

FLU VACCINATION TOOLKIT (2020-2021)

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FLU VACCINATION TOOLKIT (2020-2021)

Newsletter Content

Headline: Now more than ever, it is important to get a flu shot

Content:

With the flu season coinciding with the COVID-19 pandemic, the Centers for Disease Control and Prevention (CDC) is urging everyone older than 6 months of age to get a flu shot to help protect themselves and their communities. It's especially important for [those at increased risk of developing serious flu-related complications](#), including:

- Children and infants.
- Adults age 65 and older.
- Pregnant women (and women up to two weeks postpartum).
- Adults with serious or chronic health conditions, such as heart disease, lung disease, asthma, kidney disease, cancer, and diabetes.

Maintaining routine vaccinations can help prevent illnesses, reduce stress on the healthcare system, and protect at-risk and vulnerable populations during the pandemic. While a seasonal flu shot will not prevent COVID-19, it may reduce the risk to you and your loved ones from becoming seriously ill with the flu.

You can get your flu shot in one of the many ways, although it is recommended you call ahead to ensure the location you are visiting has the vaccine in supply:

- Make an appointment with your doctor.
- Visit a local pharmacy, urgent care center, or walk-in clinic.
- Attend a drive-through or curbside vaccination clinic in your community, if available.

Patient messaging (text message, myChart, etc.)

- This is the most important flu vaccination season in recent history, and it is more important than ever to get your flu shot. [Call to action]
- This year, our community will be fighting both the flu and COVID-19. Protect yourself and vulnerable loved ones by getting a flu shot this year. [Call to action]
- Protect yourself from the flu. Get your flu shot today. [Call to action]
- It is more important than ever to get a flu shot this year. [Call to action]
- Call to action options:
 - Visit [xxxx.com](#) to schedule your appointment.
 - Call XXX-XXX-XXXX to schedule your appointment.
 - Call XXX-XXX-XXXX or visit [www.xxxxx.com](#) to make your appointment.
 - Stop by between X a.m. and X p.m. for a walk-in appointment.
 - Stop by XXX for a walk-in flu vaccination today.





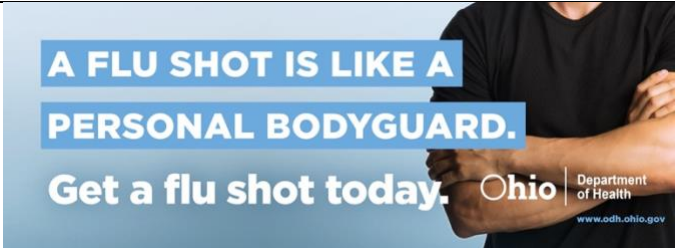

FLU VACCINATION TOOLKIT (2020-2021)

Audio Announcements

- Potential Script –
 - “Hi, I’m [Dr. X], and I practice medicine at [X facility] in [X city/county]. This year, flu vaccines are more important than ever because we will be fighting both the flu and COVID-19 at the same time. Flu vaccines are recommended for everyone 6 months of age and older. Much like social distancing, wearing a mask, and handwashing, getting a flu shot is another layer of protection for ourselves, vulnerable family and friends, and our community. I urge you to get make an appointment, or walk in for your flu shot, today.”

FLU VACCINATION TOOLKIT (2020-2021)

Graphics and Artwork

<p>Facebook – post</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>	<p>Twitter - post</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>
<p>Social post with shared link (Facebook/Twitter)</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>	<p>Instagram post</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>
<p>Web banner 1</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>	<p>Web banner 2</p>  <p>A FLU SHOT IS LIKE A PERSONAL BODYGUARD. Get a flu shot today.</p> <p>Ohio Department of Health www.odh.ohio.gov</p>

FLU VACCINATION TOOLKIT (2020-2021)

Social media story



Thumbnail



Television screen/presentation slide



FLU VACCINATION TOOLKIT (2020-2021)

Instagram



Facebook/Twitter



FLU VACCINATION TOOLKIT (2020-2021)

Instagram



Facebook/Twitter



FLU VACCINATION TOOLKIT (2020-2021)

Instagram



Facebook/Twitter



FLU VACCINATION TOOLKIT (2020-2021)

