Flu Season 2023

Blog, Social, Website banners, Radio ad, Vaccine FAQs

[**Social media graphics template**](https://www.canva.com/design/DAFvdxtw9VQ/qxCIXgWjRz6o-TCrKjEeuA/view?utm_content=DAFvdxtw9VQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

[**Website banner template**](https://www.canva.com/design/DAFxixvER7k/dt4ezP51mkZeMjJgbsKN0Q/view?utm_content=DAFxixvER7k&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

## Blog 1: Schedule Your Flu Shot Today

Much like last fall and winter, the 2023-2024 flu season poses an elevated risk of illness, with the Centers for Disease Control and Prevention [tracking](https://www.cdc.gov/flu/spotlights/2022-2023/ongoing-flu-southern-hemisphere.htm) several countries in the Southern Hemisphere (which have their flu season before the U.S.) that are experiencing higher or earlier flu activity compared to previous years.

No matter your age or health status, vaccination is the best way to protect yourself and your community against the flu. As with previous years, the CDC recommends everyone over the age of six months get a flu vaccine, preferably during October, but it’s never too late to get one to protect yourself.

Vaccination is particularly important for some groups who are more likely to get seriously ill with the flu, including pregnant people, young children, older adults, and people with certain chronic medical conditions.

**The** [INSERT PROVIDER NAME] **encourages everyone over the age of six months to get their flu shot, and it’s easy to make an appointment. Appointment hours are available [INSERT HOURS]**

Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today.

[INSERT PROVIDER NAME] is committed to delivering excellent preventative care like the flu vaccine and providing our community with accurate, trusted, and up-to-date vaccine information. Speak to your doctor about any questions you may have regarding the flu vaccine.

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| **Social messaging 1:**   * **Graphic Main Headline:** Don’t waste time with the flu. * **Smaller text:** One flu shot lowers the risk of serious illness by up to 60% * **CTA:** Call \*\*\*\*\*\*\*\*\* to schedule an appointment for your flu shot today   + **Image:**   + **Social Status:** Don’t miss work, time with family, or any of the things you love because of the flu. Schedule a flu shot with the [INSERT PROVIDER NAME] today.     **Social messaging 2:**   * **Graphic Main Headline:** Get your flu shot today! * **Smaller text:** Protect yourself and your family with a quick and easy flu shot at the [INSERT PROVIDER NAME]. * **CTA:** Call \*\*\*\*\*\*\*\*\* to schedule an appointment today   + **Image:**   + **Social Status:** Flu vaccines are safe and effective at preventing serious illness and hospitalization. Get your flu shot today:     **Social messaging 3:** [Bite size video link](https://www.canva.com/design/DAFvkJgT25c/-jjSnDaNMU3CW7kFa-w80Q/edit)   * **Page 1:** Get the facts and get your flu shot today! * **Page 2:** Flu shot facts: -Flu shots can reduce the risk of needing intensive hospital care by 82% -Early reports show this year’s flu vaccine is over 50% effective at preventing illness * **CTA:** Don’t wait, get your flu shot today! Call \*\*\*\*\*\*\*\*\* to schedule an appointment with the [INSERT PROVIDER NAME]   + **Image:**   + **Social Status:** Did you know, flu vaccines can drastically reduce your chances of getting seriously sick with the flu? Get the facts and schedule an appointment for your flu shot today: |

## Blog 2: Updated COVID-19 Vaccines are Available Now

Because the virus that causes COVID-19 is changing over time, your protection against the virus needs an update each year.

The newly updated COVID-19 vaccines target the predominant variants currently circulating and restore protection from COVID-19 that may have decreased over time. [INSERT PROVIDER NAME] encourages everyone over the age of six months to stay up to date with their COVID-19 protection.

**It’s easy to make an appointment with [INSERT PROVIDER NAME] to update your COVID-19 protection or receive the COVID-19 vaccine for the first time. Appointment hours are [INSERT HOURS]**

Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today.

[INSERT PROVIDER NAME] is committed to delivering excellent preventative care like updated COVID-19 boosters and providing our community with accurate, trusted, and up-to-date vaccine information. Speak to your doctor about any questions you may have regarding the COVID vaccine.

