

# FLU VACCINATION TOOLKIT (2021-2022)

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*Updated Oct. 24, 2021*

# FLU VACCINATION TOOLKIT (2021-2022)

## Newsletter Content

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

**Alternate headline:** Make sure you're protected this flu season – get your flu shot and your COVID-19 vaccine

**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. While a seasonal flu shot will not prevent COVID-19 (but a [COVID-19 vaccine](#) will), it may reduce the risk to you and your loved ones from becoming seriously ill with the flu.

You can get both COVID-19 and the flu – sometimes even at the same time. You don't want to be fighting both flu and COVID-19 simultaneously. COVID-19 vaccines can now be administered at the same visit as your flu shot – so double-up your protection with a COVID-19 vaccine and a flu shot. Learn more about COVID-19 vaccines or make an appointment at [gettheshot.coronavirus.ohio.gov](https://gettheshot.coronavirus.ohio.gov).

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 available:

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

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## Patient messaging (text message, myChart, etc.)

- With flu season and the COVID-19 pandemic coinciding, it is more important than ever to get your flu shot, and your COVID-19 vaccine. [Call to action]
- This year, our community will be fighting both the flu and COVID-19. Get your flu shot, and double-up your protection if you haven't yet chosen to get a COVID-19 vaccine. [Call to action]
- Protect yourself from the flu. Get your flu shot today. [Call to action]
- It's possible to get flu and COVID-19 at the same time. Protect yourself with vaccines – get your flu shot and COVID-19 vaccine today. [Call to action]
- While we continue to fight COVID-19, it is more important than ever to get a flu shot this year. [Call to action]
- A flu shot is like a personal bodyguard. Get protected from the flu. [Call to action]
- Call to action options:
  - Visit [xxx.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.

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## Audio Announcements

- Potential Scripts –
  - “Hi, I’m [Dr. X], and I am a physician at [X facility] in [X city/county]. This year, flu vaccines are more important than ever because we will again be fighting both the flu and COVID-19 at the same time. Flu vaccines are recommended for everyone 6 months of age and older. Maintaining routine vaccinations can help prevent illnesses, reduce stress on the healthcare system, and protect at-risk and vulnerable populations. A flu shot will protect you from becoming seriously ill with the flu, much like a COVID-19 vaccine can protect you from a severe case of COVID-19. In addition, COVID-19 vaccines can now be administered at the same visit as your flu shot – so double-up your protection with a COVID-19 vaccine and a flu shot. I urge you to get make an appointment, and choose to be vaccinated today.”
  - “Hi, I’m [Dr. X], and I [practice medicine, am a physician, am a pediatrician, etc.] at [X facility] in [X city/county]. This year, our community will be fighting both the flu and COVID-19 at the same time. Get your flu shot, and double-up your protection if you haven’t yet chosen to get a COVID-19 vaccine. The shots can now be administered at the same visit. Flu vaccines are recommended for everyone 6 months of age and older, and COVID-19 vaccines are authorized for those ages 12 and older. I urge you to get make an appointment, or walk in to get your flu shot, today.”