Trusted Resources and Links

- Ohio Department of Health Flu website - <https://flu.ohio.gov>
- Vaccine Finder - <https://vaccinefinder.org>
- CDC Resources
 - Flu - <https://www.cdc.gov/flu>
 - Flu shot - <https://www.cdc.gov/flu/prevent/flushot.htm>
 - Misconceptions about flu vaccines - <https://www.cdc.gov/flu/prevent/misconceptions.htm>
- Resources for high-risk audiences
 - Adults 65 and older - <https://www.cdc.gov/flu/highrisk/65over.htm>
 - Asthma - <https://www.cdc.gov/flu/highrisk/asthma.htm>
 - Cancer - <https://www.cdc.gov/flu/highrisk/cancer.htm>
 - Chronic Kidney Disease - <https://www.cdc.gov/flu/highrisk/chronic-kidney-disease.htm>
 - Diabetes - <https://www.cdc.gov/flu/highrisk/diabetes.htm>
 - Heart Disease and Stroke - <https://www.cdc.gov/flu/highrisk/heartdisease.htm>
 - HIV / Aids - <https://www.cdc.gov/flu/highrisk/hiv-flu.htm>
 - Pregnant women -
 - CDC - <https://www.cdc.gov/flu/highrisk/pregnant.htm>
 - Mayo Clinic - <https://www.mayoclinic.org/healthy-lifestyle/pregnancy-week-by-week/expert-answers/influenza/faq-20058522>
 - American College of Obstetrics and Gynecology - <https://www.acog.org/patient-resources/faqs/pregnancy/the-flu-vaccine-and-pregnancy>
 - March of Dimes and Pregnancy - <https://www.marchofdimes.org/complications/influenza-and-pregnancy.aspx>
 - Flu Vaccine Safety during Pregnancy - https://www.cdc.gov/flu/highrisk/qa_vacpregnant.htm
 - Young Children -
 - Flu and Young Children - <https://www.cdc.gov/flu/highrisk/children.htm>
 - Flu Information for Parents - <https://www.cdc.gov/flu/highrisk/parents.htm>

FLU VACCINATION TOOLKIT (2020-2021)

Social Media

Notes

- Hashtag: #flufighter
- Images and videos increase reach. Always try to use some form of visual with every post.
- Tailor images to audiences. Ex: use a photo of an older adult for posts targeting that population.
- Keep posts as simple as possible.
- Use flu.ohio.gov and vaccinefinder.org as resources when possible.
- Graphics and images are provided in this toolkit beginning on page 4.

Suggested social media content

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Generic	Any time	<p>Now more than ever, it is important to get a flu shot.</p> <p>A flu shot is like a personal bodyguard – and a simple way to stop you from getting sick this flu season. Get your flu shot today. #flufighter</p>	<p>Now more than ever, it is important to get a flu shot. A flu shot is like a personal bodyguard – and a simple way to stop you from getting sick this #flu season. Get your flu shot today. #flufighter</p>
Generic	Any time	<p>Do you know the best method of protection against the flu? It's the flu shot, and it is updated every year to keep up with the changing viruses. Everyone age 6 months and older should get a flu shot this year.</p> <p>A flu shot is like a personal bodyguard – and a simple way to stop you from getting sick this flu season. Get your flu shot today. #flufighter</p>	<p>#DYK: Flu vaccines are updated each season to keep up with changing viruses. That's why it's so important that you get vaccinated every year. Get your #flu shot today. #flufighter</p>

