

2022-2023 Flu Season Resources

Immunizations for Adults & Children

Flu Vaccination Promotional Resources

The following resources help support promoting flu vaccination among adults and children. The resources can be modified and shared through different communication methods. Click on the hyperlinks throughout this document to view highlighted resources and to learn more.

- [CDC Digital Media Toolkit](#)
- [Social Media Images & Messages](#)
- [Videos](#)
- [Print Ready Materials](#)
- [Web Resources](#)
- [Spanish Communication Resources](#)



Digital Media Toolkit for Messaging

The best way to protect yourself and your loved ones against influenza (flu) is to get a flu vaccine every flu season. Flu is a contagious respiratory disease that can lead to serious illness, hospitalization, or even death. CDC recommends everyone six months and older get an annual flu vaccine.

The Advantages of the Receiving the Flu Vaccine:

- ◆ Flu vaccine can keep you from getting sick with flu.
- ◆ Flu vaccination is an important preventive tool for people with certain chronic health conditions.
- ◆ Flu vaccine has been shown in several studies to reduce severity of illness in people who get vaccinated but still get sick.
- ◆ Flu vaccination during pregnancy helps protect pregnant people from flu during and after pregnancy and helps protect their infants from flu in their first few months of life.
- ◆ Flu vaccine can reduce the risk of flu-associated hospitalization.
- ◆ Getting vaccinated yourself may also protect people around you.
- ◆ Flu vaccine can be lifesaving in children.



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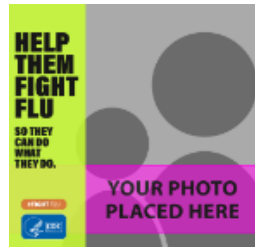
Social Media Content

Encourage flu vaccination on social media with images, videos, and messaging. Please see the toolkits below for more information and examples of communication material. The materials are downloadable, shareable and some of the material is customizable.

- [CDC Digital Media Toolkit](#)
- [CDC Social Media Toolkit](#)

Messaging

Encourage your friends, loved ones, and followers on social media to get themselves and their families an annual flu vaccine with our resources below! This toolkit includes customizable graphic frames you can add to your photos, sample social media graphics, & printable materials.



- [Download Social Media Frames](#)

Graphics & Videos

- Library of [Flu Infographics](#)
- Library of [Flu Vaccination & Prevention](#) Videos



Print Ready Materials

Below are print ready materials for specific populations from the [CDC Seasonal Influenza Resource Center](#).

- General Population: [Flu Vaccine: Get the Facts](#)
- Information for People at High Risk: [Treating Influenza](#)
- Parents: Flu: [A Guide for Parents](#)
- Bird Flu: [What to Know about Bird Flu](#)
- Fact Sheet: [Make a Strong Flu Vaccine Recommendation](#)



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Web Resources

CDC has provided [buttons and badges](#) for public use. Place the graphic in the way that works best for your web site.

- Fight Flu
- Health Care Professionals
- Business
- Chronic Conditions (Diabetes, Heart Disease, Asthma)
- 65 Years and Older

SIGNS AND SYMPTOMS	COLD	FLU
Symptom onset	Gradual	Abrupt
Fever	Rare	Usual
Aches	Slight	Usual
Chills	Uncommon	Fairly common
Fatigue, weakness	Sometimes	Usual
Sneezing	Common	Sometimes
Chest discomfort, cough	Mild to moderate	Common
Stuffy nose	Common	Sometimes
Sore throat	Common	Sometimes
Headache	Rare	Common

#FIGHT FLU

Spanish Communication Resources

[Click here](#) to view flu vaccination images, social media messaging, flyers, and more in Spanish.

Examples of material from the Toolkit.

- [Print Materials](#)

La influenza puede ser grave

La influenza (gripe) es una enfermedad respiratoria **contagiosa** causada por virus que infectan la nariz, la garganta y los pulmones. Puede provocar una enfermedad de leve a grave, e incluso la muerte.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Multi-Language Health Education and Communication Tools

[The CDC has resources in languages other than English.](#) This [Communication Toolkit for Migrants, Refugees and other Limited English Proficient Populations](#) has informational graphics, factsheets, guidance documents and videos available for several health conditions; including COVID-19, Seasonal Flu, routine vaccinations and Tuberculosis.

