

2020-2021 Influenza Vaccination Campaign Communication

November 2020

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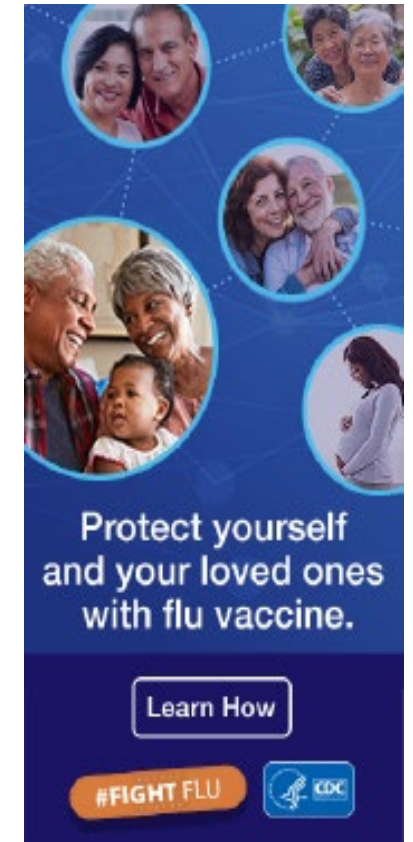
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Flu Vaccine is More Important Than Ever this Season!

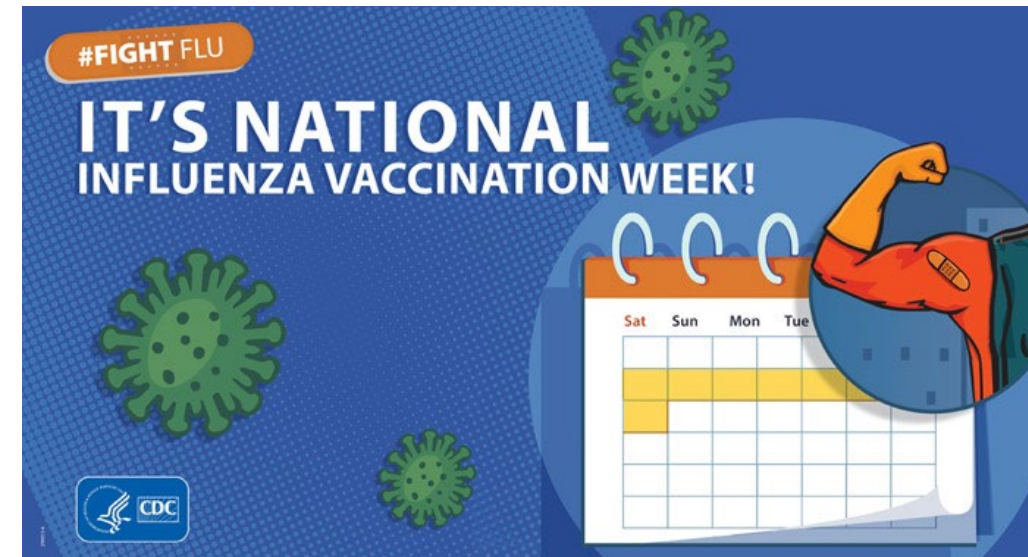
The more people vaccinated, the more people protected.

- **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

CDC Flu @CDCFlu

Join @CDCgov's Dr. Dan Jernigan and roll your **#SleeveUp** for a flu vaccine before the end of October. The best time to get a flu vaccine is before **#flu** starts circulating in your area. Find a flu vaccine near you: bit.ly/2SyDlp9



1:33 PM · Sep 25, 2020 · Sprout Social

MarylandResponds/OPR @MarylandOPR · Oct 2

The weekend is almost here! That means you'll hopefully have some extra time to roll your **#SleeveUp** and get your flu shot. Find a FREE public flu clinic here: marylandvax.org/clinic/search **#FightTheFlu**



#SleeveUp #FIGHT FLU cdc.gov/flu

The IZ Partnership @Immunize_USA

Did you get your **#flu** vaccine yet? We got ours! Exercise your right to bare arms. Roll your **#SleeveUp** and share your pix with us. **#MaskUpVaxUp** **#VaxTexas** **#immunizeUSA** **#FluVaccine** **#FightFlu**



#SleeveUp #FIGHT FLU

12:10 PM · Oct 5, 2020 · Twitter Web App

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](#)



Your work is essential!
[Flyer](#) [690 KB, 8.5 " x 11"]

[Poster](#) [633 KB, 11"x17"]

[Amharic](#) [690 KB, 8.5 " x 11"]

[Arabic](#) [690 KB, 8.5 " x 11"]

[Burmese](#) [690 KB, 8.5 " x 11"]

[French](#) [690 KB, 8.5 " x 11"]

[Haitian Creole](#) [690 KB, 8.5 " x 11"]

[Japanese](#) [690 KB, 8.5 " x 11"]

[Karen](#) [690 KB, 8.5 " x 11"]

[Korean](#) [690 KB, 8.5 " x 11"]

[Nepali](#) [690 KB, 8.5 " x 11"]

[Portuguese \(Brazil\)](#) [690 KB, 8.5 " x 11"]

[Simplified Chinese](#) [690 KB, 8.5 " x 11"]

[Spanish](#) [690 KB, 8.5 " x 11"]

[Somali](#) [690 KB, 8.5 " x 11"]

[Tigrinya](#) [690 KB, 8.5 " x 11"]

[Vietnamese](#) [690 KB, 8.5 " x 11"]

<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](#)



Prepare Your Practice to Fight Flu

Get materials and resources to improve your influenza vaccination rates this year.

[Get the Toolkit ▶](#)

