

Make a Strong Influenza Vaccine Recommendation

FIGHT FLU



Information for Health Care Professionals

CDC recommends everyone 6 months and older get an influenza vaccine every year. Influenza vaccine has been shown to prevent millions of influenza illnesses, tens of thousands of hospitalizations, and thousands of deaths each year.

Your Vaccine Recommendation is Critical

As a health care professional (HCP), your strong recommendation is a critical factor in whether your patients get an influenza vaccine. Most adults believe vaccines are important, but they may need a reminder from you to get vaccinated. After making your recommendation, follow up with each patient during subsequent appointments to ensure the patient received an influenza vaccine. If the patient is still unvaccinated, repeat the recommendation and try to identify and address any questions or concerns.

Adults aged 50-64 Need an Influenza Vaccine

Approximately 1/5 of the U.S. population is comprised of people between the ages of 50 and 64. Influenza vaccination can offer important protection for this age group.

Many of these people are at higher risk of developing serious influenza complications.

- About one-third of adults aged 50-64 have an underlying medical condition that puts them at higher risk for influenza-related complications.
- Influenza vaccination prevents millions of illnesses and thousands of hospitalizations in adults aged 50-64. Increasing the number of adults in this age group who are vaccinated will further reduce the impact of influenza each year.



When to Vaccinate

- CDC recommends that influenza vaccination should be offered in September or October. However, vaccination should continue throughout influenza season as long as flu viruses are circulating, even into January or later. Children and pregnant people in their third trimester can be vaccinated as soon as influenza vaccine is available—even if this is in July or August. Adults, and especially those older than 65, should not be vaccinated early (in July or August) as immunity wanes more quickly in this age group.
- If you do not offer vaccine at your facility, make an influenza vaccine referral, and then follow up with each patient during subsequent appointments to ensure they got vaccinated. If the patient remains unvaccinated, repeat the recommendation/referral and try to identify and address any questions or concerns.

How to Make a Strong Influenza Vaccine Recommendation

Based on years of research into vaccine motivators, CDC has developed a mnemonic device to help HCPs make a strong vaccine recommendation. This method known as “SHARE” can help you to make a strong vaccine recommendation and provide important information to help patients make informed decisions about vaccinations.

S- SHARE why the an influenza vaccine is right for the patient given their age, health status, lifestyle, occupation, or other risk factors.

“This vaccine can protect you and your family from getting sick from flu. By getting the vaccine today, you’ll be protecting yourself and the people around you , like your children and parents, who may be more vulnerable to serious flu-illness.”



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

H- HIGHLIGHT positive experiences with influenza vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in influenza vaccination.

“In addition to recommending a yearly flu vaccine to my patients, I get one each year to protect myself and my family from flu.”

A- ADDRESS patients’ questions and any concerns about influenza vaccines, including for example, side effects, safety, and vaccine effectiveness in plain and understandable language. Acknowledge that while people who get an influenza vaccine may still get sick, there are studies to show that their illness may be less severe.

“A flu vaccine cannot cause flu infection. The most common side effects of an influenza vaccine are mild, like redness, swelling, soreness, or low-grade fever for a flu shot. This should go away within a few days. Flu vaccines protect against flu illness but aren’t 100% effective, so even if you get vaccinated you might still become sick with flu. It’s important to get your flu vaccine because studies show that even if you do get sick, vaccination may make your flu illness less severe.”

R- REMIND patients that influenza vaccines help protect them and their loved ones from serious influenza illness and complications that can result in hospitalization or even death for some people.

“Flu activity is going to start to pick up, and CDC says to expect more cases in the coming months. That is why I want to make sure I help protect you and your loved ones against flu and its potentially serious complications.”

E- EXPLAIN the potential costs of getting influenza, including potential serious health effects for the patient, time lost (such as missing work or family obligations), financial costs, and potentially spreading flu to more vulnerable family and friends.

“It’s important to get vaccinated this season because flu vaccination can reduce potential flu illnesses, doctor visits, and missed work and school due to flu, and can protect those around you who are more vulnerable to potentially serious flu complications.”

Types of Vaccines Available for Adults 50-64 years

For the 2021–2022 influenza season, providers may choose to administer any licensed, age-appropriate influenza vaccine — inactivated influenza vaccine (IIV4) or recombinant influenza vaccine (RIV4):

Vaccine type	Vaccine description	Recommended for*
Quadrivalent (4-component) Inactivated Influenza Vaccine (IIV4)	Injectable inactivated vaccine containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 6 months and older
Quadrivalent Cell Culture-Based Inactivated Influenza Vaccine (ccIIV4)	Injectable inactivated influenza vaccine manufactured using cell culture rather than eggs, containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 2 years and older
Quadrivalent Recombinant influenza Vaccine (RIV4)	Injectable influenza vaccine produced without the use of influenza viruses or eggs; containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	Adults 18 years and older

*Licensed ages vary for different brands; consult package insert for appropriate ages for specific vaccines

For more information, visit: www.cdc.gov/flu
or call 1-800-CDC-INFO