# FLU VACCINATION TOOLKIT (2021-2022)

## Talking Points

- This year, flu vaccines are more important than ever, because we will again be fighting both the flu and COVID-19 at the same time.
- It is possible to have flu, as well as other respiratory illnesses, and COVID-19 at the same time. Health experts are still studying how common this can be. Because there is potential that both COVID-19 and the flu can be severe, it is important to protect yourself with vaccines.
- Prevention measures used to protect against COVID-19 such as masking, frequent handwashing, and physical distancing can also help protect against respiratory illnesses like the flu. However, the best way to reduce your risk of flu illness and its potentially serious complications is for everyone 6 months and older to get a flu vaccine each year. By getting a flu vaccine, you may also be protecting people around you who are more vulnerable to serious flu complications.
- Flu activity was unusually low during the 2020-21 flu season. Many prevention measures used to prevent the spread of COVID-19, including masking and physical distancing, also helped prevent the spread of flu. Relaxed prevention measures this year could result in an increase in flu activity during the upcoming 2021–2022 flu season. Protect yourselves with the flu vaccine.
- Flu vaccines are recommended for everyone 6 months of age and older. Maintaining routine vaccinations can help prevent illnesses, reduce stress on the healthcare system, and protect at-risk and vulnerable populations.
- A flu shot will protect you from becoming seriously ill with the flu, much like a COVID-19 vaccine can protect you from a severe case of COVID-19.
- Now is a great time to get your flu shot, which can be co-administered with COVID-19 vaccines, meaning that you can get your COVID-19 vaccine at the same appointment where you get a flu shot.
- You can get both COVID-19 and the flu – sometimes even at the same time. You don't want to be fighting both flu and COVID-19 simultaneously. So, now more than ever, it is important to choose to get both vaccines.
- For the best protection from flu, we recommend that you get your flu shot this fall.
- We should all protect ourselves and our health from COVID-19 and flu by choosing to get a COVID-19 vaccine and a flu shot, along with frequent handwashing and wearing masks as advised.
- COVID-19 vaccines can now be administered at the same visit as your flu shot – so double-up your protection with a COVID-19 vaccine and a flu shot.
- All available flu vaccines this flu season are designed to protect against the four flu viruses most likely to spread and cause illness among people during the upcoming flu season.
- While flu activity may be low in your community right now, it could begin increasing at any time. Remember, after you are vaccinated, your body takes about two weeks to develop antibodies that protect against flu. Ideally, you should get vaccinated against flu by the end of October.

# FLU VACCINATION TOOLKIT (2021-2022)

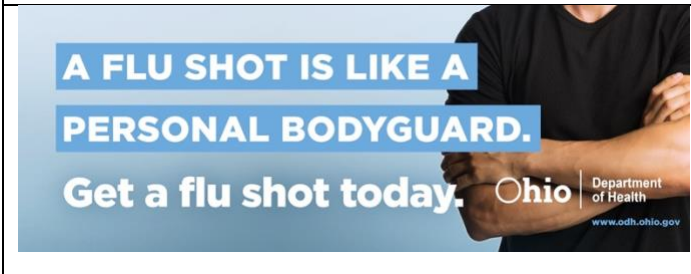
## Graphics and Artwork

Graphics are available for download by following [this Dropbox link](#).

<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>

# FLU VACCINATION TOOLKIT (2021-2022)

Web banner 1



Web banner 2



# FLU VACCINATION TOOLKIT (2021-2022)

Social media story



Thumbnail



Television screen/presentation slide





# FLU VACCINATION TOOLKIT (2021-2022)

Instagram



Facebook/Twitter



# FLU VACCINATION TOOLKIT (2021-2022)

Instagram



Facebook/Twitter



# FLU VACCINATION TOOLKIT (2021-2022)

Instagram







Facebook/Twitter



# FLU VACCINATION TOOLKIT (2021-2022)

## Graphics – Flu and COVID-19

Instagram	Facebook/Twitter
 <p><b>Ohio</b>   Department of Health</p> <p><b>Your best defense against getting sick this season? The flu shot and COVID-19 vaccines.</b></p> <p><b>Schedule yours today!</b></p>	 <p><b>Your best defense against getting sick this season? The flu shot and COVID-19 vaccines.</b></p> <p><b>Schedule yours today!</b></p>
 <p><b>Ohio</b>   Department of Health</p> <p><b>Get your flu shot and COVID-19 vaccines at the same time!</b></p>	 <p><b>Get your flu shot and COVID-19 vaccines at the same time!</b></p>


# FLU VACCINATION TOOLKIT (2021-2022)



**Ohio** | Department of Health

## Fight Flu and COVID-19

Get Vaccinated Ohio!



**Ohio** | Department of Health

## Fight Flu and COVID-19

Get Vaccinated Ohio!



**Ohio** | Department of Health

Call your pharmacy to schedule your flu and COVID-19 vaccinations today!



**Ohio** | Department of Health

Call your pharmacy to schedule your flu and COVID-19 vaccinations today!



