



**OASH**

Office of  
Infectious Disease  
and HIV/AIDS Policy

**#FIGHTFLU**

**PROTECT**   
**AGAINST THE**

**FLU**

**AND OTHER RESPIRATORY DISEASES!**

Updated October 2023

**2023 FLU VACCINE TOOLKIT FOR SMALL BUSINESSES**

# PROTECT AGAINST RESPIRATORY ILLNESS

**A note from OIDP for the 2023 season:** The Centers for Disease Control and Prevention (CDC) expects multiple viruses to spread this fall and winter, in addition to the flu. These include COVID-19 and respiratory syncytial virus (RSV), which can also be prevented with recommended vaccines. Respiratory illnesses can be very serious; while the content in this toolkit emphasizes the importance of flu vaccination, we encourage you to share about the importance of staying up to date on recommended immunizations against all three of these diseases.

Annual influenza (flu) vaccination is the best way to protect your employees and your community against seasonal flu. As a small-business owner, you can use this toolkit to learn about the flu and the importance of flu vaccination, and to help increase vaccine uptake among your staff for the flu, COVID-19, and RSV. Whether you're a business that employs healthcare and social services professionals, hotel and restaurant staff, retail teams, construction crews, or any other type of small-business workers, use this toolkit to protect against the flu.

According to CDC, [there are major benefits](#)<sup>1</sup> to promoting flu vaccinations, including:

- Decreasing employees' sick leave and improving attendance
- Helping to prevent the spread of the flu in the workplace, at home, and in communities
- Improving workforce morale and health
- Helping employees avoid flu complications and potential medical costs.

This toolkit provides useful materials for your business, so whether your employees are on-site or remote, you'll have the tools and guidance to help keep your employees and community safe.

Use this toolkit to:

1. Learn about flu facts, symptoms, and healthy habits to prevent flu
2. Effectively communicate the benefits of getting vaccinated against the flu to your employees
3. Encourage employees to get vaccinated against the flu
4. Host a vaccination clinic at your business

Toolkit resources and how to use them:

- **Infographic:** Include this in your internal communications or print and display it in high-traffic areas to explain the differences between a cold and the flu.
- **Poster:** Display this in high-traffic areas to explain the importance of flu vaccination.
- **Window Cling:** Display this outside your business to let your customers know that you support and encourage vaccination.
- **Stickers:** Give these away at flu vaccination clinics to encourage even more vaccinations.
- **Emails:** Customize these to inform your employees about flu vaccination coverage, benefits, and opportunities.
- **Social Media/Digital Communications:** Post these to your company platforms to promote flu vaccination.

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**#FIGHTFLU**

2023 Flu Vaccine Toolkit  
for Small Businesses





## FACTS ABOUT THE FLU

### 2023 Highlight: COVID-19 & RSV

COVID-19 is caused by a virus called Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2). Symptoms vary; some people who are infected might not exhibit symptoms but can still spread the virus to other people. COVID-19 can be serious. Although most people with COVID-19 get better within weeks of illness, some people experience post-COVID conditions, also known as “long COVID”. COVID-19 vaccines are widely available for everyone 6 months and older. CDC recommends one booster for everyone 5 and older, and [an additional booster](#) for certain immunocompromised individuals and everyone 50 and older.<sup>2</sup>

RSV (respiratory syncytial virus) is a common respiratory virus that usually causes mild, cold-like symptoms, but it can make infants and certain adults very sick. RSV vaccines protect adults over age 60 and help pregnant women protect their newborns.<sup>3</sup>

Influenza (flu) is a contagious respiratory illness caused by influenza viruses that infect the nose, throat, and lungs. CDC recommends that everyone 6 months and older get an annual flu vaccine. CDC estimates that the flu has resulted in 9 million–41 million illnesses, 140,000–710,000 hospitalizations, and 12,000–52,000 deaths annually between 2010 and 2020. Pregnant women, adults over the age of 65, children 5 and under—especially children under age 2—and people with HIV are all vulnerable to developing serious illness and flu complications.

In addition, [people](#)<sup>4</sup> from racial and ethnic minority groups experience higher rates of severe flu illness. Because of potential higher risk for getting flu or developing a serious illness resulting in hospitalization, flu vaccination is especially important for people within these communities.

