2023-2024
Move with the Mayor™ Flu Campaign Toolkit

NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION

MOVE WITH THE MAYOR™
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FACTS ABOUT THE FLU
2023-24 Flu Season

BENEFITS OF FLU VACCINATION

Recent research indicates that flu vaccination decreases the risk of flu illness by 40% to 60% across the general population during peak flu seasons.¹

Studies have shown that getting the flu vaccine reduces the risk of doctor visits due to flu by 40% to 60%.¹

Even if someone contracts the flu after vaccination, the severity of their symptoms may be reduced.¹

By getting vaccinated, not only are you protecting yourself but also those around you, especially those at a higher risk of severe flu illness, such as infants, young children, older adults, and people with certain chronic health conditions.¹

FLU VACCINATION FOR PEOPLE WITH CHRONIC DISEASE

Anyone can contract the flu, but certain people, including those with heart disease, lung disease, kidney disease, and diabetes, are at a greater risk of developing serious complications.²

Flu vaccination has been associated with a lower risk of major cardiac events among individuals with heart disease.¹

Studies have shown that flu vaccination is linked to reduced hospitalizations from worsening chronic conditions in people with diabetes and chronic lung disease.¹

Even when chronic health conditions are well-managed, the risk of flu-related complications, hospitalization, and even death remains high. In past flu seasons, nearly 9 out of 10 people hospitalized with the flu had at least one underlying health condition.²

There is a significant link between flu and heart disease:³
  - Flu vaccination can reduce the risk of cardiac death by up to 50% for individuals with heart disease.
  - Flu vaccination can decrease major cardiovascular events by 43%.
  - For people with diabetes, getting a flu vaccine can lower hospital admissions by 79%.

According to the CDC, flu has resulted in an estimated 9 million to 41 million illnesses, 140,000 to 710,000 hospitalizations, and 12,000 to 52,000 deaths annually between 2010 and 2020.⁴

WHEN TO GET A FLU SHOT

It is recommended for people in the United States to receive the flu vaccine in September or October, ideally before the end of October.⁵,⁶

In the U.S., flu activity can start as early as October, peak between December and February, and extend through May.⁶

SOURCES

MOVE WITH THE MAYOR™ FLU CAMPAIGN SCRIPTS

Please record one (1) script from below.

Version 1
Hey (City Name)! Stay protected this flu season! In addition to getting your flu shot, being physically active lowers the risk of flu-related death. Join me! Get vaccinated and stay active for a healthier community.

Version 2
Hey (City Name)! Fight the flu by getting vaccinated! Protect yourself, your loved ones and our community. It's a safe, effective step you can take. Visit your healthcare provider or pharmacist. Together, let's keep [City Name] healthy!

Version 3
Hey (City Name)! I want to see our community thrive. Protect yourself and those around you by getting vaccinated against the flu to keep us healthier. Join me in getting your flu shot today.

Version 4
Hey (City Name)! The flu vaccine reduces your chances of getting the flu and helps prevent serious complications, especially for those with chronic diseases. So, protect yourself and your loved ones. Talk to your healthcare provider or pharmacist today about getting your flu shot.
MOVE WITH THE MAYOR™ FLU CAMPAIGN PSA INSTRUCTIONS

You may use any type of digital video recording device – phone, tablet, computer, or camera. Please orient the recording device horizontally. This will match how most people will watch your PSA.

When you have made your recording, please send it to your assigned Community Engagement Coordinator.

The National Forum will produce your PSA and send it to you for approval.

The National Forum will provide you with sample social media messages to use with your PSA.
MOVE WITH THE MAYOR™ FLU CAMPAIGN
BEST PRACTICES

Recording Tips

Recording Location:
- Choose a quiet location. No elevators or doors opening and closing.
- Be mindful of office space. Avoid recording with clutter in the frame.
- Choose an area with good lighting, whether it’s a lot of natural light or lots of artificial light. Ideally, the light will be in front you, not behind.