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| **Social messaging 1:**   * **Graphic Main Headline:** Update your COVID-19 protection today! * **Smaller text:** Updated COVID-19 vaccines provide the best protection against the latest variants causing infections this fall and winter. * **CTA:** Call \*\*\*\*\*\*\*\*\* to schedule an appointment today   + **Image:**   + **Social Status:** With new COVID-19 variants expected to circulate along with the flu this fall and winter, it’s important to stay up to date with your COVID-19 protection. Schedule a vaccine appointment today:     **Social messaging 2:**   * **Graphic Main Headline:** Don’t let COVID knock you down. * **Smaller text:** Vaccinations is the best way to avoid sickness and stay on your feet this fall and winter. * **CTA:**    + **Image:**   + **Social Status:** Be prepared this fall and winter. Schedule a quick and easy vaccine appointment with the [INSERT PROVIDER NAME] today.     **Social messaging 3:** [Bite size video link](https://www.canva.com/design/DAFvNbuHtOA/EwDr2nSCb7KnTylbkT8W4Q/edit)   * **Page 1:** Get the facts about updated COVID-19 vaccines! * **Page 2:** Updated COVID-19 vaccine facts: -Updated vaccines provide the best protection against the dominant COVID-19 variant.  -COVID-19 vaccines reduce the risk of dying from COVID among all age groups.-Hundreds of millions of Americans have safely received COVID-19 vaccines. * **CTA:** Don’t wait, update your COVID-19 protection today! Call \*\*\*\*\*\*\*\*\* to schedule an appointment with the [INSERT PROVIDER NAME]   + **Image:**   + **Social Status:** Because the virus that causes COVID-19 changes, your protection against the virus needs to be updated each year. Schedule a vaccine appointment with the [INSERT PROVIDER NAME] today! |

## Blog 3: Flu Season Forecast: Flu, COVID, and RSV Combine to Elevate Risk of Illness

This fall and winter, the combined presence of the flu, COVID-19, and RSV viruses will put everyone at a greater risk of contracting one or more potentially serious respiratory diseases.

The Centers for Disease Control and Prevention [forecasted](https://www.cdc.gov/respiratory-viruses/whats-new/2023-2024-season-outlook.html) several scenarios for this fall and winter, including a potential “tripledemic” where the flu, COVID-19, and RSV (respiratory syncytial virus) simultaneously peak.

No matter your age or health status, vaccination is the best way to protect yourself and your community against these illnesses. [INSERT PROVIDER NAME], along with the CDC and top health experts, recommends everyone over the age of six months receive the flu vaccine and an updated COVID-19 booster, and that adults over the age of 60 receive the RSV vaccine.

**It’s easy to make an appointment with [INSERT PROVIDER NAME] to update your COVID-19 protection and get your annual flu shot. You can even receive both vaccines at the same visit. Appointment hours are [INSERT HOURS]**

Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today.

[INSERT PROVIDER NAME] is committed to delivering excellent preventative care like updated COVID-19 boosters and providing our community with accurate, trusted, and up-to-date vaccine information. Speak to your doctor about any questions you may have regarding flu or COVID vaccines.

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| **Social messaging 1:**   * **Graphic Main Headline:** Vaccines: Your ticket to avoiding a trip to the doctor. * **Smaller text:** The [INSERT PROVIDER NAME] makes it easy to get your annual flu shot and updated COVID booster at the same time. * **CTA:** Call \*\*\*\*\*\*\*\*\* to schedule an appointment today   + **Image:**   + **Social Status:** Don’t miss time from work or school this fall and winter because of a preventable illness. Schedule a quick and easy vaccine appointment with the [INSERT PROVIDER NAME] and get your flu shot and updated COVID booster at the same time!     **Social messaging 2:**   * **Graphic Main Headline:** Say no to more doctor visits. * **Smaller text:** With the flu, COVID, and RSV circulating all at once, vaccines are your best defense against staying healthy and out of the hospital. * **CTA:** Call \*\*\*\*\*\*\*\*\* to schedule an appointment today   + **Image:**   + **Social Status:** Avoid sickness from the potential “tripledemic” of the flu, COVID, and RSV this fall and winter. Schedule a vaccine appointment with the [INSERT PROVIDER NAME] today |

## Web Banner 1:

Get your flu shot today!

The [INSERT PROVIDER NAME] makes it easy to protect yourself and your family this flu season.

