



### Social Media Messages

#### Twitter Messages

##### General

- Take 3 actions to #FightFlu this season: get a flu shot, practice everyday preventive actions & take antivirals if prescribed. Take #flu antiviral drugs if your doctor prescribes them—they can treat flu illness! <https://www.cdc.gov/flu/consumer/treatment.htm>
- CDC recommends 3 steps to #fightflu: a flu vaccine, everyday preventive actions & antivirals. <http://www.cdc.gov/flu/protect/preventing.htm>
- Take everyday actions to help stop the spread of #flu: stay home when sick, cover coughs & sneezes, and wash hands often. <http://www.cdc.gov/flu/protect/habits.htm>
- If you become sick with #flu, limit contact with others as much as possible! #FightFlu
- If you get the #flu, antiviral drugs can be used to treat your flu illness. Learn more: <https://www.cdc.gov/flu/consumer/treatment.htm>
- Antiviral drugs can make illness milder and shorten the time you are sick. They also can prevent serious #flu complications! #FightFlu
- Take #Flu antiviral drugs if your doctor prescribes them—they can treat flu illness. <http://www.cdc.gov/flu/antivirals/whatyoushould.htm>

##### Parents

- The best way to protect children younger than 6 months from #flu is to make sure people around them get a flu vaccine. <http://www.cdc.gov/flu/protect/infantcare.htm>
- #Flu vaccine is the first & most important step in protecting your family from flu. <http://www.cdc.gov/flu/protect/keyfacts.htm#benefits>
- CDC recommends that parents & children take everyday preventive actions to stop the spread of germs. #FightFlu
- If your child is at high risk of serious #flu complications & gets sick w/ flu, CDC recommends they be treated w/ antiviral drugs.

##### Older Adults

- People 65+ are at high risk of serious flu illness. It is very important for them to get a flu vaccine. <http://www.cdc.gov/flu/about/disease/65over.htm>
- People 65+ have a few #flu vaccine options available for 2016-17. Talk to your doctor about the best vax option for you. <http://www.cdc.gov/flu/about/disease/65over.htm>
- People 65+ usually have the greatest burden of severe flu illness. Get vaccinated! <http://www.cdc.gov/flu/about/disease/65over.htm>
- The regular #flu shot, high dose, or adjuvanted vaccine are acceptable options for people age 65+ this season. [http://www.cdc.gov/flu/protect/vaccine/qa\\_fluzone.htm](http://www.cdc.gov/flu/protect/vaccine/qa_fluzone.htm)

- New #flu vaccine for older adults! FLUAD, an adjuvanted vaccine, is supposed to create a stronger immune response to vaccination. Learn more: <http://www.cdc.gov/flu/protect/vaccine/adjuvant.htm>
- A new #flu shot with adjuvant approved for people age 65+. Adjuvant creates a stronger immune response to vaccination. Learn more: <http://www.cdc.gov/flu/protect/vaccine/adjuvant.htm>

### Health Care Provider

- Health care providers are trusted & valuable sources of health info. Recommend #flu vaccine for all patients 6 months and older. <http://www.cdc.gov/flu/professionals/acip/index.htm> #FightFlu
- HCP should make plans to vaccinate patients, staff & themselves against #flu. #FightFlu <http://www.cdc.gov/flu/healthcareworkers.htm>
- Research shows that a health care provider recommendation for a yearly #flu vaccine is very important to patients. #FightFlu.
- Even if you do not stock #flu vaccine, you can assess your patient's vax needs & make a strong rec for them to get a flu vaccine.
- Get a #flu vaccine to help protect yourself from flu & to keep from spreading it to your family, coworkers & patients. <http://www.cdc.gov/flu/healthcareworkers.htm#why-vaccinated>

### Chronic

- DYK? Antiviral drugs are a treatment option for #flu illness. Check w/ your doctor if you're at high risk of serious flu complications and get flu symptoms.
- Age & certain long-term health problems can put you at high risk of getting serious #flu complications. Get vaccinated! #FightFlu
- #Flu can make some chronic medical conditions worse, even if they are well managed. Protect yourself & get a flu vaccine! [http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm)