**Vaccination**  
is your best  
defense  
against flu  
and COVID-19.

**Ohio** | Department  
of Health

# FLU VACCINATION TOOLKIT (2021-2022)

## Trusted Resources and Links

- Ohio Department of Health Flu website - <https://flu.ohio.gov>
- 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>
  - [Frequently asked questions: Influenza](https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.htm) - <https://www.cdc.gov/flu/season/faq-flu-season-2021-2022.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](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>

## CDC Toolkit

The Centers for Disease Control and Prevention (CDC) offers additional comprehensive toolkits:

- [Social Media Toolkit](#)
- [Toolkit for Healthcare Providers](#)

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## Social Media

### Notes

- Hashtag: #fightflu
- 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 as a resource when possible.
- [Graphics and images](#) are provided in this toolkit beginning on page 6.

### Suggested social media content

#### Flu and COVID-19

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
COVID-19/flu	Any time	<p>Now more than ever, as we fight both #COVID19 and the flu, it is important to get a flu shot.</p> <p>Flu shots &amp; #COVID19 vaccines are like personal bodyguards – and simple, safe, effective ways to keep you from getting sick. Get your flu shot &amp; COVID-19 vaccine today. #fightflu #gettheshot</p>	<p>Now more than ever, as we #fightflu &amp; #COVID19, it is important to get vaccinated. Flu shots &amp; #COVID19 vaccines are like personal bodyguards – and simple ways to stop you from getting sick. Get your flu shot &amp; #COVID19 vaccine today.</p>
COVID-19/flu	Any time	<p>#DYK you can get the #flu and #COVID19 at the same time? Protect yourself so you don't end up sick and fighting both at once. Get your #COVID19 vaccine and flu shot today. #fightflu #gettheshot</p>	<p>#DYK you can get the #flu and #COVID19 at the same time? Protect yourself so you don't end up sick and fighting both at once. Get your #COVID19 vaccine and flu shot today. #fightflu #gettheshot</p>



# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
COVID-19/flu	Any time	Have you gotten your flu shot and COVID-19 vaccine? Vaccines are offered by many pharmacies, clinics, health departments, and college health centers. And, you can get your flu shot & #COVID19 vaccine at the same appointment. Protect yourself with a #COVID19 vaccine & flu shot today. #fightflu	Have you gotten your flu shot and COVID-19 vaccine? Vaccines are offered by many pharmacies, clinics, health departments, and college health centers. And, you can get your flu shot & #COVID19 vaccine at the same appointment. Protect yourself with a #COVID19 vaccine & flu shot today. #fightflu
COVID-19/flu	Any time	Much like wearing a mask, social distancing, and frequent handwashing, getting a flu shot & #COVID19 vaccine provides a layer of protection for you, vulnerable loved ones, and your community. Flu shots & COVID-19 vaccines are like personal bodyguards. Get yours today. #fightflu	Much like wearing a mask, social distancing, and handwashing, getting #COVID19 vaccines and flu shots provide a layer of protection for you, vulnerable loved ones, and your community. Flu shots and COVID-19 vaccines are like personal bodyguards. Get yours today. #fightflu
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, COVID-19 vaccine, wash your hands frequently, wear your mask in crowded settings, and if you're sick, stay home. #fightflu	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, COVID-19 vaccine, wash your hands frequently, wear your mask in crowded settings, and if you're sick, stay home. #fightflu
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 healthcare resources needed to respond to the COVID-19 pandemic. Get the flu vaccine today. #fightflu	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. #fightflu