Recording Practices:
- Do a run through. Record the first run through.
- Speak loudly and face the camera.
- Record 1-2 takes.
- Center yourself in the frame.

Recording How-to:
1. Record in a landscape frame. If you are recording on a phone, it would be held sideways.
2. Print your scripts with large print and place it behind your recording device. You can tape it above or below your recording device, or on the wall behind the recording device.
3. Face the camera. Look above the camera. Remember, your voice is affected by the direction of your face. Keep looking up and keep your face towards the camera.
4. Film 3-6’ feet away from the speaker for the best sound.

Sound Tips
Sound is conical. If you turn your head away from the camera/phone, it will not capture your sound very well. Make sure to face the camera/phone the whole time you are speaking. If you need to look at the script, try to put it right next to the camera/phone. Do not put the script down on a desk where you will look down to read.
SOCIAL MEDIA TEMPLATES

Post 1

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
Protect your community by protecting yourself! A study found that adults who meet the aerobic and muscle-strengthening physical activity guidelines are about half as likely to die from flu. Being more physically active not only improves your fitness levels, but also improves your mental health and reduces health risks, such as heart disease.

https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm
#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
Protect your community by protecting yourself! A study found that adults who meet the aerobic and muscle-strengthening physical activity guidelines are about half as likely to die from flu. Here are 3 Ways to Incorporate Physical Activity in your Daily Routine ->

https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm

#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 2

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
Physical activity has proven to strengthen your heart and reduce coronary heart disease risk factors. It is also proven to reduce likelihood of mortality from influenza by 48%! Join me in setting a goal to move for at least 30 minutes a day to reduce the risk of heart disease down the road.

https://bjsm.bmj.com/content/early/2023/04/18/bjsports-2022-106644
#MoveWithTheMayor #CommunityFitness #FightFlu #MWTMFluCampaign

Twitter Caption:
Physical activity has proven to strengthen your heart and reduce coronary heart disease risk factors. It is also proven to reduce likelihood of mortality from influenza by 48%! Join me in setting a goal to move for at least 30 minutes a day to reduce the risk of heart disease down the road.

https://bjsm.bmj.com/content/early/2023/04/18/bjsports-2022-106644
#MoveWithTheMayor #CommunityFitness #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 3

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
Ensuring that you are getting the flu vaccine yearly will promote a healthy lifestyle. Join me in scheduling your vaccination this fall to lower your chances of getting the flu!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
Ensuring that you are getting the flu vaccine yearly will promote a healthy lifestyle. Join me in scheduling your vaccination this fall to lower your chances of getting the flu!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 4

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
Anyone can be active! People of any age and condition can benefit from daily physical activity, especially because it reduces the risk of high cholesterol, heart disease, and mortality from flu. Learn the many benefits of incorporating physical activity in your daily life with one click:

https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm
#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
Anyone can be active! People of any age and condition can benefit from daily physical activity, especially because it reduces the risk of high cholesterol, heart disease, and mortality from flu. Learn the many benefits of incorporating physical activity in your daily life with one click:

https://www.cdc.gov/physicalactivity/basics/pa-health/index.htm
#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 5

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

**Facebook/Instagram Caption:**
Getting the flu vaccination not only helps protect you and your health, it reduces the risk of those in your community getting the flu too. Join me in protecting our community!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign

**Twitter Caption:**
Getting the flu vaccination not only helps protect you and your health, it reduces the risk of those in your community getting the flu too. Join me in protecting our community!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 6

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
*City name*, it's easier than ever before to protect you and your loved ones from getting the flu and experiencing major health issues due to common conditions, such as asthma, heart disease, and diabetes. I strongly urge community members to consult their doctor or pharmacist on getting their flu shots this season.

#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
*City name*, it’s easier than ever before to protect you and your loved ones from getting the flu and experiencing major health issues due to common conditions, such as asthma, heart disease, and diabetes. I strongly urge community members to visit health centers or consult their doctor or pharmacist on getting their flu shots this season.

