.


Thank you,
Valley Medical Practice

▼









Send



PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

Benefits of FLU Protection



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<ul style="list-style-type: none"> No matter your age, it's important to get a flu vaccine every year. The flu changes from year to year, so last year's vaccination doesn't protect you from this year's flu. Getting an annual flu shot is your best protection against flu illness. 	<ul style="list-style-type: none"> Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/prevent/misconceptions Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm
	<ul style="list-style-type: none"> Think the flu won't affect you? During the 2019–2020 US flu season, about 13 million adults aged 18–49 got sick from flu, over 74,000 were hospitalized, and over 2,000 died. Even if you're healthy, it's important to get your flu shot. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed April 20, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/keyfacts.htm



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PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



Benefits of FLU Protection

FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
SEPTEMBER	<ul style="list-style-type: none"> Alongside healthy habits such as exercise, eating healthy, and practicing good hygiene, a flu shot can help protect you from flu and flu-related complications. Commit to your health. Schedule your flu shot. 	<ul style="list-style-type: none"> Healthy habits to help protect against flu. Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm
OCTOBER	<ul style="list-style-type: none"> Even in healthy people, the flu can hurt. Flu infection can lead to serious illness such as pneumonia. For adults aged 18 and older, age can't protect you from the flu, but a flu shot can help. 	<ul style="list-style-type: none"> Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/keyfacts.htm Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm



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PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



FLU and Patients With Comorbidities



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<ul style="list-style-type: none">Flu can increase the risk of heart attack and stroke, especially for adults with cardiovascular disease.If you have cardiovascular disease, it's especially important to get your flu shot.	<ul style="list-style-type: none">Warren-Gash C, Blackburn R, Whitaker H, McMenamin J, Hayward AC. Laboratory-confirmed respiratory infections as triggers for acute myocardial infarction and stroke: a self-controlled case series analysis of national linked datasets from Scotland. <i>Eur Respir J</i>. 2018;51(3):1701794. doi:10.1183/13993003.01794-2017



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
OCTOBER	<ul style="list-style-type: none">In people with diabetes, it is suggested that flu can increase the risk of flu-related hospitalization and death.If you have diabetes, it's especially important to get your flu shot.	<ul style="list-style-type: none">Allard R, Leclerc P, Tremblay C, Tannenbaum TN. Diabetes and the severity of pandemic influenza A (H1N1) infection. <i>Diabetes Care</i>. 2010;33(7):1491-1493.Wilking H, Buda S, von der Lippe E, et al. Mortality of 2009 pandemic influenza A (H1N1) in Germany. <i>Euro Surveill</i>. 2010;15(49):19741. doi: 10.2807/ese.15.49.19741-en



PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

FLU Hospitalizations and Mortality



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
JUNE	<ul style="list-style-type: none">You might be surprised to learn that during the 2019-2020 US flu season, adults aged 18-64 accounted for ~2 in 5 of all influenza-related hospitalizations.For adults aged 18 and older, age can't protect you from the flu, but a flu shot can help.	<ul style="list-style-type: none">Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019-2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate patients to receive their scheduled flu vaccinations.	
OCTOBER	<ul style="list-style-type: none">Getting a flu shot could help protect you against the flu and its complications.During the 2019-2020 US flu season, adults aged 18-64 accounted for ~1 in 3 of all influenza-related deaths.For adults aged 18 and older, age can't protect you from the flu, but a flu shot can help.	<ul style="list-style-type: none">Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019-2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html
NOVEMBER	<ul style="list-style-type: none">Compared to unvaccinated adults, vaccinated adults aged 18-49 were 37% less likely to be admitted to an ICU (n=600).For adults aged 18 and older, age can't protect you from the flu, but a flu shot can help.	<ul style="list-style-type: none">Arriola C, Garg S, Anderson EJ, et al. Influenza vaccination modifies disease severity among community-dwelling adults hospitalized with influenza. <i>Clin Infect Dis</i>. 2017;65(8):1289-1297.



