Promoting Respiratory Illness Vaccination 2023–2024 Toolkit for Health Care Providers

Wisconsin Department of Health Services **|** Division of Public Health
Bureau of Communicable Diseases **|** Immunization Section

WISCONSIN DEPARTMENT *of* **HEALTH SERVICES**

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Patient Education and Outreach Tools

Your patients trust you to provide accurate information on staying healthy and protected against respiratory illnesses. Stay updated by regularly reviewing state respiratory virus surveillance and vaccination information. Promote flu vaccination by sharing the up-to-date information included in this toolkit and the Centers for Disease Control and Prevention's (CDC) HCP Fight Flu Toolkit, COVID-19 vaccination resources for providers, and RSV resources for providers. Remind your patients that it is not too late to get protection against respiratory illnesses with vaccination and proper hygiene.

Posters, Infographics, and Factsheets
- Print free posters and print materials, and infographics in different sizes, formats, and languages for different audiences regarding flu vaccination. Use free graphics, and posters and print materials regarding COVID-19. Use free factsheets, infographics, and a podcast regarding RSV.
- Use animated images, videos, or trivia questions on TVs in waiting areas or upload them to your website regarding flu and COVID-19.
- Looking for other resources or posters for your office? Check out the DHS Respiratory Viruses page for more information on COVID-19, flu, and RSV. Additional resources include Families Fighting Flu's free resources or the Children's Hospital of Philadelphia's excellent vaccine education resources.

Talking with Patients and Parents
See best practices for increasing flu vaccination rates in your practice, learn how to make a strong vaccine recommendation to your patients, talk to your patients about COVID-19, and get tips for answering frequently asked questions about flu and COVID-19.

Social Media Posts
Share sample messages and images (included in this toolkit) on your social media platforms. You can also share social media posts from DHS and other organizations (such as the CDC or World Health Organization) on your own social media channels. Please also include information on free or lower-cost vaccine programs you have for people who are un-/underinsured.

Website Add-Ons
Easily add CDC's flu content and vaccine content to your website to help encourage community members to get vaccinated using content syndication.

Appointment Reminder Templates
- Create reminder/recall notices through the Wisconsin Immunization Registry (WIR) to help your patients stay on top of their vaccinations.

- Use CDC's customizable [email template](#) to remind your patients to schedule appointments for their influenza vaccines.
- Easily customize the Association of Immunization Manager's [routine immunization postcards](#) to remind your patients that they can call you to make appointments.

Sample Press Release

This is a sample press release template for local health care providers, health departments, and tribal health directors in Wisconsin. We encourage you to modify the template to meet the needs of your jurisdiction.

For Immediate Release
Date: [xx-xx-xxxx]

Protect You and Your Family this Respiratory Illness Season with Vaccines

It is never too late to protect yourself, family, and community with flu, COVID-19, and older adult RSV vaccines

As respiratory illnesses continue to spread, public health officials encourage you to protect yourself and your family by getting a yearly flu and COVID-19 vaccine. You can get both vaccines for as long as the diseases are spreading. This year, the CDC has also approved a single-dose RSV vaccine for adults over the age of 60. People aged 60 or older should talk with their doctor to see if the RSV vaccine is right for them. Vaccines are safe and effective and are the best way to protect against serious respiratory disease. It is never too late to get vaccinated.

"When we get vaccinated, we protect ourselves and our loved ones from respiratory illnesses, reduce hospitalizations and death, and keep our communities safer." said [insert health officer name and name of local health department]. "By getting respiratory illness vaccines, you protect yourself and your community from serious disease."

Everyone ages 6 months and older is recommended to get a yearly flu and COVID-19 vaccine. Getting a flu and COVID-19 vaccine is especially important for people at higher risk for serious disease complications, including:

- People who are pregnant
- Young children
- People 65 years and older, especially those living in group settings
- People with certain medical conditions, such as asthma or heart disease

Everyone 60 and older is recommend to talk to their doctor about getting a yearly RSV vaccine. This approved RSV vaccine can protect older adults against serious RSV complications, especially those living in group settings. Parents of infants and children under two are also encouraged to talk with their child's pediatrician about receiving one dose of nirsevimab, a monoclonal antibody, to prevent severe illness from RSV.

