



# Promoting Respiratory Illness Vaccination 2023–2024 Toolkit for Local and Tribal Health Departments

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

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# Health Education and Outreach Tools

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Community members and partners trust you to provide accurate information on staying healthy and protected against respiratory diseases. Stay updated by regularly reviewing [state respiratory virus surveillance and vaccination information](#). Promote flu, COVID-19, and older adults RSV vaccination by sharing the up-to-date information included in this toolkit and the Centers for Disease Control and Prevention's (CDC) [website](#). Remind your community that it is not too late to get protection against respiratory illnesses with vaccination and proper hygiene.

## Flu Posters, Factsheets, and More

- Print free posters made for different audiences from the Wisconsin Department of Health Services (DHS):
  - [Children, P-02267](#)
  - [Parents of young children, P-02269](#)
  - [Teens, P-02265](#)
  - [Adults \(fall\), P-02272](#)
  - [Adults \(winter\), P-02271](#)
  - [Employees, P-02266](#)
  - [Employers, P-02270](#)
- Print a free educational [DHS fact sheet](#) for the general public in multiple languages on flu signs and symptoms, diagnosis, and prevention.
- Use [animated images](#) from CDC or [trivia questions](#) from the Children's Hospital of Philadelphia on TVs in waiting areas or upload them to your website.
- Looking for other resources or posters? Check out the [DHS Influenza Prevention](#) page, Families Fighting Flu's [free resources](#) for various [stakeholders](#), or the Children's Hospital of Philadelphia's excellent [education resources](#).

## COVID-19 Posters, Factsheets, and More

- Print free posters made for different audiences from DHS:
  - [Children, P-031266](#)
  - [Adults, P-02879](#)
  - [School and Child Care, P-02767](#)
  - [Community, P-03059](#)
- Print a free educational [DHS fact sheet](#) for the general public in multiple languages on COVID-19 signs and symptoms, exposure, and prevention.
- Use a [toolkit](#) from CDC with communication materials for various audiences.
- Looking for other resources or posters? Check out the [DHS COVID-19](#) page, for more information on COVID-19 vaccines, testing, treatment, and more.

## RSV Posters, Factsheets, and More

- Print a free [DHS poster](#) detailing proper hand washing technique
- Print a free educational [DHS fact sheet](#) for the general public in multiple languages on different respiratory viruses, including RSV, and symptoms, exposure, and prevention.
- Use [resources](#) from CDC with communication materials for various audiences, including fact sheets and a [podcast](#).
- Looking for other resources or posters? Check out the [DHS RSV](#) page, for more information on RSV vaccines for older adults, testing, treatment, and more.

## 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 or 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](#).

# Sample Press Release

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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]

### 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 recommended 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].

## Sample Talking Points

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These are sample talking points for health departments and Tribal health directors in Wisconsin. Use these points to help guide your own communications and to answer questions from the media and public.

- 1. Protect yourself and the people around you from respiratory illnesses like flu and COVID-19 by staying up to date with COVID-19 vaccines and getting your yearly flu vaccine. If you are over the age of 60, you can also get an RSV vaccine.**

- The Wisconsin Department of Health Services (DHS) and Centers for Disease Control and Prevention (CDC) recommend that everybody 6 months and older get a flu vaccine and COVID-19 vaccine.
- Although the timing of respiratory illnesses is difficult to predict, they typically circulate in the fall and winter months. It is never too late to get protection from the flu and COVID-19 vaccine.
- Respiratory illnesses like flu, RSV, and COVID-19 can spread easily when people are gathered together, especially indoors. Get your flu vaccine, COVID-19 vaccine, and RSV vaccine if you are eligible now before the cold winter months bring us indoors for gatherings and celebrations.

**2. You shouldn't wait for respiratory illness activity to be high to get your vaccines. Respiratory illnesses can increase at any time.**

- Remember that it takes about two weeks after getting the flu vaccine and COVID-19 vaccine for your body to build up protection against each disease.
- The sooner you get your respiratory illness vaccines, the sooner you'll have protection!

**3. Know it's never too late to get protection against respiratory illnesses like flu, RSV, and COVID-19.**

- You can get vaccinated for flu as long as flu viruses are circulating.
- It is never too late to get your COVID-19 vaccine. You can get your COVID-19 vaccine at the same time as your flu vaccine!
- If you are over the age of 60, you can receive a yearly RSV vaccine. You can get vaccinated for RSV as long as RSV is circulating. Consult with your provider to determine if RSV vaccination is right for you.
- 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.

**4. Getting a yearly flu and COVID-19 vaccine is especially important for people at higher risk for serious complications. This includes people 65 years and older, people who are pregnant, young children and people with certain medical conditions, such as asthma or heart disease.**

**5. For those who are 60 years or older, getting a yearly RSV vaccine can reduce the risk of serious complications from RSV, especially those in long-term care facilities.**

**6. For infants 8 months or younger and children 8-19 months who are at an increased risk for severe illness from RSV, getting one dose of the monoclonal antibody, nirsevimab, can protect young children from serious illness from RSV.**

**7. Getting your flu and COVID-19 vaccines while pregnant is safe and can protect both you and your baby.**



- People who are pregnant are at higher risk of getting seriously sick with flu and COVID-19 due to the changes in their immune system, heart, and lungs that happen during pregnancy. These changes in the body can continue even after pregnancy.
- People who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future are encouraged to get their yearly flu and COVID-19 vaccines.
- Getting your flu vaccine while pregnant can protect your baby from flu for several months after they are born. This gives them protection when they are too young to get vaccinated.
- Getting your COVID-19 vaccine while pregnant builds antibodies that can help protect your baby against COVID-19.
- You can get your flu or COVID-19 vaccine at any time while you are pregnant. Flu vaccines have been safely given to people who are pregnant for decades. Evidence continues to build showing that COVID-19 vaccinations during pregnancy are safe and effective.