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PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



FLU and COVID-19



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Plan for the upcoming flu season and ask patients to schedule flu vaccinations.	
AUGUST	<ul style="list-style-type: none">FLU and COVID-19 are different viruses and require different vaccines to help protect you. It is important to get your FLU shot even if you have been vaccinated against COVID-19.Plan to help protect yourself from the FLU this season. Schedule your FLU shot today.Receiving both a FLU vaccine and a COVID-19 vaccine is critical this upcoming FLU season. Ask your provider if you're eligible to receive both vaccines in the same visit.As we get closer to FLU season, plan to help protect yourself. Schedule a FLU shot today.	<ul style="list-style-type: none">Frequently asked influenza (flu) questions: 2021–2022 season. Centers for Disease Control and Prevention. April 14, 2022. Accessed April 20, 2022. https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.htmFrequently asked influenza (flu) questions: 2021–2022 season. Centers for Disease Control and Prevention. April 14, 2022. Accessed April 20, 2022. https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.htm



PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

FLU and COVID-19

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate patients to receive their scheduled flu vaccinations.

SEPTEMBER

Did you know you can get your FLU vaccine and your COVID-19 vaccine at the same time (if eligible)?
FLU is circulating now. Schedule an appointment to get your FLU shot today.

Frequently asked influenza (flu) questions: 2021-2022 season. Centers for Disease Control and Prevention. April 14, 2022. Accessed April 20, 2022. <https://www.cdc.gov/flu/season/faq-fluseason-2021-2022.htm>

Help protect yourself and your loved ones from the FLU and COVID-19.
Schedule your appointment for your FLU vaccine and COVID-19 vaccine (if eligible) today. Ask your provider if you're eligible to receive both vaccines in the same visit.

Frequently asked influenza (flu) questions: 2021-2022 season. Centers for Disease Control and Prevention. April 14, 2022. Accessed April 20, 2022. <https://www.cdc.gov/flu/season/faq-fluseason-2021-2022.htm>

FLU SEASON

MESSAGES

REFERENCES

OBJECTIVE

Remind patients that it isn't too late to receive their flu shots.

JANUARY

You have the power to help prevent FLU, FLU-related complications, and COVID-19.
Get vaccinated for FLU and COVID-19 if you haven't already.

Frequently asked influenza (flu) questions: 2021-2022 season. Centers for Disease Control and Prevention. April 14, 2022. Accessed April 20, 2022. <https://www.cdc.gov/flu/season/faq-fluseason-2021-2022.htm>



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Examples of Messaging for All Adults

Use the following examples to see how this message can be used across different communications.

FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
NOVEMBER	<p>Think the flu won't affect you? During the 2019-2020 US flu season, about 13 million adults aged 18-49 got sick from flu, over 74,000 were hospitalized, and over 2,000 died.</p> <p>Even if you're healthy, it's important to get your flu shot.</p>	<p>Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019-2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html</p> <p>Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed July 13, 2022. https://www.cdc.gov/flu/about/keyfacts.htm</p>

Call Script

Hello, this is [Name] from [Office Name].

I am calling to speak with you about your flu vaccination. Did you know? During the 2019-2020 US flu season, about 13 million adults aged 18-49 got sick from flu, over 74,000 were hospitalized, and over 2,000 died. Even if you're healthy, it's important to get your flu shot.

We will be holding a flu clinic on [Date] at [Location] so you have the opportunity to get your flu vaccine.

Call us back at [Office Number] to schedule your flu clinic appointment, an office visit, or if you have any questions.

Thank you!