Health care providers in [insert your jurisdiction name] are making sure that you can still get vaccinated in a safe and convenient way. You can get a yearly flu vaccine at [list any known flu vaccine sites in your jurisdiction] and a yearly COVID-19 vaccine at [list any known COVID-19 vaccine sites in your jurisdiction]. If you are over the age of 60, you can get an RSV vaccine at your doctor's office or local pharmacy. Please check with your health insurance plan about any costs associated with each vaccine. If you don't have insurance, check with [insert name of free vaccine clinics in your jurisdiction] and the Bridge Access Program.

Getting vaccinated is one of the best ways to stay healthy and prevent getting sick with respiratory illnesses like the flu, COVID-19, and RSV. It is never too late to get protection. You can safely get your yearly flu vaccine, COVID-19 vaccine, and RSV vaccine (if 60 or older) this respiratory season. Call a doctor or other health care provider today to make vaccine appointments for yourself and your family. If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines [or insert your local vaccine program information].

Respiratory Illness Vaccine Message Map

General Information
- Vaccines are safe and the best way to protect yourself and loved ones from getting respiratory illnesses.
- Hundreds of millions of Americans have safely received flu vaccines over the past 50 years, and there has been extensive research confirming the safety of flu and COVID-19 vaccines.
- While flu, COVID-19, and RSV are all contagious respiratory illnesses, they are caused by three different viruses and require three different vaccines.
- Contact a doctor or other health care provider if you have any questions about flu, COVID-19, or RSV vaccination.

Key Messages	Supporting Information
1. It is never too late to get your flu, COVID-19, and RSV vaccines.	• Everyone ages 6 months and older should get a flu vaccine and a COVID-19 vaccine as recommended by the Centers for Disease Control and Prevention, Wisconsin Department of Health Services, and [insert your organization's name]. • Everyone aged 60 and older should talk to their doctor about whether the RSV vaccine is recommended for them. • It takes about two weeks for the flu and COVID-19 vaccines to fully work by activating your immune system to build up antibodies that protect you against the virus. • Even if you didn't get vaccinated before respiratory illness season began, it is never too late to get protection from flu, COVID-19, and RSV vaccines.

2. Getting a flu, COVID-19, and RSV vaccine protects you and the people around you.	• Respiratory illnesses like flu, RSV, and COVID-19 can spread easily when people are gathered together, especially indoors. • Getting your yearly flu vaccine and staying up to date with your COVID-19 vaccine can protect you from getting and spreading illness to others. If you are 60 or older, getting a yearly RSV vaccine can protect you and your community from RSV. • Infants 8 months or younger and children 8-19 months who are at increased risk for severe illness from RSV can receive one dose of nirsevimab to prevent severe illness from RSV. • Everyone ages 6 months and older are recommended to get their annual flu vaccine and stay up to date with COVID-19 vaccines.
3. Call a doctor or other health care provider to make a vaccine appointment today!	• You can get vaccinated at your doctor's office, local pharmacy, local health department, or find a vaccinator at Vaccines.gov. • If the cost of the vaccine is a concern, you or your children may be eligible for free or lower-cost vaccines or eligible for the Bridge Access Program. • There is plenty of vaccine supply available for everyone to get a vaccine. • You can safely get both your flu vaccine and COVID-19 vaccine during the same visit.

Sample Social Media Messages

You play an important role in getting your patients vaccinated. Promote respiratory illness vaccination by sharing these important messages on your social media channels. Please use and modify them freely. Edit to reflect the style and voice of your organization and the needs of your social media followers.

The linked photos are also suggestions. While some of these photos are free to use, your organization may have policies that prohibit their use. Check with your legal team regarding your policies on using the photos linked below.