People can get the flu anytime, but flu season typically peaks in the fall and winter in the United States. The CDC recommends everyone 6 months and older get an annual flu vaccine before the end of October. Even if you wait until after October, go get your flu vaccine. It's still beneficial because it can help [protect you for the remainder of the flu season](#).<sup>5</sup>

## **Flu Symptoms**<sup>6</sup>

Flu symptoms can range from mild to severe, and people with chronic health conditions may develop flu complications.

Common symptoms include:

- Fever or feeling feverish/chills
- Cough
- Sore throat
- Runny or stuffy nose
- Muscle or body aches
- Headaches
- Fatigue (tiredness)

Some people may have vomiting and diarrhea, though this is more common in children than adults.



## **How the Flu Spreads<sup>7</sup>**

The flu is a virus that spreads by droplets that people make when they talk, sneeze, and cough. These droplets can land in the mouths or noses of people close by, which could lead to a flu infection. You can also get the flu by touching surfaces or objects that have the flu virus on them and then touching your eyes, mouth, or nose.

People who are sick with the flu are most likely to spread the virus to others within 3 to 4 days of getting sick. You can also spread the flu while showing symptoms or sometimes before you know you are sick.

## **Flu Diagnosis<sup>8</sup>**

Many respiratory illnesses share symptoms that are similar to the flu, but healthcare professionals can perform laboratory tests to diagnose the flu. If a flu diagnosis is confirmed, it is important to follow the healthcare professional's guidance to help manage your symptoms.

## **Prevention and Treatment<sup>9</sup>**

Promoting flu prevention through vaccination will benefit both you and your employees. It takes about two weeks for your immune system to build full protection against the flu after you've been vaccinated.

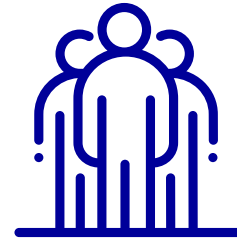
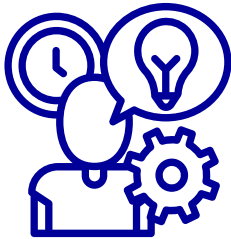
Encourage prevention and healthy habits to help keep your workforce safe. Here are some actions you can take to prevent the spread of flu at your workplace:

- Advise employees to stay home if they are sick and provide flexible sick leave
- Encourage frequent hand washing with soap and water
- Provide alcohol-based hand sanitizer so employees and customers can easily use it
- Clean and disinfect surfaces often
- Recommend getting flu vaccines annually in the fall

## PROMOTE THE FLU VACCINE TO KEEP YOUR EMPLOYEES SAFE

Employees are essential to your business.  
Promote the flu vaccine to keep them safe.

### Benefits of flu vaccination...



#### For the Employer:

- Decreases cost and helps maintain stable productivity by reducing workforce sick leave
- Reduces the spread of the flu, keeping your workforce and community healthy
- Increases confidence and morale in your workforce, knowing that they are protected

#### For the Employee:

- Provides protection from contracting the flu
- Reduces absences from work due to sickness and doctor's visits
- Inspires confidence and increases employee morale

#### For All:

- Protects everyone's families and loved ones from getting sick
- Protects clients and customers from contracting the flu at the business
- Protects the community by reducing the risk of employee infection, therefore reducing the risk of community spread



## Ways to promote flu vaccination among your employees:

- 1. Set a goal and show employees how their participation matters.** A vaccination campaign with a target number or percentage can motivate employees to work together to reach the goal.
- 2. Use incentives for flu vaccination to increase participation.** Incentives can include providing refreshments or company swag at the clinic, or holding a contest for the department with the highest percentage of vaccinated employees.
- 3. Be flexible in your human resources (HR) policies.** Establish policies that allow employees to take an hour or two to get a flu vaccine outside work during regular business hours.
- 4. Use promotional posters/flyers to advertise locations in the community that offer seasonal flu vaccinations.** Display posters about flu vaccination in break rooms, bathrooms, and other areas that employees use frequently.
- 5. Post articles in company communications** (i.e., newsletters, intranet, emails, portals). Talk about the importance of flu vaccination and where to get the vaccine in the community.
- 6. Host a flu vaccination clinic at your business location.** For more information on how to host a clinic, visit page 10 of this toolkit.
- 7. Promote the flu vaccination clinic at your business with the following:**
  - Posters about the importance of flu vaccination and upcoming clinics posted in break rooms, bathrooms, and other areas that employees use frequently.
  - An article in company communications (e.g., newsletters, intranet, emails, portals) can highlight the clinic and flu prevention.
  - An email or message from business leaders encouraging participation in the clinic.
- 8. Consider offering flu vaccines to employees' families.** This will show your employees that you care about their health and the health of their loved ones.

