Dear EZIZ users,

Older adults suffer from higher rates of hospitalizations, morbidity, and mortality due to influenza than younger adults.\(^1\)\(^,\)\(^2\)\(^,\)\(^3\) Persons 65 years of age and older represent 71-90\% of flu-related deaths and 50-70\% of flu-related hospitalizations in the U.S. Since this is National Influenza Immunization Week, it is the perfect time to ensure that older adults receive flu vaccine if they haven’t already.

**Flu vaccine is very effective.** A recent study found that flu vaccination in older adults reduced hospitalizations by more than half.\(^4\) Despite proven benefits of flu vaccination, only 61\% of California adults 65 years and older reported receiving a flu shot during the 2015-16 flu season.\(^5\)

**Your strong recommendation is the single best predictor of vaccination.** When recommending flu vaccine, use a statement rather than a question: “We are well into the flu season. Let’s make sure you’re protected and get that shot taken care of today.”

For more information and resources, see:

- [Influenza Prevention in US Adults Age 65 Years and Older](#) (NFID webinar)
- [Call to Action: Reinvigorating Influenza Prevention in US Adults Age 65 Years and Older](#) (NFID report)

Patient education materials you may wish to promote in your practice include:

- [My Health is my Biggest Asset](#) | [Spanish couple](#) | [Spanish man](#) (CDC)
- [By Protecting Myself, I’m Protecting Her](#) | [Spanish](#) (CDC)

Thank you for protecting Californians against influenza.

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