

4 Tips To Talk About Flu Vaccination



Learnings from the development of the 2021-22 Ad Council campaign to encourage flu vaccination, in collaboration with AMA & CDC.

An August 2021 survey by the Ad Council revealed that 30% of Black respondents and 33% of Hispanic respondents were undecided about getting a flu vaccine this season.

Talking to people about getting vaccinated against the flu can be challenging. But based on learnings from new surveys, online focus groups, and a review of prior research, Ad Council found 4 helpful considerations for how to talk to people about the importance of flu vaccination.

#1: Explain Why People Need This

The question from many people was “Why do I need this?” Most aren’t worried they will die from flu, and they’ve already heard messaging about protecting others. But they don’t always think about the other downsides of getting sick with the flu.

#2: Emphasize Practical Benefits

Be specific about how protection from the flu will benefit someone. Getting the flu often leads to being sick for a week or longer, which can be a big hardship for individuals and anyone who relies on them. Getting a flu shot only takes a matter of minutes and protects against getting sick with the flu and losing valuable time.

#3: Help Lower Perceived Barriers

Convenience is very important, more so than cost. It’s motivating to know that getting a flu shot is quick, easy, and in many cases free. And resources like *Vaccine Finder* on [GetMyFluShot.org](https://www.getmyflushot.org) can help people locate nearby places to get their flu vaccine.

#4: Use Everyday Language

Using language that people use in their daily lives tends to be effective and can help make it seem more routine and normal. We saw that most people say “flu shot” when talking with friends and family.