## **8. Stop germs in their tracks by layering your levels of protection.**

- Stay up to date on vaccines that prevent RSV, COVID-19, and flu, and take other steps to stop them from spreading:
  - Avoid being around people who are sick.
  - Wash your hands often with soap and warm water for 20 seconds or use an alcohol-based hand sanitizer if soap and water are not available.
  - Clean and disinfect surfaces that are touched often at home, work, and school.
  - Wear a well-fitting mask around others if you are exposed or diagnosed with COVID-19, or if you are in an area with a high COVID-19 Community Level.
- If you have symptoms of respiratory illness, call a doctor and ask to get tested. Doctors can test for COVID-19, flu, RSV, and other respiratory illnesses with one test.
- If you become sick with the flu, RSV, or COVID-19, make sure you don't spread it to others.
  - Stay home when you are sick, except to get medical care.
  - Wash your hands often with soap and warm water.
  - Cover your mouth and nose with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.

## **9. Safely get your flu vaccine, COVID-19, and RSV vaccine this respiratory season.**

- While flu, COVID-19, and RSV are contagious respiratory illnesses, they are caused by three different viruses and require three different vaccines.
- Flu vaccines do not protect against COVID-19 and COVID-19 vaccines do not protect you from flu. The good news is you can get your flu vaccine and COVID-19 vaccine during the same visit. If you are 60 years or older, you can also receive your RSV vaccine this respiratory season.
- Everyone ages 6 months and older are recommended to get their annual flu vaccine and stay up to date with COVID-19 vaccines.

# Sample Social Media Messages

You play an important role in keeping your community healthy. 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	<ul style="list-style-type: none"> <li>• <a href="https://unsplash.com/photos/fu3RFotmMdE">https://unsplash.com/photos/fu3RFotmMdE</a></li> <li>• <a href="https://www.pexels.com/photo/girl-getting-vaccinated-3992931/">https://www.pexels.com/photo/girl-getting-vaccinated-3992931/</a></li> </ul>
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: <a href="https://www.dhs.wisconsin.gov/immunization/vfc.htm">https://www.dhs.wisconsin.gov/immunization/vfc.htm</a>	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/red-leaf-trees-near-the-road-33109/">https://www.pexels.com/photo/red-leaf-trees-near-the-road-33109/</a></li> <li>• <a href="https://www.pexels.com/photo/photo-of-kids-smiling-8087930/">https://www.pexels.com/photo/photo-of-kids-smiling-8087930/</a></li> </ul>
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	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/women-playing-basketball-2116469/">https://www.pexels.com/photo/women-playing-basketball-2116469/</a></li> <li>• <a href="https://www.pexels.com/photo/a-man-pulling-a-sled-and-snow-tube-6617820/">https://www.pexels.com/photo/a-man-pulling-a-sled-and-snow-tube-6617820/</a></li> </ul>
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	<a href="https://www.pexels.com/photo/family-preparing-food-in-the-kitchen-4262010/">https://www.pexels.com/photo/family-preparing-food-in-the-kitchen-4262010/</a>
Winter	Respiratory illnesses are no joke. Help your kids stay healthy by encouraging handwashing, covering their nose and mouth when they sneeze	<a href="https://unsplash.com/photos/aeh1dbl_a7l">https://unsplash.com/photos/aeh1dbl_a7l</a>



	or cough, and getting a COVID-19 and flu vaccine. #PreventionIsProtection	
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	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-young-girl-playing-in-the-snow-6289793/">https://www.pexels.com/photo/a-young-girl-playing-in-the-snow-6289793/</a></li> <li>• <a href="https://unsplash.com/photos/zqeXZRnW7I4">https://unsplash.com/photos/zqeXZRnW7I4</a></li> </ul>
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	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-girl-putting-a-christmas-star-on-a-christmas-tree-5727889/">https://www.pexels.com/photo/a-girl-putting-a-christmas-star-on-a-christmas-tree-5727889/</a></li> <li>• <a href="https://www.pexels.com/photo/photo-of-father-kissing-the-forehead-of-his-daughter-6114368/">https://www.pexels.com/photo/photo-of-father-kissing-the-forehead-of-his-daughter-6114368/</a></li> </ul>
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: <a href="https://www.vaccines.gov/search/">https://www.vaccines.gov/search/</a>	<ul style="list-style-type: none"> <li>• <a href="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/a-cute-boy-wearing-a-black-suit-jacket-and-bow-laughing-under-a-falling-confetti-6363874/</a></li> <li>• <a href="https://www.pexels.com/photo/kids-inside-a-tipi-tent-7600186/">https://www.pexels.com/photo/kids-inside-a-tipi-tent-7600186/</a></li> </ul>
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	<a href="https://www.pexels.com/photo/medical-stethoscope-and-mask-composed-with-red-foiled-chocolate-hearts-4386466/">https://www.pexels.com/photo/medical-stethoscope-and-mask-composed-with-red-foiled-chocolate-hearts-4386466/</a>
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	<ul style="list-style-type: none"> <li>• <a href="https://www.pexels.com/photo/a-happy-family-in-the-park-4543640/">https://www.pexels.com/photo/a-happy-family-in-the-park-4543640/</a></li> <li>• <a href="https://www.pexels.com/photo/child-in-red-jacket-and-black-pants-standing-on-water-puddle-5792945/">https://www.pexels.com/photo/child-in-red-jacket-and-black-pants-standing-on-water-puddle-5792945/</a></li> </ul>

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](#).