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Where to get a flu shot	Any time	Have you gotten your flu shot? The flu vaccine is offered by many doctor's offices, clinics, health departments, pharmacies, and college health centers. A flu shot is like a personal bodyguard. Visit vaccinefinder.org to find out where to get yours today. #flufighter	Have you gotten your flu shot? The flu vaccine is offered by many doctor's offices, clinics, health departments, pharmacies, and college health centers. A flu shot is like a personal bodyguard. Visit vaccinefinder.org to find out where to get yours today. #flufighter
Flu Q&A	October - November	<p>It's time for some flu Q&A.</p> <p>Q: When is the best time to get a flu shot?</p> <p>A: Now! It takes about two weeks after vaccination for antibodies to fully develop in your body.</p> <p>A flu shot is like a personal bodyguard. Get your flu shot today. #flufighter</p>	<p>Q: When is the best time to get a #flu shot?</p> <p>A: Now! It takes about two weeks after vaccination for antibodies to fully develop in your body.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>
Flu Q&A	December - February	<p>It's time for some flu Q&A.</p> <p>Question: Is it too late to get a flu shot?</p> <p>Answer: No. Even if flu activity has already started, it's not too late to get your vaccine. Keep in mind that it does take about 2 weeks to be protected after getting a flu shot while antibodies to fully develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>	<p>Q: Is it too late to get a flu shot?</p> <p>A: No. Even if flu activity has already started, it's not too late to get your vaccine. Keep in mind that it does take about 2 weeks after getting a flu shot for antibodies to fully develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Flu Q&A	Any time	<p>It's time for some flu Q&A.</p> <p>Question: Who should get a flu shot?</p> <p>Answer: Everyone 6 months or older.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>	<p>Q: Who should get a #flu shot?</p> <p>A: Everyone 6 months or older.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>
Flu Q&A	Any time	<p>It's time for some flu Q&A.</p> <p>Question: Can I get the flu from getting a flu shot?</p> <p>Answer: No. The flu shot does not contain a live virus, and it doesn't give you the flu. You might develop soreness at the injection site, or mild symptoms, like muscle aches, low-grade fever, a headache, or nausea, caused by your body's immune response. Bottom line – getting the flu shot or nasal spray doesn't cause the flu. Keep in mind that it does take about 2 weeks to be protected after getting a flu shot while antibodies to fully develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>	<p>Q: Can I get the flu from getting a #flu shot?</p> <p>A: No. The flu shot does not contain a live virus, and it doesn't give you the flu. Keep in mind it takes about 2 weeks to become effective as antibodies develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Flu Q&A	Any time	<p>It's time for some flu Q&A.</p> <p>Question: I never get the flu shot, and I don't get sick. Do I really need one?</p> <p>Answer: Yes. Even healthy people can get sick from the flu and can spread it to loved ones who may be more vulnerable to severe complications from the flu. The best protection for you, your family, and your community, especially when we're fighting COVID-19, is a flu shot. #flufighter</p> <p>A flu shot is like a personal bodyguard. Get yours today.</p>	<p>Q: I never get the #flu shot, and I don't get sick. Do I really need one?</p> <p>A: Yes. Even healthy people can get sick from the flu and can spread it to vulnerable loved ones. The best protection for you, your family, and your community is a flu shot. #flufighter</p>
Flu Q&A	Any time	<p>It's time for some flu Q&A.</p> <p>Question: Do I need a flu shot every year? I got one last year.</p> <p>Answer: Yes. The influenza virus changes (mutates) each year. So, getting vaccinated annually is important to make sure you have immunity to the strains most likely to cause an outbreak.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>	<p>Q: Do I need a #flu shot every year? I got one last year.</p> <p>A: Yes. The flu virus changes each year and getting vaccinated annually makes sure you have immunity to the strains most likely to cause an outbreak.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #flufighter</p>

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
High-risk populations	Any time	Everyone 6 months and older should get the flu vaccine, but it is especially important for high-risk populations. Older adults, young children, pregnant women, and people with underlying health conditions are most at risk for serious complications from the flu. Get vaccinated today. #flufighter	Everyone 6 months and older should get the #flu vaccine, but it is especially important for older adults, young children, pregnant women, and people with underlying health conditions. A flu shot is like a personal bodyguard. Get yours today. #flufighter
Symptoms	Any time	Symptoms of the flu, such as fever, cough, sore throat, body aches, headache, chills, and fatigue, can be similar to symptoms of COVID-19. Getting the flu vaccine is your best method of defense. Get vaccinated today. #flufighter	Symptoms of the flu, such as fever, cough, sore throat, body aches, headache, chills, and fatigue, can be similar to symptoms of COVID-19. Getting the flu vaccine is your best method of defense. A flu shot is like a personal bodyguard. Get yours today. #flufighter
COVID-19/flu	Any time in 2020 calendar year	Ohioans have shown their resiliency more than ever this year. We're asking for your help once again: Get the flu vaccine to protect yourself, your family, your friends, and neighbors. The vaccine is our best defense to protect us all this flu season. #flufighter	
COVID-19/flu	Any time	Much like wearing a mask, social distancing, and frequent handwashing, getting a flu shot provides a layer of protection for you, vulnerable loved ones, and your community. A flu shot is like a personal bodyguard. Get yours today. #flufighter	Much like wearing a mask, social distancing, and handwashing, getting a flu shot provides a layer of protection for you, vulnerable loved ones, and your community. A flu shot is like a personal bodyguard. Get yours today. #flufighter

