



Dear EZIZ users,

All pregnant women are recommended during any trimester to receive influenza immunization to protect them and their infants. Since flu has similar symptoms of COVID-19, flu vaccination is more critical than ever this year, especially for pregnant women.

A new CDC [study](#) found that flu illness during pregnancy is associated with pregnancy loss and lower birthweight. Flu vaccine given during pregnancy also protects young babies when they are most vulnerable to flu complications but too young to get immunized against flu.

Communicate the importance of flu immunization to your patients and address their questions and concerns in [plain language](#). <sup>1</sup> Explain why the flu shot is recommended and its safety and benefits for patients and infants. <sup>2</sup> Sample messaging to consider:

**“I strongly recommend you get a flu shot in the office today. The flu shot helps protect you and your baby from flu illness for several months after birth, before your baby is old enough to be vaccinated directly.” <sup>3</sup>**

Your strong and effective flu vaccine recommendation can increase your patients' confidence and interest. Supplement your strong recommendation with this [flyer](#) (also in [Spanish](#)) or [brochure](#) (also in [Spanish](#)). You can order these materials as well as [gestational wheels](#) for FREE using this [order form](#). Other flu resources are at: <https://eziz.org/resources/flu-promo-materials/>.

### References:

1. [Maternal Immunization: Understanding Safety and Efficacy, and Making a Strong Recommendation \(ACOG\)](#)
2. [Flu and Pregnant women, Influenza \(flu\) vaccine and pregnancy, Addressing Concerns Pregnant Women Might Have about Influenza Vaccine Safety \(CDC\)](#)
3. [Flu Season Sample Messaging and Resources for 2020-21 \(ACOG\)](#)
4. [Communicating the Benefits of Seasonal Influenza Vaccine during COVID-19 \(AIM\)](#)