CTA: Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today >>

A person with a band aid on her shoulder

Description automatically generated

## Web Banner 2:

Update your COVID-19 protection

Updated COVID vaccines offer great protection against this season’s dominant COVID variants.

CTA: Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today >>

A person sitting in a chair

Description automatically generated

## Radio Ad:

Flu shots and updated COVID-19 vaccines are available at the [INSERT PROVIDER NAME]! With many respiratory viruses circulating at the same time, it’s more important than ever to make sure you and your family have the best protection starting this fall. Call \*\*\*\*\*\*\*\*\* to schedule a vaccine appointment today!

## Flu FAQS

Is the flu shot safe?

Yes, flu shots are closely monitored by the FDA and CDC each year to ensure they are safe.

Hundreds of millions of Americans have safely received flu vaccines for more than 50 years, and there has been extensive research supporting the safety of flu vaccines.

Do flu vaccines work?

Flu vaccines are safe and effective, reducing the risk of needing to go to the doctor by 40 – 60 percent. If you do get the flu, having the vaccine can make your illness less severe.

Can a flu shot give you the flu?

Flu shots cannot give you the flu, although some people may have mild side effects.

Does the flu shot have side effects?

Flu vaccines can cause side effects for some people. These side effects are usually mild and go away on their own in a short time. These can include soreness or redness where the shot was given, a headache, muscle aches, and fatigue. The flu itself is usually much worse than side effects the vaccine can cause.

How long does protection from the flu last with a flu shot?

Your body’s immunity to the influenza virus decreases over time, which is why most health experts recommend getting a flu shot before the end of October.

Who should get a flu shot?

The Centers for Disease Control and Prevention and other health experts recommend that everyone age six months and older get vaccinated against flu each year.

Can I get a flu shot and COVID-19 vaccine at the same time?

Yes, you can get both shots at the same time. There is no required or recommended waiting period between receiving the flu and COVID-19 vaccines.

Can pregnant people get a flu shot?

Yes. Influenza is more likely to cause illness that results in hospitalization in pregnant people compared to people who are not pregnant, and influenza also may be harmful for a developing baby. A flu shot helps protect both the mother and the baby from contracting the flu.

Can young children get a flu shot?

Yes. Flu vaccines are safe and effective for young children, and children under five have a higher risk of developing flu-related complications including pneumonia, dehydration, and brain dysfunctions.

## COVID FAQs

I’ve already had the COVID-19 vaccine. Why do I need another one?

Because the virus that causes COVID-19 has changed over time, updated vaccine boosters are needed to provide the best protection against the dominant variants of COVID-19 that are circulating.

Is the COVID-19 vaccine safe?

COVID-19 vaccines were developed using science that has been around for decades.

COVID-19 vaccines are safe and meet the Food and Drug Administration’s (FDA’s) rigorous scientific standards for safety, effectiveness, and manufacturing quality.

Do the COVID-19 vaccines work?

Yes, 2023 studies show that the vaccine is 76 percent effective in preventing COVID-19 from causing a patient to be placed on a ventilator and death up to six months after the last dose.

Can the COVID-19 vaccine give you COVID?

The COVID-19 vaccine cannot give you COVID, although some people may have mild side effects.

Does the COVID-19 vaccine have side effects?

While some people have no side effects, many people have reported mild to moderate side effects—such as headache, fatigue, and soreness at the injection site—that generally go away within a few days.

Who should get a COVID-19 vaccine?

The Centers for Disease Control and Prevention and other health experts recommend that everyone age six months and older get an updated COVID-19 vaccine for the upcoming fall and winter. Vaccination is particularly important for some people who are more likely to get seriously ill with COVID-19, such as young children, older adults, and people with certain chronic medical conditions.

Can I get a flu shot and COVID-19 vaccine at the same time?

Yes, you can get both shots at the same time. There is no required or recommended waiting period between receiving the flu and COVID-19 vaccines.

Can pregnant people get the COVID-19 vaccine?

Yes. Pregnant people are more likely to get very sick from COVID-19 compared to people who are not pregnant. COVID-19 vaccines remain safe and effective when received during pregnancy.

Can young children get the COVID-19 vaccine?

Yes. The Centers for Disease Control and Prevention and many top health experts recommend vaccination for children over the age of six months.

How much is it to get a COVID-19 vaccine?

Most insurance plans, including Medicare and Medicaid, cover the cost of COVID-19 booster shots.