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
COVID-19/flu	Any time	COVID-19 and flu are not the same. Although they often have some similar symptoms, they can have drastically different effects. Be sure to get a flu shot, wash your hands frequently, wear your mask, and if you're sick, stay home. #flufighter	COVID-19 and flu are not the same. Although they often have some similar symptoms, they can have drastically different effects. Be sure to get a flu shot, wash your hands frequently, wear your mask, and if you're sick, stay home. #flufighter
COVID-19/flu	October / November	Getting a flu vaccine this fall is more important than ever, not only to reduce your risk from flu but also to help conserve potentially scarce healthcare resources needed to respond to the COVID-19 pandemic. Get the flu vaccine today. #flufighter	Getting a #flu vaccine this fall is more important than ever, not only to reduce your risk from flu but also to help conserve potentially scarce health care resources for the COVID-19 pandemic. A flu shot is like a personal bodyguard. Get yours today. #flufighter
COVID-19/flu	Any time	We're fighting COVID-19 and flu at the same time. In these unprecedented times, it's important than ever that we take precautions to protect ourselves and our communities. Get the flu vaccine, wash your hands frequently, wear your mask, and if you're sick, stay home. #flufighter	We're fighting COVID-19 and flu at the same time. Now more than ever, it is important to protect ourselves and our communities. Get the flu vaccine, wash your hands frequently, wear your mask, and if you're sick, stay home. #flufighter
COVID-19/flu	Any time	Because of the COVID-19 pandemic, reducing the spread of respiratory illnesses, like flu, this fall and winter is more important than ever. Do your part to slow the spread of flu by getting vaccinated today. #flufighter	Because of the COVID-19 pandemic, reducing the spread of respiratory illnesses, like flu, this fall and winter is more important than ever. Do your part to slow the spread of flu by getting vaccinated today. #flufighter

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Minority Communities	Any time	Vaccines have saved lives for more than 100 years. This year, it is more important than ever to get a flu shot to protect yourself and your family from serious health complications. Find where to get vaccinated here: https://vaccinefinder.org/find-vaccine . #flufighter	Vaccines have saved lives for over 100 years. This year, it is more important than ever to get a flu shot to protect yourself and your family from serious health complications. Find where to get vaccinated here: https://vaccinefinder.org/find-vaccine . #flufighter
Minority Communities	Any time	The flu vaccine is a safe and effective method to prevent you and those you love from getting sick. Call your doctor, visit a pharmacy or urgent care, or use the vaccine finder tool to find a flu shot near you: https://vaccinefinder.org/find-vaccine . #flufighter	#DYK: The #flu vaccine not only protects you, but also your family. That's why it is so important to make sure your entire family gets a flu shot this year. Call your doctor, visit a pharmacy or urgent care center, or use the vaccine finder tool to find a flu shot near you: https://vaccinefinder.org/find-vaccine . #flufighter
College students	Any time	The bad news: The flu can stop you in your tracks. Coughing, sore throat, chills, and fever could cause you to miss out on your everyday life. The good news: You can prevent the flu by getting vaccinated. A flu shot is like a personal bodyguard. Get yours today. #flufighter	The bad news: The #flu can stop you in your tracks. Coughing, sore throat, chills, and fever could cause you to miss out on your everyday life. The good news: You can prevent the flu by getting vaccinated. A flu shot is like a personal bodyguard. Get yours today. #flufighter
College students	Any time	You may think you're invincible, but the flu can affect anyone. Coughing, sore throat, chills, and fever are no joke. A flu shot is like a personal bodyguard. Get yours today. #flufighter	You may think you're invincible, but the #flu can affect anyone. Coughing, sore throat, chills, and fever are no joke. A flu shot is like a personal bodyguard. Get yours today. #flufighter

