2023-2024
Million Hearts® Collaboration
Flu Campaign Toolkit
TABLE OF Contents

Fact Sheet.................................................................................................................. 1
Sample PSA Scripts (English and Spanish)......................................................... 2
Social Media (English and Spanish)................................................................. 4
Social Media Templates .................................................................................. 8
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

**FLU CAMPAIGN**

**Sample English PSA Scripts**

**FAMILY PHYSICIAN (13 SECONDS)**
I’m Dr. ______. As a family physician, I help people achieve and maintain health and wellness. That includes protection against the flu, which is especially important for people with chronic illnesses. Talk to your healthcare provider about getting a flu shot today.

**PREVENTIVE CARDIOLOGIST (14 SECONDS)**
I’m Dr. ______. As a preventive cardiologist, I help people reduce their risk for heart disease and stroke. Part of that is protection against the flu because people with cardiovascular disease are at a higher risk for flu complications. Talk to your healthcare provider about getting a flu shot today.

**PHARMACIST (14 SECONDS)**
I’m Dr. ______. As a pharmacist, I educate people about medications to support their health and wellness. Part of that is protection against the flu, especially for those with chronic illnesses which can increase the risk of flu complications. Discuss the flu shot with your healthcare provider today.

**NURSE (14 SECONDS)**
I’m ______, and as a nurse I support people in all aspects of health and wellness, including flu protection. The flu shot is especially important for those with chronic illnesses because of the higher risk for flu complications. Discuss the flu shot with your healthcare provider today.

**GENERAL PHYSICIAN/PROVIDER (14 SECONDS)**
I’m Dr. ______ and I encourage you to get a flu shot to protect yourself and your family, especially young children, grandparents, and people with chronic illnesses. It can also keep you from having to miss work due to flu illness. Discuss the flu shot with your healthcare provider today.

**CARDIOLOGIST**
I’m Dr. ______, and as a cardiologist, I encourage you to get a flu shot to protect yourself and your family against the flu. It is especially important for people with chronic illnesses, like heart disease, who are at a higher risk for flu complications. Discuss the flu shot with your healthcare provider today.

**GENERAL FLU MESSAGE (15 SECONDS)**
The flu can spread quickly, causing illness and keeping us from work or school. But by getting vaccinated, we can protect ourselves and our loved ones. It’s safe, effective, and easy to get from your healthcare provider, or pharmacist. Together, we can fight the flu and keep [City Name] strong.
Soy el Dr. ______. Mi labor como médico de familia es guiar a las personas hacia un estado óptimo de salud y bienestar. Esto incluye la prevención contra la influenza, vital para quienes padecen enfermedades crónicas. Te recomiendo conversar con tu médico acerca de la vacuna contra la influenza.

### MÉDICO DE FAMILIA (13 SEGUNDOS)

Soy el Dr. ______. Mi labor como médico de familia es guiar a las personas hacia un estado óptimo de salud y bienestar. Esto incluye la prevención contra la influenza, vital para quienes padecen enfermedades crónicas. Te recomiendo conversar con tu médico acerca de la vacuna contra la influenza.

### CARDIÓLOGO PREVENTIVO (14 SEGUNDOS)

Soy el Dr.______. Como cardiólogo preventivo, me dedico a minimizar riesgos de enfermedades cardíacas y accidentes cerebrovasculares. Una medida fundamental es protegerse contra la influenza, ya que aquellos con problemas cardiovasculares presentan mayores riesgos ante esta enfermedad. Te sugiero hablar con tu médico sobre la vacuna contra la influenza.

### FARMACÉUTICO (14 SEGUNDOS)

Soy el Dr. ______. Mi rol como farmacéutico es orientar sobre medicamentos y cómo estos favorecen tu salud. Una de mis principales recomendaciones es la vacuna contra la influenza, especialmente para quienes padecen enfermedades crónicas y están expuestos a mayores complicaciones. Conversa sobre esta vacuna con tu proveedor de salud.

### ENFERMERO/A (14 SEGUNDOS)

Mi nombre es _______ y como enfermero/a, estoy comprometido/a con la salud y el bienestar de los pacientes, lo que incluye mi recomendación de la vacuna contra la influenza. Es crucial para aquellos con enfermedades crónicas debido a los potenciales riesgos. No dudes en hablar de esta vacuna con tu profesional de salud.