#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 7

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

Captions:

Facebook/Instagram Caption:
Taking the initiative to protect our health is one of the best things we can do for ourselves. Join me in the #MoveWithTheMayor program to improve the overall health of *city name*'s community by including physical activity in your day!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
Taking the initiative to protect our health is one of the best things we can do for ourselves. Join me in the #MoveWithTheMayor program to improve the overall health of *city name* by including physical activity in your day!

#MoveWithTheMayor #FightFlu #MWTMFluCampaign
SOCIAL MEDIA TEMPLATES

Post 8

The Move with the Mayor team can assist you with any graphic modifications. If you are familiar with Canva, you may also edit the graphic directly in the platform by clicking on the image.

Graphics:

6 Tips to Protect Yourself From the Flu:

1. Avoid close contact
2. Stay at home when you’re sick
3. Cover your mouth and nose
4. Wash your hands
5. Avoid touching your eyes, nose, and mouth
6. Practice other good health habits

Captions:

Facebook/Instagram Caption:
With the fall and winter seasons approaching, it’s important that we protect ourselves from seasonal viruses like the flu. To reduce the health risk factors associated with being exposed to the flu, consider the top 6 tips below:

https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm
#MoveWithTheMayor #FightFlu #MWTMFluCampaign

Twitter Caption:
With the fall and winter seasons approaching, it’s important that we protect ourselves from seasonal viruses like the flu. To reduce the health risk factors associated with being exposed to the flu, consider the top 6 tips below:

https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm
#MoveWithTheMayor #FightFlu #MWTMFluCampaign
FOR IMMEDIATE RELEASE

FREE FLU SHOTS AT [CITY] CLINIC(S) START ON [DATE]
TO PROTECT RESIDENTS THROUGHOUT UPCOMING FLU SEASON

Protect Yourself & The Community This Flu Season

Join Mayor [name] on [date] as [s/he] gets [her/his] flu vaccine. Support [City], protect yourself and your loved ones.

[CITY] [Date] - Flu season mainly takes place during the fall and winter. Make getting your flu shot this fall a top priority.

To promote the health of [City] residents, Mayor [Name] will be getting [his/her] flu shot on [date] at [time], while sharing the importance of getting a flu shot as part of overall well-being.

“Getting our flu shots now will help protect ourselves, our families and our communities from flu this year,” said Mayor [Name]. “People don’t always realize that you, or someone you love, can become severely ill from the flu. I’m doing my part to protect myself and my loved ones by getting a flu shot. I encourage members of my community to join me.”

The free flu shot clinic will be available for all [City] residents. The clinic will be held at [insert address/identifying location details] and will be open from [insert hours of operation]. The clinic will provide [drive-thru/walk in/both drive-thru and walk in] flu vaccinations to anyone ages [age range].

WHAT PRECAUTIONS CAN I TAKE DURING FLU SEASON?

This flu season, in addition to getting your flu shot, you can take precautions like avoiding close contact, staying home when you’re sick, covering your mouth and nose, and frequently washing your hands.

Being physically active also reduces your flu risk. Studies show that small amounts of aerobic physical activity and muscle-strengthening activity can lower the risk of the death from flu and pneumonia, compared to not getting any physical activity.¹

WHY IS GETTING A FLU SHOT IMPORTANT?

