



Protect Your High-Risk Patients Against Flu.

This is a different flu season — with the COVID-19 pandemic, preventing flu is more important than ever! We don't have a vaccine for COVID-19 yet, but we do have one for flu. **Getting a flu shot is an important way for your high-risk patients to stay healthy and strong during the pandemic.**



During 2019-20, an estimated [62,000](#) Americans died from flu or flu-related complications, many of whom had health conditions that increased their risk. Immunize your [high-risk patients](#) (including children under five, pregnant women, older adults, smokers, and those living with chronic conditions such as heart disease, asthma, and diabetes) every year to help protect them from severe influenza. **Continue to recommend flu vaccine now and throughout the [flu season](#).**

Make sure your strong recommendations for flu vaccination use the [SHARE model](#):

- **SHARE reasons** why your patient should get a flu shot based on his or her health condition.
- **HIGHLIGHT positive personal or professional experiences** with flu shots.
- **ADDRESS any questions or concerns** about the flu shot, including side effects and safety.
- **REMIND patients that flu shots protect them and their loved ones** from serious flu illness and complications.
- **EXPLAIN the potential consequences of getting the flu**

First, try the presumptive approach, “I see you’re due for your flu shot. Let’s get that taken care of today.” If patients have concerns, use the [SHARE model](#): “I strongly recommend the flu shot to all my patients with heart disease because getting the flu can increase your risk of having a heart attack. Most of my patients get the flu shot and many of them only complain about arm soreness. Let’s keep you and your family healthy and protected against flu this season!”

For resources for those with high-risk conditions, including infographics, fact sheets, and more, see the National Foundation for Infectious Diseases’ [Flu Toolkit](#).



Make it personal! Watch [Mike's Story](#) and share with patients and colleagues. As someone with both heart disease and diabetes, Mike considers an annual flu shot critical for preventing flu. Find more flu stories at www.shotbyshot.org

Promote the [#DontWaitVaccinate](#) flu campaign on social media: “Did you know? Flu can lower your body’s defenses to other infections, including COVID-19. Older adults, smokers, or anyone with chronic conditions like asthma, diabetes, or heart disease are especially at risk. Don’t take chances with flu – get your flu shot now. #DontWaitVaccinate”

Download flu educational materials for patients with chronic conditions - Share them with Staff and Patients

Children

- [Protect them From Flu poster \(high risk children- bilingual\)](#)
- [Flu: A Guide for Parents of Children with Chronic Health Conditions pamphlet \(CDC\)](#)
- [My Little Girl has Diabetes flu poster \(CDC\)](#)
- [My Little Boy has Asthma flu poster \(CDC\)](#)

Adults

- [My Doctor Said Get a Flu Shot \(Diabetes\) poster \(CDC\)](#)
- [Fight Back! \(Flu Vaccination for Asthma\) flyer \(CDC\)](#)
- [Expecting? Protect Yourself and Your Baby Against Flu and Whooping Cough flyer | Spanish | Chinese](#)
- [You Are at High Risk for Flu Complications card \(CDC\)](#)

Thank you for saving lives by protecting vulnerable patients against influenza!