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
College students	Any time	Getting the flu vaccine not only protects you, but also your parents and grandparents. Do the right thing and get vaccinated today. Call the student health center, visit a pharmacy or urgent care, or use the vaccine finder tool to find a flu shot near you: https://vaccinefinder.org/find-vaccine . #flufighter	Getting the #flu vaccine not only protects you, but also your parents and grandparents. Be a #flufighter – call the student health center, visit a pharmacy or urgent care, or use the vaccine finder tool to find a flu shot near you: https://vaccinefinder.org/find-vaccine .
Older adults	Any time	People 65 years and older are at high risk for developing serious complications from the flu. Now more than ever, it is important to be vaccinated. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine #flufighter	People 65 years and older are at high risk for developing serious complications from the #flu. Now more than ever, it is important to be vaccinated. Be a #flufighter – call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine
Older adults	Any time	Older adults are at a higher risk of developing complications from the flu and being hospitalized. That's why it's so important that you get vaccinated this flu season. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine	Older adults are at a higher risk of developing complications from the flu. That's why it's so important that you get vaccinated this flu season. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine
Older adults	Any time	If you're 65 or older, you may need a high dose flu vaccine to protect yourself from serious complications from the flu. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine	If you're 65 or older, you may need a high dose flu vaccine to protect yourself from serious complications from the flu. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Older adults	Any time	In recent years, flu vaccines have reduced the risk of flu-associated hospitalizations among older adults by about 40%. That's why it's so important that you get vaccinated this flu season. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine	In recent years, #flu vaccines have reduced the risk of flu-associated hospitalizations among older adults by about 40%. That's why it's so important that you get vaccinated this flu season. Call your doctor or visit a pharmacy to get your flu shot today. https://vaccinefinder.org/find-vaccine
Pregnant women	Any time	Flu shots are safe and effective for pregnant women during any trimester. In fact, because the mother passes antibodies to her developing baby, they can protect a newborn for several months after birth. A flu shot is like a personal bodyguard for you and your family. Protect your growing family today. #flufighter	#Flu shots are safe and effective for #pregnant women during any trimester. In fact, because the mother passes antibodies to her developing baby, they can protect a newborn for several months after birth. Protect your family today. #flufighter
Pregnant women	Any time	Changes in the immune system, heart, and lungs during pregnancy make pregnant women more prone to severe illness from flu. A flu shot can be given safely during any trimester of pregnancy and can help protect the baby several months after being born. A flu shot is like a personal bodyguard for you and your family. Protect your growing family today. #flufighter	Changes in the immune system, heart, and lungs during pregnancy make #pregnant women more prone to severe illness from #flu. A flu shot can be given safely during any trimester and protects the baby after being born. It's like a personal bodyguard for your growing family.
Families	Any time	A flu shot is like a personal bodyguard for you and your family. Everyone 6 months or older should get the vaccine. Contact your family's healthcare provider to get vaccinated today. #flufighter	A flu shot is like a personal bodyguard for you and your family. Everyone 6 months or older should get the vaccine. Contact your family's healthcare provider to protect your family today. #flufighter

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Families	Any time	Flu vaccination not only protects you, but those around you. This is especially important for people at higher risk for complications, such as babies younger than 6 months who cannot get vaccinated, as well as young children and older adults. A flu shot is like a personal bodyguard for you and your family. Protect your family today. #flufighter	Flu vaccination not only protects you, but those around you – like those at higher risk for complications, including babies under 6 months, young children and older adults. A flu shot is like a personal bodyguard for you and your family. Protect your family today. #flufighter
Families	Any time	Flu vaccine is the best way to protect your child against flu and its potentially serious complications. Children younger than 5 years old, especially those younger than 2, are at high risk of developing serious flu-related complications. A flu shot is like a personal bodyguard for you and your family. Protect your family today. #flufighter	A #flu shot is the best way to protect your child against flu and its potentially serious complications. Children younger than 5, especially those under 2, are at high risk of developing serious flu-related complications. Protect your family today. #flufighter
Rural communities	Any time	The flu shot has been a trusted method for preventing the flu for decades. Coughing, sore throat, chills, and fever can stop you from living your everyday life. Call your doctor, visit a pharmacy, or find a flu shot near you. https://vaccinefinder.org/find-vaccine #flufighter	#Flu shots have protected families for generations. Coughing, sore throat, chills, and fever can stop you from living your everyday life. Call your doctor, visit a pharmacy, or find a flu shot near you. #flufighter https://vaccinefinder.org/find-vaccine
Rural communities	Any time	It's flu season, which means the influenza virus is circulating in your community. Coughing, sore throat, chills, and fever are no joke. Keep you and your loved ones safe by getting vaccinated today. Call your doctor, visit a pharmacy, or find a flu shot near you. https://vaccinefinder.org/find-vaccine #flufighter	It's #flu season. Coughing, sore throat, chills, and fever are no joke. Keep you and your loved ones safe by getting vaccinated today. Call your doctor, visit a pharmacy, or find a flu shot near you. #flufighter https://vaccinefinder.org/find-vaccine