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
COVID-19/flu	Any time	We're fighting COVID-19 and flu at the same time. It's more important than ever that we take precautions to protect ourselves and our communities. Choose to get your #COVID19 vaccine, flu shot, wash your hands frequently, wear a mask in crowded settings, and if you're sick, stay home. #fightflu	We're fighting COVID-19 and flu at the same time. It's more important than ever that we take precautions to protect ourselves and our communities. Choose to get your #COVID19 vaccine, flu shot, wash your hands frequently, wear a mask in crowded settings, and if you're sick, stay home. #fightflu
COVID-19/flu	Any time	Reducing the spread of #COVID19, flu, and respiratory illnesses this fall and winter is more important than ever. Do your part to slow the spread by getting your #COVID19 vaccine & flu shot today. #fightflu #gettheshot	Reducing the spread of #COVID19, flu, and respiratory illnesses this fall and winter is more important than ever. Do your part to slow the spread by getting your #COVID19 vaccine & flu shot today. #fightflu #gettheshot
Minority Communities – Flu + COVID-19	Any time	Vaccines have saved lives for more than 100 years. This year, flu shots & #COVID19 vaccines can keep you safe from serious illness. Double-up with a flu vaccine and a COVID-19 vaccine to protect yourself. #fightflu #gettheshot	Vaccines have saved lives for more than 100 years. This year, flu shots & #COVID19 vaccines can keep you safe from serious illness. Double-up with a flu vaccine and a COVID-19 vaccine to protect yourself. #fightflu #gettheshot
College students – Flu + COVID-19	Any time	We're fighting both #flu and #COVID19 this year. Getting the flu or COVID-19 can stop you in your tracks & cause you to miss out on your everyday life. Getting both at the same time would be even worse. You can prevent the flu & #COVID19 by getting vaccinated. Choose to get your #flushot & #COVID19 vaccine today.	We're fighting both #flu and #COVID19 this year. Getting the flu or COVID-19 can stop you in your tracks & cause you to miss out on your everyday life - getting both at the same time would be even worse. Prevent the flu & #COVID19 by getting vaccinated today.

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
College students – Flu + COVID-19	Any time	Some days, you might feel invincible. Getting the #flu or #COVID19 would stop that – and getting both at the same time would be even more difficult. Protect yourself by choosing to get a #flushot & #COVID19 vaccine.	Some days, you might feel invincible. Getting the #flu or #COVID19 would stop that – and getting both at the same time would be even more difficult. Protect yourself by choosing to get a #flushot & #COVID19 vaccine.
College students – Flu + COVID-19	Any time	Get vaccinated today to protect yourself from severe illness from #flu or #COVID19. You can get your #flushot & #COVID19 vaccine at the same appointment. Call the student health center or visit a pharmacy or urgent care to find vaccines near you.	Get vaccinated today to protect yourself from severe illness from #flu or #COVID19. You can get your #flushot & #COVID19 vaccine at the same appointment. Call the student health center or visit a pharmacy or urgent care to find vaccines near you.
Older adults – Flu + COVID-19	Any time	Now more than ever, while we fight both the #flu & #COVID19, it is important to choose to be vaccinated against both to prevent severe illness. Call your doctor or visit a pharmacy to get your flu shot or COVID-19 vaccine today.	Now more than ever, while we fight both the #flu & #COVID19, it is important to choose to be vaccinated against both to prevent severe illness. Call your doctor or visit a pharmacy to get your flu shot or COVID-19 vaccine today.
Older adults – Flu + COVID-19	Any time	People 65 years and older are at high risk for developing serious complications from the flu or COVID-19 – and being ill with both could be even more severe. Now more than ever, it is important to be vaccinated. Call your doctor or visit a pharmacy to get your flu shot or COVID-19 vaccine today.	People 65 and older are at high risk for developing serious complications from the flu or #COVID19 – and being ill with both could be even more severe. Now more than ever, it is important to be vaccinated. Call your doctor or visit a pharmacy to get vaccinated today.

