

***No One Has Time For Flu* Campaign Toolkit
Talking Points & FAQs**

Overall Narrative

- To increase awareness about the importance of flu vaccination, the Ad Council, CDC and AMA are partnering to launch a national flu vaccination campaign for the 2020-2021 flu season.
- Flu causes tens of millions of illnesses, hundreds of thousands of hospitalizations, and tens of thousands of deaths in the United States annually. This year, with hospitals and healthcare workers already overburdened caring for COVID-19 patients, it is more important than ever for everyone to protect themselves, their families and their communities by getting vaccinated against flu.
- For more information—including where and how to get a flu shot—visit [GetMyFluShot.org](https://www.getmyflushot.org).

Additional Campaign Details

- **[what the campaign will do]** *No One Has Time for Flu*, developed by the Ad Council, the American Medical Association and the Centers for Disease Control and Prevention, will urge Americans to get their annual flu shot this flu season— to protect themselves, their loved ones and their communities.
- **[why the campaign exists]** Getting a flu shot is one thing we all can do to help slow the spread of flu and keep our families and communities safe and healthy.
 - Each year, flu causes tens of millions of illnesses, hundreds of thousands of hospitalizations and tens of thousands of deaths in the United States.
 - Right now, it's especially important to get your flu shot to protect yourself and your loved ones, to help make sure healthcare workers and hospitals have the resources to continue to treat COVID-19 patients.
- **[the campaign audience]** The creative and media strategy is designed to reach those who have not yet decided to get a flu shot this year, including Black and Latinx/Hispanic audiences.
 - Due to longstanding healthcare inequities that create undue burden and barriers, Black and Latinx/Hispanic populations are at higher risk of getting very sick from flu, and also less likely to get flu vaccinations.
- **[the call to action]** No one has time to get sick from flu—especially this year. Get a flu shot for yourself, and for those around you. Learn more at [GetMyFluShot.org](https://www.getmyflushot.org).
- **[where the campaign will appear]** The PSAs will run nationwide across all platforms, in time and space donated by media, throughout the 2020-2021 flu season.

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Frequently Asked Questions

Why is getting a flu shot especially important during the COVID-19 pandemic?

- Getting a flu shot is one thing we all can do to help slow the spread of flu and keep our families and communities safe and healthy.
- Each year, as many as 45 million Americans get sick with flu and as many as 810,000 Americans are hospitalized with influenza.
- Getting your flu shot this year protects you, protects your family, and helps make sure healthcare workers and hospitals in your community have resources to continue to treat COVID-19 patients.

Is it safe to get a flu shot right now? When should you get one, who should get one, and why?

- An annual flu vaccine is generally recommended for everyone six months or older— ideally by the end of October, before the flu is spreading widely.
- Vaccines are essential, and doctor’s offices and pharmacies are taking steps to ensure vaccines can be provided safely during the COVID-19 pandemic.
- Visit [GetMyFluShot.org](https://www.getmyflushot.org) to learn more and find a flu shot location near you.

Why is flu vaccination especially urgent for Black and Latinx/Hispanic communities this year?

- Due to longstanding healthcare inequities, Black and Latinx/Hispanic populations are at higher risk of getting very sick from flu—and also less likely to get flu vaccinations.
 - Last year, white people had the highest flu vaccine rates at 55%, compared to Black people (46%) and Latinx/Hispanic people (47%)
 - A July 2020 survey by the Ad Council revealed that 40% of Black respondents and 39% of Latinx/Hispanic respondents were undecided about getting a flu vaccine this year, compared to only 24% of non-Hispanic white respondents.
 - A CDC analysis of the 10 most recent flu seasons showed that Black people were nearly twice as likely to be hospitalized from flu compared to white persons (68 per 100,000 compared to 37 per 100,000)
- Black and Latinx/Hispanic communities have also been disproportionately impacted by COVID-19.
 - CDC data shows they are Black and Latinx/Hispanic people are nearly 5 times as likely to be hospitalized from COVID-19, compared to non-Hispanic white people.
- It’s also possible to get flu and COVID-19 at the same time, so it’s especially important for people with underlying health conditions that put them at higher risk of serious complications—and their caregivers—to get their flu shot.
 - Due to longstanding healthcare inequities, Black and Latinx/Hispanic people are disproportionately affected by these underlying conditions.