### MÉDICO/PROVEEDOR GENERAL (14 SEGUNDOS)

Soy el Dr. _____ y te recomiendo a que te vacunes contra la influenza. Esta vacuna protege no solo tu bienestar, sino también el de tu familia, en especial el de los niños, los abuelos y las personas con enfermedades crónicas. Asimismo, evitarás faltas al trabajo por esta enfermedad. Consulta a tu médico sobre la vacuna hoy mismo.

### CARDIÓLOGO (15 SEGUNDOS)

Soy el Dr. ______ . Como cardiólogo, te recomiendo vacunarte contra la influenza para proteger tu bienestar y el de tu familia. Si padeces enfermedades crónicas, como una cardiopatía, es crucial vacunarse debido al alto riesgo de complicaciones relacionadas con la influenza. Conversa con tu médico sobre la vacuna hoy mismo.

### MENSAJE GENERAL SOBRE LA INFLUENZA (15 SEGUNDOS)

La influenza se propaga con facilidad y puede alterar nuestra vida cotidiana, como la escuela o el trabajo. Sin embargo, al vacunarnos, nos protegemos y cuidamos a quienes nos rodean. Es una medida segura, eficaz y accesible, ya sea con tu médico o en la farmacia. Unidos, podemos frenar la influenza y fortalecer [Nombre de la Ciudad]."
## Sample English Social Media Posts

<table>
<thead>
<tr>
<th>Provider</th>
<th>Video Length</th>
<th>Twitter</th>
<th>Facebook</th>
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<tbody>
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<td>Dr. Laurence Sperling, preventive cardiologist</td>
<td>15 second video</td>
<td>The #flu shot is safe &amp; it reduces the risk of serious illness, especially for people with chronic illnesses, like heart disease &amp; asthma. Preventive cardiologist and Executive Director of @MillionHeartsUS, Dr. Sperling encourages you to get yours. #FightFlu #MHCFlu</td>
<td>Preventive cardiologist and @MillionHearts Executive Director, Dr. Laurence Sperling shares an important message about protecting yourself against the #flu this year. #FightFlu #MHCFlu</td>
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<td>(Chronic Illness focus)</td>
<td>Family physician, @ADrwajones shares an important message about getting your flu vaccine this year. #FightFlu #MHCFlu</td>
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<td>(Family focus)</td>
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**FLU PSAS**

Sample English Social Media Posts

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## F L U  P S A S
### Sample Spanish Social Media Posts

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</table>
SOCIAL MEDIA TEMPLATES

Post 1

The Million Hearts 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:
This year, getting your flu shot is more important than ever. With a potentially severe flu season approaching, it is essential to encourage our communities to get vaccinated.

#FightFlu #MHCFlu

Twitter Caption:
This year, getting your flu shot is more important than ever. With a potentially severe flu season approaching, it is essential to encourage our communities to get vaccinated.

#FightFlu #MHCFlu
SOCIAL MEDIA TEMPLATES

Post 2

The Million Hearts 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:
The flu virus is a serious illness, especially for anyone at high risk with certain diseases, such as heart disease, asthma, diabetes, obesity... the list goes on.

If your patients’ suffer from a chronic disease that could make their risk of getting the flu much higher, provide them with different ways in which to reduce their risk of getting the flu this season.

#FightFlu #MHCFlu

Twitter Caption:
The flu virus is a serious illness, especially for anyone at high risk with certain diseases, such as heart disease, asthma, diabetes, obesity... the list goes on.

If your patients’ suffer from a chronic disease that could make their risk of getting the flu much higher, provide them with different ways in which to reduce their risk of getting the flu this season.

#FightFlu #MHCFlu
SOCIAL MEDIA TEMPLATES

Post 3

The Million Hearts 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:
Hi, my name is ____ from ____ with an important message about keeping our community healthy.

The flu shot is the best way to prevent the spread of the flu. With the flu season approaching, we must take action to keep ourselves and our community healthy.