## FREQUENTLY ASKED QUESTIONS ABOUT THE FLU AND FLU VACCINE FOR SMALL BUSINESSES

### What is Influenza?<sup>10</sup>

Influenza (flu) is an illness caused by influenza viruses that can spread from one person to another. The virus can infect the nose, throat, and sometimes the lungs. The flu can cause mild to severe illness, and at times can lead to death.

### How can I protect my employees from the flu?<sup>11</sup>

The best way to prevent flu in your workplace is by encouraging all employees to get a flu vaccine each year. Take these actions to protect your employees during flu season, including:

- Consider offering free, on-site flu vaccinations at your business location
- Advise employees to stay home if they are sick and be flexible with sick leave
- Urge sick employees to go home so they do not infect your customers or their coworkers
- If possible, develop other flexible policies to allow employees to work remotely
- Encourage healthy habits by providing reminders about covering coughs and sneezes, washing hands, or using alcohol-based hand sanitizer



## Can a flu shot give my employee the flu?

No, you cannot get the flu from a flu shot or the nasal flu spray. Flu vaccines cannot cause a flu infection.

## How will the flu vaccine help my employees?<sup>12</sup>

The flu vaccine can help prevent employees from getting sick with the flu and spreading it to other staff. Every year, the flu vaccine prevents millions of illnesses and flu-related doctor's visits. The flu vaccine can also reduce the severity of illness in people who are vaccinated, as well as reduce the risk of flu-associated hospital visits. Employees who get vaccinated also protect the people around them, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions.

## What resources can I share with my employees on the flu vaccine?

There are several resources that you can share with your employees on the flu vaccine, including:

[Key Facts About the Flu | CDC<sup>13</sup>](#)

[Prevent Seasonal Flu | CDC<sup>14</sup>](#)

[Flu Treatment | CDC<sup>15</sup>](#)

Among adults (18 years and older), CDC estimated that the overall flu vaccination coverage was 56% among non-Hispanic White adults during the 2020–2021 flu season. However, coverage was lower for the following ethnic minority groups:

- **55%** among Asian adults
- **42%** among American Indian or Alaska Native adults
- **40%** among non-Hispanic Black adults
- **39%** among Hispanic or Latino adults

**Source:** [CDC<sup>16</sup>](#)





## TALK WITH YOUR EMPLOYEES ABOUT GETTING A FLU VACCINE

Use these talking points to discuss getting the flu vaccine with your employees this upcoming flu season.

### Conversation starters



**Have you seen our flu vaccination policy?** We have protocols and practices that allow you to do what is best for you and your family when you choose to get vaccinated against the flu.



**Have you gotten your flu vaccine yet?** The flu vaccine is the best way to fight the flu this season. What would you like to know about the flu vaccine?



## Share the benefits of being vaccinated

- You should get the flu vaccine because it helps protect you, your family, your friends, and your community from serious illness.
- The reason I chose to get vaccinated against the flu was because... (Tell why you got vaccinated).
- It's okay to be nervous about the flu vaccine. Here are some resources that you can read to learn more about the flu and the flu vaccine.
- Just like wearing a mask, getting a flu shot is an easy and safe action we can take to keep ourselves and others healthy this flu season.
- It is likely that both COVID-19 and the flu will be circulating this fall and winter. That means getting a flu vaccine is especially important because it will protect against the flu and help save limited medical resources for COVID-19 patients.
  - The flu and COVID-19 share many symptoms. Preventing the flu means fewer people will need to seek medical care and testing for possible COVID-19 or flu.
  - According to the CDC, it's safe to get a flu shot and a dose of a COVID-19 vaccine on the same day. Consider getting both vaccines for additional protection.
- CDC estimates that the flu causes hundreds of thousands of hospitalizations and 12,000–61,000 deaths each season. That's why getting the flu vaccine is very important.