### LAIV Recommendation

- CDC says nasal spray #flu vaccine (trade name FluMist) should not be used during the 2016-17 flu season. [http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s\\_cid=rr6505a1\\_w](http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w)
- CDC & ACIP recommend yearly #flu vaccination for everyone 6 months and older. #FightFlu [http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s\\_cid=rr6505a1\\_w](http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w)

### Facebook Messages

#### General

Take these 3 steps to #FightFlu this season:

1. Get a flu vaccination
2. Take preventive actions to stop the spread of germs
3. Take antiviral drugs if your doctor prescribes them

<http://www.cdc.gov/flu/protect/preventing.htm>

- A yearly flu vaccine is the first and most important step to #FightFlu. Flu vaccination can reduce flu illnesses, doctor visits, missed work and school due to flu, as well as prevent flu-related hospitalizations. <http://www.cdc.gov/flu/protect/keyfacts.htm>
- People who live with or care for people at high risk of serious flu complications should get a yearly flu vaccine. Protect yourself, and protect your love ones from flu! #FightFlu <http://www.cdc.gov/flu/consumer/vaccinations.htm>
- Flu vaccines are offered in many locations including doctor's offices, clinics, health departments, retail stores, pharmacies, health centers, as well as by many employers and schools. Find a location near you offering flu vaccines. <http://vaccine.healthmap.org/>
- Anyone, even healthy people, can get flu. While most people who get flu will recover in several days to less than two weeks, some people can get very sick. Learn more about flu symptoms & flu-related complications here: <http://www.cdc.gov/flu/about/disease/complications.htm>
- The flu vaccine does not cause flu. Common side effects from a flu shot are a sore arm, low-grade fever, or achiness. If you do experience these side effects, they are mild and short-lived. Fight the flu and get a flu vaccine. <http://www.cdc.gov/flu/protect/keyfacts.htm>
- It's important to take everyday preventive actions to help stop the spread of flu and other respiratory viruses! Avoid close contact with sick people; avoid touching your eyes, nose, and mouth; cover your coughs and sneezes; wash your hands often (with soap and water); and clean and disinfect surfaces and objects that may be contaminated with viruses. <https://www.cdc.gov/flu/consumer/prevention.htm>
- If you get flu symptoms, limit contact with others as much as possible. Remember to cover your nose and mouth with a tissue when you cough or sneeze, and throw tissues in the trash after you use them! Stay home for at least 24 hours after your fever is gone, except to get medical care or for other necessities. (Your fever should be gone for 24 hours without the use of a fever-reducing medicine before resuming normal activities.) <https://www.cdc.gov/flu/consumer/prevention.htm>
- If you get the flu, antiviral drugs can be used to treat flu illness. Antiviral drugs can make illness milder and shorten the time you are sick. They also can prevent serious flu complications, like pneumonia. <https://www.cdc.gov/flu/consumer/treatment.htm>
- CDC recommends that antiviral drugs be used early to treat people who are very sick with the flu (for example, people who are in the hospital) and people who are sick with the flu and who are at high risk of serious flu complications, either because of their age or because they have a high risk medical condition. <https://www.cdc.gov/flu/consumer/treatment.htm>

## Parents

- Keep your family healthy and strong this flu season, by getting you and your children vaccinated against flu. <http://www.cdc.gov/flu/parents/index.htm>