PATIENT OUTREACH COMMUNICATIONS FOR ALL ADULTS



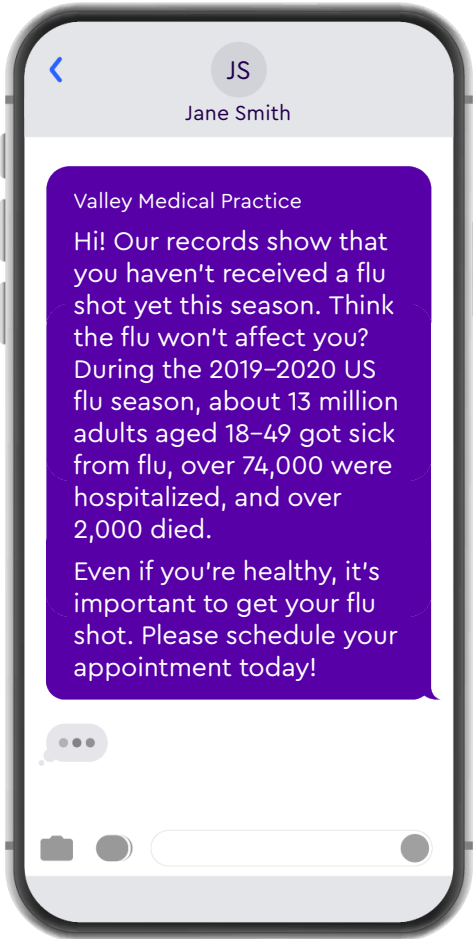
Examples of Messaging for All Adults

Use the following examples to see how this message can be used across different communications.

Social Post



Text Message



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS



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Examples of Messaging for All Adults

Use the following examples to see how this message can be used across different communications.

Email/EHR

New message

←

→

↺

☆

≡

TO:

Mike Jones

MikeJones@gmail.com

SUBJECT:

It's Important to Help Protect Yourself With a Flu Shot

Mr. Jones,

We're writing you because our records show that you have not yet received a flu shot this season.

Think the flu won't affect you? Many people don't realize that during the 2019-2020 US flu season, about 13 million adults aged 18-49 got sick from flu, over 74,000 were hospitalized, and over 2,000 died.


Even if you're healthy, it's important to get your flu shot. And there's still time for you to get vaccinated this season.


Call us at [\[Office Number\]](#) or click [here](#) to schedule an appointment today and help protect yourself this flu season.


Thank you,


Valley Medical Practice

▼









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USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPS

SAMPLES OF DIGITAL COMMUNICATIONS

PATIENT OUTREACH COMMUNICATIONS FOR EMPLOYEE HEALTH AND HCPs



FLU Timing and Facts

FLU IMMUNIZATION SEASON

MESSAGES

REFERENCES

OBJECTIVE

Activate employees to receive their flu vaccinations.

SEPTEMBER

Did you know that you can infect others up to 7 days after becoming sick with flu? Getting a flu vaccine helps protect not just you, but it may protect others around you as well.

Keep flu out of the office. Plan to get your flu shot.

How flu spreads. Centers for Disease Control and Prevention. August 27, 2018. Accessed July 9, 2022. <https://www.cdc.gov/flu/about/disease/spread.htm>

Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. <https://www.cdc.gov/flu/about/burden-averted/2019-2020.htm>

Key facts about influenza (flu). Centers for Disease Control and Prevention. August 26, 2021. Accessed August 30, 2022. <https://www.cdc.gov/flu/about/keyfacts.htm>

OCTOBER

Concerned about getting the flu from your flu shot? Don't be—there is a 0% chance of getting the flu from the flu shot.

Help keep your office—and yourself—protected this season by getting a flu shot.

Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. November 18, 2021. Accessed July 9, 2022. <https://www.cdc.gov/flu/prevent/misconceptions>