Timeframe	Post	Photo link
Early Fall	It's been a great start to the new school year! Keep your kids learning and in school by staying up to date on routine vaccines, including a COVID-19 and flu vaccine. #PreventionIsProtection	• https://unsplash.com/photos/fu3RFotmMdE • https://www.pexels.com/photo/girl-getting-vaccinated-3992931/
Early Fall	Respiratory illness season is here! COVID-19, the flu, and RSV can make kids seriously sick. Help protect your kids by getting them vaccinated and encouraging hand washing. If cost is a concern, check out the Wisconsin Vaccines for Children program:	• https://www.pexels.com/photo/red-leaf-trees-near-the-road-33109/ • https://www.pexels.com/photo/photo-of-kids-smiling-8087930/

	https://www.dhs.wisconsin.gov/immunization/vfc.htm		
Late Fall	Help your family stay active and healthy this winter by getting vaccinated against COVID-19 and the flu. You can get both at the same time! Call a doctor or pharmacy to make an appointment today. #TogetherWeAreStrong	• https://www.pexels.com/photo/women-playing-basketball-2116469/ • https://www.pexels.com/photo/a-man-pulling-a-sled-and-snow-tube-6617820/	
Thanksgiving (Post on or near 11/23)	This Thanksgiving we are grateful for vaccines! Vaccines are a safe and effective way to protect against serious disease. Make sure to get your COVID-19 and flu vaccine before the holiday season. #TogetherWeAreStrong	https://www.pexels.com/photo/family-preparing-food-in-the-kitchen-4262010/	
Winter	Respiratory illnesses are no joke. Help your kids stay healthy by encouraging handwashing, covering their nose and mouth when they sneeze or cough, and getting a COVID-19 and flu vaccine. #PreventionIsProtection	https://unsplash.com/photos/aeh1dbl_a7l	
Winter Holidays	Ready for winter break? Stay healthy with these steps so you can continue to enjoy your favorite winter activities: 1. Get your flu and COVID-19 vaccine 2. Wash your hands with soap and water 3. Get plenty of rest and exercise. #EnjoyAHealthyBreak	• https://www.pexels.com/photo/a-young-girl-playing-in-the-snow-6289793/ • https://unsplash.com/photos/zqeXZRnW7l4	
Winter Holidays	Give the gift of health this holiday season! Getting vaccinated against respiratory diseases is the best way to protect yourself and your loved ones. #HealthIsAGift #HappyHealthyHolidays	• https://www.pexels.com/photo/a-girl-putting-a-christmas-star-on-a-christmas-tree-5727889/ • https://www.pexels.com/photo/photo-of-father-kissing-the-forehead-of-his-daughter-6114368/	
January	New year, same great protection against disease! A great New Year's resolution is to get vaccinated against flu and COVID-19. Find a location to get a vaccine near you: https://www.vaccines.gov/search/	• https://www.pexels.com/photo/a-cute-boy-wearing-a-black-suit-jacket-and-bow-laughing-under-a-falling-confetti-6363874/ • https://www.pexels.com/photo/kids-inside-a-tipi-tent-7600186/	

Valentine's Day (Post on or near 2/14)	Roses are red. Violets are blue. Vaccinate you and your family to protect against COVID-19 and the flu. #GiftsThatMatter	https://www.pexels.com/photo/medical-stethoscope-and-mask-composed-with-red-foiled-chocolate-hearts-4386466/
March/Early Spring	Spring is almost here! But germs are still very active. It's never too late to get your flu and COVID-19 vaccines and protect against serious disease. #TogetherWeAreStrong	• https://www.pexels.com/photo/a-happy-family-in-the-park-4543640/ • https://www.pexels.com/photo/child-in-red-jacket-and-black-pants-standing-on-water-puddle-5792945/

If you use any of these template posts or have feedback, please let us know! Questions? Need help? Email us!

You can also use other free CDC communication resources for flu and COVID-19 or the Families Fighting Flu toolkit. Consider posting about and sharing the Children's Hospital of Philadelphia's educational vaccination video game and trivia game.