Visit your local doctor’s office, pharmacy, or health clinic today to get your shot.
#FightFlu #MHCFlu

Twitter Caption:
Hi, my name is ____ from ____ with an important message.

The flu shot is the best way to prevent the spread of the flu. With the flu season approaching, we must take action to keep ourselves and our community healthy.

Visit your local doctor’s office, pharmacy, or health clinic today to get your shot.
#FightFlu #MHCFlu
SOCIAL MEDIA TEMPLATES

Post 4

The Million Hearts 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:

Flu has proven to be a potential cause of increased risk of heart attacks and strokes. Consider getting a flu vaccination this fall to reduce your likelihood of experiencing severe complications.

Captions:

Facebook/Instagram Caption:
Flu has proven to be a potential cause of increased risk of heart attacks and strokes.

It is especially serious for people with medical conditions such as heart disease and diabetes because they can develop severe flu complications. If your patient has heart disease, their risk of having a heart attack is 6 times higher if they get the flu.

Protect our community and educate them on the many benefits of the flu vaccination.
#FightFlu #MHCFlu

Twitter Caption:
Flu has proven to be a potential cause of increased risk of heart attacks and strokes.

If a patient has heart disease, their risk of having a heart attack is 6 times higher if they get the flu.

Protect our community and educate them on the many benefits of the flu shot.
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SOCIAL MEDIA TEMPLATES

Post 5

The Million Hearts 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:
As we approach the end of the year, it’s time to get your flu shot. Making arrangements to prioritize you and your family's health can reduce your risk of getting the flu up to 60%.

The good news is, our communities have made it easier than ever to get vaccinated. Find your local doctor, pharmacy, health departments, and more!
#FightFlu #MHCFlu

Twitter Caption:
As we approach the end of the year, it’s time to get your flu shot. Making arrangements to prioritize you and your family's health can reduce your risk of getting the flu up to 60%. Find your local doctor, pharmacy, health departments, and more!
#FightFlu #MHCFlu
SOCIAL MEDIA TEMPLATES

Post 6

The Million Hearts 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:
While the flu vaccination is the #1 most effective way to protect yourself and your community from the flu, there are other ways to prioritize your health. Below are 6 tips to protect yourself from the spread of germs:
1. Avoid close contact
2. Stay home when you are 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

To learn more about the flu virus for the 2023-2024 season, visit:
https://www.cdc.gov/flu/index.htm
#FightFlu #MHCFlu

Twitter Caption:
While the flu vaccination is the #1 most effective way to protect yourself and your community from the flu, there are other ways to prioritize your health. The CDC recommends 6 tips to protect yourself from the spread of germs.

To learn more about the flu virus for the 2023-2024 season, visit:
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#FightFlu #MHCFlu
SOCIAL MEDIA TEMPLATES

Post 7

The Million Hearts 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:

Will you be joining me? There’s no time like the present – protect yourself today!

Captions:

Facebook/Instagram Caption:
The flu shot is safe – it was developed for everyone six months and older.

Will you be joining me in getting yours? Call your local doctor’s office or health clinic today!
#FightFlu #MHCFlu

Twitter Caption:
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SOCIAL MEDIA TEMPLATES

Post 8

The Million Hearts 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:

Don’t let the flu season sneak up on you this year!

Captions:

Facebook/Instagram Caption:
With other illnesses going around, it’s easy to downplay the severity of the flu virus and how it especially affects those with chronic medical conditions.

The CDC estimates that the flu resulted in 12,000–52,000 deaths between 2010 and 2020. The good news is that getting the flu shot reduces your risk of getting the flu as much as 60%.

Don’t let the flu season sneak up on you this season – protect yourself and your loved ones now!
#FightFlu #MHCFlu

Twitter Caption:
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Don’t let the flu season sneak up on you this season – protect yourself and your loved ones now!
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The WHO and US Department of Health and Human Services recommend that adults perform at least 150 minutes of moderate-physical activity or 75 minutes of vigorous activity per week to reduce the risks of potential influenza mortality, among many other health benefits.

To learn more about the studies conducted to prove the linkage between lower flu death rates and physical activity, click the link below:
https://bjsm.bmj.com/content/early/2023/04/18/bjsports-2022-106644

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