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Spanish	Any time	Estamos luchando contra el COVID-19 y la gripe al mismo tiempo. Ahora más que nunca, es importante protegernos a nosotros mismos y a nuestras comunidades. Póngase la vacuna contra la gripe, lávese las manos con frecuencia, use su máscara y si está enfermo, quédese en casa. #flufighter	Estamos luchando contra el COVID-19 y la gripe al mismo tiempo. Ahora más que nunca, es importante protegernos a nosotros mismos y a nuestras comunidades. Póngase la vacuna contra la gripe, lávese las manos con frecuencia, use su máscara y si está enfermo, quédese en casa.
Spanish	Any time	Las vacunas han salvado vidas durante más de 100 años. Este año más que nunca, es muy importante vacunarse contra la gripe para protegerse a sí mismo y a su familia de complicaciones graves de salud. Encuentre dónde vacunarte en este link: https://vaccinefinder.org/find-vaccine . #flufighter	Las vacunas han salvado vidas durante más de 100 años. Este año más que nunca, es muy importante vacunarse contra la gripe para protegerse a sí mismo y a su familia de complicaciones graves de salud.
Spanish	Any time	#DYK (¿Sabía qué?): La vacuna #flu no solo le protege, sino también a tu familia. Por eso es tan importante asegurarse de que toda su familia reciba una vacuna contra la gripe este año. Llame a su médico, visite una farmacia, una clínica o centro de atención médica, o utilice la herramienta de internet para la búsqueda de sitios en donde ponerse la vacuna cerca de usted en este link: https://vaccinefinder.org/find-vaccine . #flufighter	#DYK (¿Sabía qué?): La vacuna #flu no solo le protege, sino también a tu familia. Por eso es tan importante asegurarse de que toda su familia reciba una vacuna contra la gripe este año. Llame a su médico, visite una farmacia, o una clínica o centro de atención médica. #flufighter

FLU VACCINATION TOOLKIT (2020-2021)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Special observances	Dec. 6 – 12, 2020	This week is National Influenza Vaccination Week (NIVW)! It highlights the importance of continuing flu vaccination through the holiday season and beyond. Help us spread joy, not flu, and get a flu shot to protect yourself and your family this flu season. #flufighter	This week is National Influenza Vaccination Week (NIVW)! #NIVW highlights the importance of continuing flu vaccination through the holiday season and beyond. Help us spread joy, not flu, and get a flu shot to protect yourself and your family this flu season. #flufighter
Special observances	Dec. 6 – 12, 2020	It's National Influenza Vaccination Week (#NIVW)! There are many reasons to get a flu vaccine. It can reduce your risk of flu and its potentially serious complications. It also can reduce the severity of your illness, even if you still get sick. However, flu vaccination isn't just about keeping you healthy; it's also about helping to protect everyone around you who may be vulnerable to becoming very sick from flu. #flufighter	It is not too late to get a #flu vaccine. @CDCFlu recommends vaccination for everyone 6 months and older. A flu shot is like a personal bodyguard. Get yours today. #flufighter #NIVW
Special observances	Between Thanksgiving and Christmas	Spread joy this holiday season, not flu. Contact your healthcare provider to get vaccinated today. #flufighter	Spread joy this holiday season, not #flu. Contact your healthcare provider to get vaccinated today. #flufighter
Special observances	Between Thanksgiving and Christmas	With the holiday season and the start of the new year just around the corner, don't forget that all Ohioans 6 months and older should get a flu shot. It's not too late! Learn more at flu.ohio.gov . #flufighter	With the #holiday season and the start of the new year just around the corner, don't forget that @CDCFlu recommends everyone 6 months and older should get a #flu shot. It's not too late! #flufighter