



***Get My Flu Shot* Campaign Talking Points**

TOPLINE MESSAGE

The Ad Council, AMA, and CDC are relaunching our annual ***Get My Flu Shot*** campaign to motivate more people to get vaccinated against seasonal flu. **Getting an annual flu shot is the best way to reduce your risk from flu and its potentially serious complications, as well as protect your loved ones, so you can enjoy the holiday season.**

Go to [GetMyFluShot.org](https://www.getmyflushot.org) for more information, including where to **get a flu vaccine in your area.**

Key Messages

- **[why]** Getting a flu shot is one thing we all can do to help slow the spread of flu and keep ourselves, our families, and communities safe and healthy.
 - **During most seasons**, flu causes **tens of millions of illnesses, hundreds of thousands of hospitalizations** and **tens of thousands of deaths** in the United States.¹
 - Getting vaccinated can also **prevent serious complications** of flu including hospitalization and even death.² Getting a flu shot can also help **prevent lost earnings and added medical costs.**
 - Getting vaccinated can help people avoid **missing out on special moments** like spending time with family and friends.
 - The past two flu seasons have seen historically low levels of flu, as mask-wearing, physical distancing, and other public health interventions aimed at slowing the spread of COVID-19 may have contributed to reduced circulation of flu, in addition to the role of flu vaccination.³ While we do not know what will happen this upcoming flu season, as these interventions are used less intensively, we might see increased activity of many common respiratory viruses, including flu.

- **[what]** With creative PSAs, FAQ videos, and other resources, the ***Get My Flu Shot* campaign** urges people across the U.S. to get their annual flu shot this flu season– to protect themselves, their loved ones and their communities.
 - Recent PSAs include “**No Time for Flu**” and **#FluFOMO** to highlight how getting vaccinated can help people avoid missing out on fun moments like spending time with family and friends.
 - Our new “**Doctor’s Orders**” campaign will also offer FAQ videos featuring medical professionals and other trusted messengers to help address questions

¹ <https://www.cdc.gov/flu/about/burden/index.html>

² <https://www.cnbc.com/2017/10/30/the-flu-costs-the-us-economy-10-point-4-billion.html>

³ <https://www.cdc.gov/mmwr/volumes/71/rr/rr7101a1.htm>



and concerns about the flu shot and provide fact-based messaging and resources.

- Our PSAs direct audiences to [GetMyFluShot.org](https://www.getmyflushot.org) for more information, including where to **get a flu vaccine in your area**.
- **[how]** The PSAs will run nationwide in English and Spanish across all platforms, in time and space donated by media, throughout this flu season. The creative and media strategy is designed to reach those who have not yet decided to get a flu shot this year, prioritizing Black and Hispanic audiences.
 - Due to longstanding health inequities that create undue burden and barriers, Black and Hispanic people are at higher risk of severe illness from the flu, and are also less likely to get flu vaccinations.⁴
- **[CTA]** Get a flu shot for yourself, and for those around you. Learn more at [GetMyFluShot.org](https://www.getmyflushot.org), including where to **get a flu vaccine in your area**.
- **[WHY PARTNER TOGETHER?]** The Ad Council, CDC and AMA have a rich history of working together on public health campaigns, bringing together CDC's and AMA's expertise and the Ad Council's ability to leverage the resources of the advertising and media industry to drive behavior change on a national scale.
- **[WHY THESE AUDIENCES?]** *Get My Flu Shot* Campaign was developed to reach those individuals who have not yet decided to get their flu shot this year, including Black and Hispanic adults.
 - Despite similar percentages of undecided Black, Hispanic, and non-Hispanic White respondents, our campaign continues to focus on Black and Hispanic individuals and communities due to longstanding healthcare inequities that create undue burden and barriers and place these populations at a higher risk of severe illness from flu.
 - Compared to White adults, flu hospitalization rates are:
 - Nearly 80% higher among Black adults
 - 30% higher among American Indian/Alaska Native (AI/AN) adults
 - 20% higher among Hispanic adults
- **[ISN'T THIS LATE IN THE FLU SEASON TO LAUNCH THIS CAMPAIGN?]**
 - CDC recommends vaccination by the end of October, ideally, so October is a good time to get a flu shot. It's best for people to get vaccinated before there is flu activity in their local area, but CDC continues to recommend vaccination of those not yet vaccinated beyond October, as long as the threat of flu remains.

⁴ <https://www.cdc.gov/flu/fluview/cov-2021estimates.htm>



Flu seasons vary in timing. While flu most often peaks in February, significant flu activity can last into May.

- This campaign complements other outreach and education efforts that are underway by CDC, AMA, employers and healthcare professionals.
- This [CDC Vital Signs](#) highlights disparities in flu hospitalizations and flu vaccine uptake among Black, Hispanic, and American Indian and Alaska Native populations.

- **[CAN I GET A FLU SHOT AND THE COVID-19 VACCINE OR BOOSTER AT THE SAME TIME?]**

- Yes, you can get a flu shot at the same time as getting a COVID-19 vaccine or booster vaccine if you are eligible and the recommended timing coincides.⁵
- CDC and AMA recommend flu vaccination and COVID-19 vaccination to protect against influenza viruses and SARS-CoV-2, the virus that causes COVID-19.
- A flu shot helps protect you, your family, and your community from flu viruses, which can have potentially serious complications.
- COVID-19 vaccination helps protect you, your family and your community from COVID-19, which can have potentially serious complications.
- Vaccines are essential, and doctor's offices and pharmacies are taking steps to ensure vaccines can be provided safely during the COVID-19 pandemic.

Additional Key Flu Facts for the Campaign

- **[WHAT ARE THE BENEFITS OF A FLU SHOT?]** Flu shots are a safe and important way to protect yourself and your community from influenza.
 - If you get a flu shot, you are less likely to get the flu and less likely to need to go to a doctor's office, urgent care or emergency room.
 - You are also less likely to be hospitalized or die from the flu.
- **[WHO SHOULD GET A FLU SHOT AND WHEN?]** CDC recommends that everyone 6 months and older (with rare medical exceptions) get a flu vaccine this season and every flu season – ideally by the end of October, if possible, before the flu is spreading widely.
- **[WHAT KIND OF FLU SHOT IS BEST?]** There are many options for flu vaccines, including a nasal spray vaccine. For the 2022-2023 flu season, there are three flu vaccines that are preferentially recommended for people 65 years and older. These are [Fluzone High-Dose Quadrivalent vaccine](#), [Flublok Quadrivalent recombinant flu vaccine](#) and [Fluad Quadrivalent adjuvanted flu vaccine](#). This recommendation was based on a review of available studies which suggests that, in this age group, these vaccines are potentially more effective than standard dose unadjuvanted flu vaccines. There is no preferential recommendation for people younger than 65 years.⁶ Ask your doctor or pharmacist which vaccine is best for you.

⁵ <https://www.ama-assn.org/delivering-care/public-health/answering-patients-questions-about-bivalent-covid-19-vaccine>

⁶ <https://www.cdc.gov/flu/season/faq-flu-season-2022-2023.htm>



- **[IS IT POSSIBLE TO GET FLU AND COVID-19 AT THE SAME TIME?]** It is possible to get flu and COVID-19 at the same time, so it's especially important for people with higher risk of serious complications—and their caregivers—to get their flu shot.
 - This includes people with underlying medical conditions like lung disease, heart disease, neurologic disorders, weakened immune systems, and diabetes.
 - Due to longstanding healthcare inequities, Black and Hispanic people are disproportionately affected by these underlying conditions.