

TO: Colleges
FROM: CDPH
SUBJECT: Student Health Services: Flu Messages to Share from CDPH
DATE: 10/4/18

Dear College Health Center Director,

As we approach flu season, the California Department of Public Health supports your efforts in keeping your students healthy.

We'd like to offer you some sample text (or email) messages that you can send to students to encourage them to get vaccinated against the flu.

In a small sample of college students we asked, these four messages were most compelling. We hope you'll find them useful.

Thank you for encouraging students to prevent flu!

Group A: Choose These if you provide flu vaccination on campus:

1. Big weekend? Group project? Exams ahead? Don't let flu keep you out of action. Get your **FREE** flu shot! Contact student health services to learn more.
2. Don't miss classes or exams due to flu. Get your **FREE** flu shot! Contact student health services to learn more.
3. In College, mom's not always there to take care of you. Take charge of your health. Get your **FREE** flu shot! Contact student health services to learn more.
4. Flu spreads more easily in school. Protect yourself. Get your **FREE** flu shot! Contact student health services to learn more.

Group B: Choose These if you DO NOT provide flu vaccination on campus:

1. Big weekend? Group project? Exams ahead? Don't let flu keep you out of action. Get a flu shot! See your doctor or go to <https://vaccinefinder.org>.
2. Don't miss classes or exams due to flu. Get a flu shot! See your doctor or go to <https://vaccinefinder.org>.
3. In College, mom's not always there to take care of you. Take charge of your health. Get a flu shot. See your doctor or go to <https://vaccinefinder.org>.
4. Flu spreads more easily in school. Protect yourself. Get a flu shot. See your doctor or go to <https://vaccinefinder.org>.