PATIENT OUTREACH COMMUNICATIONS FOR EMPLOYEE HEALTH AND HCPs



USING PATIENT OUTREACH COMMUNICATIONS

PEDIATRIC PATIENTS AND PARENTS

OLDER ADULTS

ALL ADULTS

EMPLOYEE HEALTH AND HCPs

SAMPLES OF DIGITAL COMMUNICATIONS

Impact to Employees



PLANNING SEASON	MESSAGES	REFERENCES
OBJECTIVE	Prepare employees to start planning to get their flu shots.	
JULY	<ul style="list-style-type: none"> During the 2019–2020 US flu season, of those who got the flu, 61% were working-age adults.^a Don't lose your time to the flu this season. Plan to get your flu vaccine. ^a"Working age" defined as adults aged 18 to 64 years. 	<ul style="list-style-type: none"> Estimated flu-related illnesses, medical visits, hospitalizations, and deaths in the United States — 2019–2020 flu season. Centers for Disease Control and Prevention. October 1, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burden/2019-2020.html
	<ul style="list-style-type: none"> During the 2020–2021 US flu season, only ~76% of healthcare personnel were vaccinated with the flu shot. Don't lose your time to the flu this season. Plan to get your flu vaccine. 	<ul style="list-style-type: none"> Influenza vaccination coverage among health care personnel — United States, 2020–21 influenza season. Centers for Disease Control and Prevention. October 7, 2021. Accessed July 9, 2022. https://www.cdc.gov/flu/fluview/hcp-coverage_1920-21-estimates.htm
	<ul style="list-style-type: none"> During the 2019–2020 US flu season, ~3.8 million illnesses were averted as a result of working-age adults receiving flu vaccinations.^a Help keep yourself—and your office—protected this season. Plan to get your flu vaccine. ^a"Working age" defined as adults aged 18 to 64 years. 	<ul style="list-style-type: none"> Estimated influenza illnesses, medical visits, and hospitalizations averted by vaccination in the United States — 2019–2020 influenza season. Centers for Disease Control and Prevention. October 6, 2020. Accessed July 9, 2022. https://www.cdc.gov/flu/about/burdenaverted/2019-2020.htm



FLU IMMUNIZATION SEASON	MESSAGES	REFERENCES
OBJECTIVE	Activate employees to receive their flu vaccinations.	
SEPTEMBER	<ul style="list-style-type: none"> Each year, up to 111 million workdays are missed due to flu. Don't lose your days off—help protect yourself by getting your flu vaccine today. 	<ul style="list-style-type: none"> Expanded NIOSH seasonal influenza web page provides easy access to guidance, highlights research. Centers for Disease Control and Prevention. March 7, 2011. Accessed July 9, 2022. https://www.cdc.gov/niosh/updates/upd-03-17-11.html
	<ul style="list-style-type: none"> The flu can result in 20 million workers losing 4 days of work. 	<ul style="list-style-type: none"> Flu season to cost business \$17B in lost productivity. New Jersey Business & Industry Association. August 9, 2019. Accessed May 6, 2022. https://njbia.org/flu-season-to-cost-business-17b-in-lost-productivity/



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Examples of Holiday Messaging

HOLIDAY	SAMPLE MESSAGING
VALENTINE'S DAY	<ul style="list-style-type: none"> Happy Valentine's Day! February is also American Heart Month, and if you have heart disease, getting your annual flu shot is a great way to help protect yourself from the flu. Schedule your flu shot today!
FIRST DAY OF SPRING	<ul style="list-style-type: none"> Happy first day of spring! Did you know that last year the flu season lasted as late as June? If you haven't had your flu shot, schedule yours today!
LABOR DAY	<ul style="list-style-type: none"> Happy Labor Day! The end of summer means flu season is just around the corner. Schedule your flu shot today!
FIRST DAY OF SCHOOL	<ul style="list-style-type: none"> Happy back-to-school! Your children are back with their friends, and that means germs and viruses are back, too. Help protect them from the flu by scheduling a flu shot appointment today.
FIRST DAY OF FALL	<ul style="list-style-type: none"> Happy first day of fall! Now that autumn is here, the risk of getting the flu is increasing by the day. Schedule your flu shot today and help protect yourself for the upcoming season.
HALLOWEEN	<ul style="list-style-type: none"> Happy Halloween! The CDC recommends you get your flu shot by the end of October to help protect yourself from all the scary symptoms of flu. If you haven't received your shot yet, give yourself a treat and schedule your appointment today.
THANKSGIVING	<ul style="list-style-type: none"> Happy Thanksgiving! The holiday season is here, and that means gatherings and special meals with friends and family. Help serve up protection from the flu by getting vaccinated today.
HAPPY HOLIDAYS	<ul style="list-style-type: none"> Happy Holidays to you and your loved ones! This season, give yourself the gift of flu protection. If you haven't already, schedule your flu shot today.
NEW YEAR	<ul style="list-style-type: none"> Happy New Year! Did you know flu season peaks in January and February? Make a resolution to get your flu shot as soon as possible if you haven't already.



WE HOPE YOU FIND THESE PATIENT OUTREACH MATERIALS HELPFUL

As you work towards the goal of protecting as many patients as possible from getting the flu, Sanofi is here to support you.

You can refer to this guide any time to make it easier to connect with your patients regularly about the importance of flu vaccinations. We are here to help take the work out of finding the right communications for the right patients, at the right time.