Getting a flu shot is the most effective way to prevent serious illness and associated complications.²

KEY FLU FACTS

• Recent research indicates that flu vaccination decreases the risk of flu illness by 40% to 60% across the general population during peak flu seasons.³

• Studies have shown that getting the flu vaccine reduces the risk of doctor visits due to flu by 40% to 60%.³

• Even if someone contracts the flu after vaccination, the severity of their symptoms may be reduced.³

• By getting vaccinated, not only are you protecting yourself but also those around you, especially those at a higher risk of severe flu illness, such as infants, young children, older adults, and people with certain chronic health conditions.³
FLU VACCINATION FOR PEOPLE WITH CHRONIC DISEASE

• Anyone can contract the flu, but certain people, including those with heart disease, lung disease, kidney disease, and diabetes, are at a greater risk of developing serious complications.⁴

• Flu vaccination has been associated with a lower risk of major cardiac events among individuals with heart disease.³

• Studies have shown that flu vaccination is linked to reduced hospitalizations from worsening chronic conditions in people with diabetes and chronic lung disease.³

• Even when chronic health conditions are well-managed, the risk of flu-related complications, hospitalization, and even death remains high. In past flu seasons, nearly 9 out of 10 people hospitalized with the flu had at least one underlying health condition.⁴

• There is a significant link between flu and heart disease:⁵
  • Flu vaccination can reduce the risk of cardiac death by up to 50% for individuals with heart disease.
  • Flu vaccination can decrease major cardiovascular events by 43%.
  • For people with diabetes, getting a flu vaccine can lower hospital admissions by 79%.

• According to the CDC, flu has resulted in an estimated 9 million to 41 million illnesses, 140,000 to 710,000 hospitalizations, and 12,000 to 52,000 deaths annually between 2010 and 2020.⁶

WHEN TO GET A FLU SHOT:

• It is recommended for people in the United States to receive the flu vaccine in September or October, ideally before the end of October.⁷,⁸

• In the U.S., flu activity can start as early as October, peak between December and February, and extend through May.⁸

Mayor [name]'s efforts to encourage [city] residents to get their flu shot are part of the Move with the Mayor™ initiative, a national campaign to eliminate cardiovascular health disparities and achieve health equity. This 2023 flu season, mayors across the nation are expanding the campaign’s impact by prompting their community members to protect themselves and their loved ones against the flu.

Move with the Mayor™ is an overarching program with health initiatives, including vaccination and physical activity, of the non-profit National Forum for Heart Disease and Stroke Prevention.

SOURCES

While flu may not have had a high profile the past couple of seasons, it’s essential to recognize the potential impact the flu virus can have on our communities and not underestimate its seriousness. For individuals with chronic conditions like asthma, diabetes, or heart disease, the flu can pose significant health risks.

Between 2010 and 2020, the flu has led to a notable number of hospitalizations and deaths, ranging from 140,000 to 710,000 hospitalizations and 12,000 to 52,000 deaths.¹ Those with heart disease face an increased risk of heart attack when infected with the flu,² while individuals with diabetes are more likely to experience severe complications and hospitalization.³

Children are also vulnerable to serious illness caused by the flu virus. Consequently, the CDC recommends that everyone aged 6 months and older should receive a flu shot annually.

Receiving a flu shot can significantly reduce the risk of contracting the flu, offering up to 60% protection.⁴ Getting vaccinated is simple, as flu shots are widely available at various locations, including pharmacies, health clinics, and (add your own local health department). Many employers also provide flu shots as part of their workplace benefits, and insurance often covers the cost. Additionally, options for low-cost or free flu shots may be available for those without insurance. (Insert info about local flu clinic if applicable)

By getting vaccinated, we can protect ourselves, our loved ones, and our community. Flu shots have been developed with safety in mind and are designed to benefit everyone. Maximize your protection, this flu season by getting vaccinated ideally by the end of October.⁵ Additionally, new research found that physical activity may help prevent death from flu or pneumonia, regardless of factors such as medical conditions and weight status.⁶

Let’s come together this fall to prioritize our health and well-being by getting our flu shots and encouraging others to do the same. Taking this simple step can make a significant difference in safeguarding our community from the flu’s impact. For any medical advice or concerns related to the flu or vaccination, it’s essential to consult with healthcare professionals or your primary care physician. They can provide personalized guidance and recommendations based on your specific health needs and history.

**SOURCES**