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Pregnant women – Flu + COVID-19	Any time	Pregnant women are at higher risk for severe complications from #flu or #COVID19 – all the more reason to choose to be vaccinated. In fact, because the mother passes antibodies to her developing baby, they can protect a newborn for several months after birth. Flu shots and COVID-19 vaccines are recommended for pregnant women to protect themselves and their growing families.	Pregnant women are at higher risk for severe complications from #flu or #COVID19. Flu shots & COVID-19 vaccines are recommended for pregnant women. When a mom-to-be gets vaccinated, she can pass antibodies to her developing baby. Protect your growing family today.
Rural communities	Any time	Vaccines saves lives, and the flu shot has been a trusted method for preventing the flu for decades. This year, you could get #flu and #COVID19 at the same time. Keep up with our routine by staying healthy this season. Double-up your protection with a flu shot and #COVID19 vaccine today.	Vaccines saves lives, and the flu shot has been a trusted method for preventing the flu for decades. This year, you could get #flu and #COVID19 at the same time. Keep up with our routine & stay healthy: double-up your protection with a flu shot and #COVID19 vaccine today.
Rural communities	Any time	It's flu season, which means the influenza virus is circulating in your community, just like #COVID19. Getting the flu, or COVID, is no joke. Getting both at the same time is even worse. Keep you and your loved ones safe by getting vaccinated today. Call your doctor, visit a pharmacy or clinic to get your flu shot & COVID-19 vaccine today.	It's #flu season, which means the influenza virus is circulating in your community, just like #COVID19. Getting the flu, or COVID, is no joke. Getting both at the same time is even worse. Call your doctor, visit a pharmacy or clinic to get your flu shot & COVID-19 vaccine today.

# FLU VACCINATION TOOLKIT (2021-2022)

## Flu only

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. #fightflu</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. #fightflu</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. #fightflu</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. #fightflu</p>
Generic	Any time	<p>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. Get yours today. #fightflu</p>	<p>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. Get yours today. #fightflu</p>

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Flu Q&A	October - November	<p>It's time for some flu Q&amp;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. #fightflu</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. #fightflu</p>
Flu Q&A	December - February	<p>It's time for some flu Q&amp;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 fully develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #fightflu</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 fully develop.</p> <p>A flu shot is like a personal bodyguard. Get yours today. #fightflu</p>

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Flu Q&A	Any time	<p>It's time for some flu Q&amp;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. #fightflu</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. #fightflu</p>
Flu Q&A	Any time	<p>It's time for some flu Q&amp;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. #fightflu</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. #fightflu</p>

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Flu Q&A	Any time	<p>It's time for some flu Q&amp;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. #fightflu</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. #fightflu</p>
Flu Q&A	Any time	<p>It's time for some flu Q&amp;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. #fightflu</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. #fightflu</p>



# FLU VACCINATION TOOLKIT (2021-2022)

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. #fightflu	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. #fightflu
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. #fightflu	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. #fightflu
Minority Communities – Flu only	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 from the flu. #fightflu	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 from the flu. #fightflu
Minority Communities – Flu only	Any time	#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 contact your local health department to find a flu shot near you. #fightflu	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 center, or contact your local health department to find a flu shot near you. #fightflu

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
College students – Flu only	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. #fightflu	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. #fightflu
College students – Flu only	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. #fightflu	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. #fightflu
College students – Flu only	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 or visit a pharmacy or urgent care to find a flu shot near you. #fightflu	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 or visit a pharmacy or urgent care to find a flu shot near you. #fightflu
Older adults – Flu only	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. #fightflu	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 #fightflu – call your doctor or visit a pharmacy to get your flu shot today.
Older adults – Flu only	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.	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.

# FLU VACCINATION TOOLKIT (2021-2022)

Subject/ theme/ audience	Timing	Facebook Message	Twitter/Instagram Message
Older adults – Flu only	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.	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.
Older adults – Flu only	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.	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.
Pregnant women – Flu only	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. #fightflu	#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. #fightflu
Pregnant women – flu only	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. #fightflu	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 – Flu only	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. #fightflu	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. #fightflu

# FLU VACCINATION TOOLKIT (2021-2022)

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. #fightflu	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. #fightflu
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. #fightflu	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. #fightflu
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 visit a clinic to get a flu shot near you. #fightflu	#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 visit a clinic to get a flu shot near you. #fightflu
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 visit a clinic to get a flu shot near you. #fightflu	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 visit a clinic to get a flu shot near you. #fightflu

# FLU VACCINATION TOOLKIT (2021-2022)

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. #fightflu	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. #fightflu	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.
Special observances	Between Thanksgiving and Christmas	Spread joy this holiday season, not flu. Contact your healthcare provider to get vaccinated today. #fightflu	Spread joy this holiday season, not #flu. Contact your healthcare provider to get vaccinated today. #fightflu
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. #fightflu	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! #fightflu