## Share the facts on the vaccine

- Flu vaccines prevent millions of illnesses and doctor's visits each year and reduce deaths and hospitalizations from the flu.<sup>17</sup>
- People with long-term health conditions are at high-risk of serious flu-related complications. Flu illness can make certain conditions more difficult to manage. A flu vaccine can prevent flu-related complications.<sup>18</sup>
- Flu vaccines cannot cause a flu infection.<sup>19</sup>
- Flu vaccines have a good safety record. Hundreds of millions of Americans have safely received flu vaccines for more than 50 years. Decades of research show getting vaccinated is far safer than getting sick with the flu.<sup>20</sup>

**Racial and ethnic minority groups often experience higher rates of severe flu. Encourage all your employees, including those of diverse backgrounds, to protect themselves and their families this flu season by getting the flu vaccine.**





## HOSTING A VACCINE CLINIC

### Resources For Hosting a Vaccine Clinic

On-site vaccination clinics can make flu vaccines easily accessible to your employees. Working directly with vaccine providers, you can set up a vaccination clinic at your business, a place your employees know and trust.

Vaccine providers include local health departments, pharmacies, healthcare systems, and other medical providers. Each provider may have different ways and capacities to host on-site clinics. You should reach out to your local health department to find the right vaccine providers for your clinic.

Consider talking to your vaccine provider about offering COVID-19 vaccinations or other routine immunizations along with the flu vaccine at your clinic. This helps to give your workforce the maximum protection.

**Here are some helpful resources to plan and execute your on-site flu vaccination clinic.**

[Considerations for Planning Curbside/Drive-Through Vaccination Clinics | CDC<sup>21</sup>](#)

[Resources for Hosting a Vaccination Clinic | CDC<sup>22</sup>](#)

# COMMUNICATION RESOURCES TO PROMOTE FLU VACCINATION AND PREVENTION



## PRINTING INSTRUCTIONS FOR RESOURCES

### Infographic

To print the infographic on [page 17](#), you will need to:

1. Click the link below to open the PDF in your web browser.
2. You can either print the document directly from your browser, or download the PDF to your desktop (most browsers have this option on the upper right of your screen).
3. If you don't have a printer on-site, there are likely local vendors who can print it for you. Most will either have a form where you attach the PDF, or you can share a copy of the PDF by email.

If your computer doesn't provide the option to download the PDF, then follow these steps after clicking the link:

1. From your browser menu, select file, print, and select your local printer.
2. Your browser may also allow you to download it to your desktop by selecting from your browser menu: file> save as> save.

[Download the Infographic](#)

## Posters

To print the posters on [pages 19–22](#), you will need to do the following:

1. Click on one of the links below for the poster you want to download, and a window in your web browser will open with the PDF.
2. You can either print the document directly from your browser, or download the PDF to your desktop (most browsers have this option on the upper right of your screen).
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[Download Poster 1](#)

[Download Poster 2](#)

[Download Poster 3](#)

[Download Poster 4](#)

## Window Cling

To print the window cling on [page 24](#), you will need to:

1. Click on the link below and a window in your web browser will open with the PDF. Your browser will have an option on the top right of your screen to download the PDF to your desktop.
2. Open the document and print it to your local printer or email it to a vendor that can print it for you.

If you don't get an option to download it in your browser:

1. Click on the link below and a window in your web browser will open with the PDF.
2. From your browser menu, select file, print, and select your local printer.
3. Your browser may also allow you to download it to your desktop by selecting from your browser menu: file> save as> save.

[Download Window Cling](#)

## Sticker Sets

To print the stickers on [pages 27–30](#), you will need to do the following:

1. Click on one of the links below for the sticker you want to download, and a window in your web browser will open with the PDF.
2. Your browser will have an option on the top right of your screen to download the PDF to your desktop.
3. Open the document and print it to your local printer or email it to a vendor that can print it for you.
4. Make sure you use the correct Avery label. At the bottom of each document, you will find the Avery label stock number, for example, Avery Label #22807.

If you don't get an option to download it in your browser:

1. Click on the link below, and a window in your web browser will open with the PDF.
2. From your browser menu, select, file, print, and select your local printer.
3. Your browser may also allow you to download it to your desktop by selecting from your browser menu: file> save as> save.

[Download Sticker Set 1](#)

[Download Sticker Set 2](#)

[Download Sticker Set 3](#)

[Download Sticker Set 4](#)



**INCLUDE THIS INFOGRAPHIC IN YOUR INTERNAL COMMUNICATIONS OR PRINTED MATERIALS AND DISPLAY IT IN HIGH-TRAFFIC AREAS TO EXPLAIN THE DIFFERENCES BETWEEN A COLD, THE FLU, COVID-19, AND RSV.**



# COLD VS. FLU VS. COVID-19 VS. RSV

Is it a cold, the flu, COVID-19, or RSV?<sup>1,2</sup> Sometimes cold, flu, COVID-19, and RSV symptoms can be similar, but there are some differences. The only way to ensure a proper diagnosis is to visit your healthcare provider.