- Flu can be a serious disease for children of all ages and lead to hospitalization or, in rare cases, even death. Flu-related hospitalizations of children younger than 5 years in the United States are estimated to have ranged from 7,000 to 26,000 since 2010. Protect your family from flu this season. Get your child a flu shot to protect against flu. <http://www.cdc.gov/flu/protect/children.htm>
- Give your child the power to #FightFlu with a yearly flu vaccine. Keep your family strong. Get your family vaccinated against flu.
- Parents, you have the power to protect your family from flu! Get everyone in your family 6 months and older vaccinated against flu this season. <http://www.cdc.gov/flu/consumer/prevention.htm>
- Since children younger than 6 months cannot get a flu vaccine, the best way to protect them is to make sure people around them are vaccinated against the flu. <http://www.cdc.gov/flu/protect/infantcare.htm>
- CDC and the American Academy of Pediatrics (AAP) recommend antiviral drugs to treat confirmed or suspected influenza in children with severe, complicated, or progressive illness, or who are hospitalized with confirmed or suspected influenza. Treatment also is recommended for children who are at high risk of serious flu complications and who have influenza infection or suspected influenza infection of any severity. <https://www.cdc.gov/flu/children/antiviral.htm>

#### **Adults 65 and Older**

- People's immune systems can become weaker with age, which places some people 65 years and older at high risk of serious flu complications. Flu vaccination is especially important for people 65 years and older. <http://www.cdc.gov/flu/about/disease/65over.htm>
- While flu seasons can vary in severity, during most seasons people 65 years and older bear the greatest burden of severe flu disease. <http://www.cdc.gov/flu/about/disease/65over.htm>
- Several flu vaccine options are available for people 65 years and older, including a standard dose inactivated flu vaccine, a high dose flu vaccine, and a standard dose plus adjuvant vaccine. Learn more about the vaccine options available this season here: <http://www.cdc.gov/flu/about/disease/65over.htm>
- One flu vaccine option for people 65 years and older this season is a high dose vaccine with four times more antigen than standard flu shots. (Antigen prompts your body's immune response to vaccination.) [http://www.cdc.gov/flu/protect/vaccine/qa\\_fluzone.htm](http://www.cdc.gov/flu/protect/vaccine/qa_fluzone.htm)

#### **Adults with Chronic Medical Conditions**

- Some people are more likely to have serious flu complications that can result in hospitalization or even death. Learn who is at high risk for flu-related complications here: [http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm)

- Diabetes, asthma, and heart disease (even well managed) are among the most common long-term medical conditions that put people at high risk for serious flu complications.  
[http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm)
- Antiviral drugs can be used to treat flu illness. Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid, an inhaled powder, or an intravenous solution) and are not available over-the-counter. If you have symptoms of flu and are in a high risk group or are very sick or worried about your illness, contact your health care provider (doctor, physician assistant, etc.).  
<https://www.cdc.gov/flu/antivirals/whatyoushould.htm>
- When used for treatment, antiviral drugs can lessen symptoms and shorten the time you are sick by 1 or 2 days. They also can prevent serious flu complications, like pneumonia. For people at high risk of serious flu complications, treatment with an antiviral drug can mean the difference between having milder illness instead of very serious illness that could result in a hospital stay.  
<https://www.cdc.gov/flu/antivirals/whatyoushould.htm>

#### **Health care providers to adult 65 and Older**

- People 65 and older are at high risk of serious flu complications and account for the majority of flu hospitalizations and deaths each year. You have the power to protect your patients this flu season by recommending a yearly flu shot to all your patients.  
<https://www.cdc.gov/flu/about/disease/65over.htm>
- Health care personnel who treat and care for older adults should protect themselves and protect their patients from flu viruses this season with a flu shot.  
<https://www.cdc.gov/flu/healthcareworkers.htm#why-vaccinated>
- A health care provider's recommendation plays a critical role in a patient's decision to be immunized. Please encourage your patients to get a flu shot this season.

#### **LAIV Recommendation**

- While some FluMist Quadrivalent® vaccine might be available, it is **not** recommended for use this season. Many other flu options are available:  
[http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s\\_cid=rr6505a1\\_w#T1\\_down](http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w#T1_down)
- CDC and ACIP continue to recommend annual flu vaccination for everyone 6 months and older.  
[http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s\\_cid=rr6505a1\\_w](http://www.cdc.gov/mmwr/volumes/65/rr/rr6505a1.htm?s_cid=rr6505a1_w)