

4 Tips to Talk About Flu Vaccination



Learnings from last year's flu season and the Ad Council campaign to encourage flu vaccination, in collaboration with AMA & CDC.

During last flu season, flu vaccination coverage was only 54% among white adults. Longstanding inequities that put undue burden and barriers on Black and Hispanic communities have resulted in flu shot coverage disparities: the vaccination rate last year was 12% lower in Black adults and 16% lower in Hispanic adults.

Talking to people about getting vaccinated against the flu can be challenging. But based on learnings from recent 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. Flu can be serious and severe. Flu shots can reduce the risk of getting sick with flu by 40% to 60%. If you do get flu, it's often less severe if you got a flu shot.

#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 is quick and protects against getting sick with the flu and losing valuable time at work or with loved ones.

#3: Help Lower Perceived Barriers

Convenience and cost are important. It's motivating to know that getting a flu shot is quick, easy, and free or low-cost. And resources like *Vaccine Finder* on [GetMyFluShot.org](https://www.getmyflushot.org) can help people locate nearby places to get their flu shot.

#4: Use Everyday Language and Combat Misinformation

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. Get educated on the facts so you can combat misunderstandings and misinformation.

FLU FACT:

It's important to get a flu shot each year because flu viruses change constantly and new vaccines are made each year.

Learn More at
[GetMyFluShot.org](https://www.getmyflushot.org)