Common Symptoms	Cold	Flu	COVID-19	RSV
Fever and/or chills		✓	✓	✓
Headache		✓	✓	
Muscle pain or body aches		✓	✓	
Feeling tired or weak		✓	✓	
Sore throat	✓	✓	✓	
Runny or stuffy nose	✓	✓	✓	✓
Sneezing	✓			✓
Cough	✓	✓	✓	✓
Shortness of breath or difficulty breathing		✓	✓	
Vomiting and diarrhea		✓	✓	
Change in or loss of taste or smell			✓	
Decrease in appetite				✓
Wheezing				✓

Let's keep our workplace healthy this flu season. Contact your healthcare provider or local health department to find a flu shot near you.

<sup>1</sup> [www.nia.nih.gov/sites/default/files/2023-01/cold-flu-covid-19.pdf](http://www.nia.nih.gov/sites/default/files/2023-01/cold-flu-covid-19.pdf)

<sup>2</sup> [www.cdc.gov/rsv/about/symptoms.html](http://www.cdc.gov/rsv/about/symptoms.html)

**LEARN MORE**

**HHS.gov/  
immunization**





**DISPLAY THESE POSTERS IN HIGH-TRAFFIC AREAS  
TO EXPLAIN THE IMPORTANCE OF FLU VACCINATION  
AND HOW TO PREVENT FLU INFECTION.**



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**PROTECT**   
**AGAINST THE**

**FLU**

**Protect yourself and those around you from the flu:**



Get your flu vaccine



Wash your hands often



Cough and sneeze into your  
sleeve or a tissue

**LEARN MORE**

**HHS.gov/  
immunization**

### **Get your flu vaccine**

Take action to keep our workplace healthy and protect against the flu. Contact your healthcare provider or local health department to find a flu vaccine near you.







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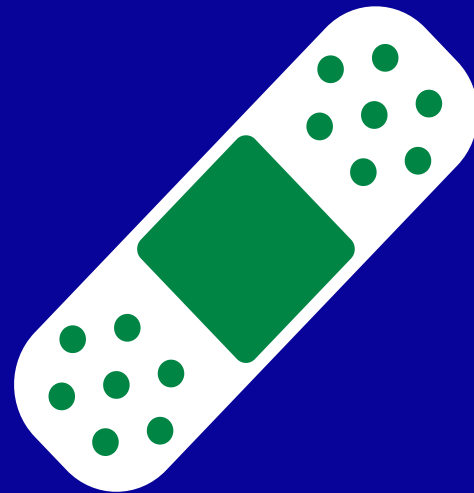
**DISPLAY THIS WINDOW CLING INSIDE YOUR  
BUSINESS WINDOW TO LET YOUR CUSTOMERS  
KNOW THAT YOU SUPPORT AND ENCOURAGE  
FLU VACCINATION.**



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**#FIGHTFLU**



**WE ARE**  
**PROTECTING**  
**AGAINST THE FLU.**

**LEARN MORE**

**HHS.gov/  
immunization**



**GIVE THESE STICKERS AWAY AT YOUR  
COMPANY FLU VACCINATION CLINICS TO  
REWARD VACCINATION AND ENCOURAGE  
EVEN MORE VACCINATIONS.**



**2" x 2"**

For Avery Labels #22807



**2" x 2"**

For Avery Labels #22807



**2" x 2"**

For Avery Labels #22807



**1" x 2.625"**

For Avery Labels #5160









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**CUSTOMIZE THESE EMAIL TEMPLATES TO  
INFORM YOUR EMPLOYEES ABOUT FLU  
VACCINATION COVERAGE, BENEFITS,  
AND OPPORTUNITIES.**

Customize these emails to inform your employees about flu vaccination coverage, benefits, and opportunities.

## Email #1

**When to Send:** Send an email in mid-October.

**Subject:** Flu Vaccination Policy and Benefits

**Body:** According to Centers for Disease Control and Prevention (CDC), every year millions of people in the United States get sick with the flu. Some have mild symptoms, while others experience complications due to the flu and are hospitalized. CDC expects other viruses to spread this fall and winter, including COVID-19 and respiratory syncytial virus (RSV), in addition to the flu virus. So, it is critical to work with each other to prevent the spread of respiratory diseases in our workplaces.

I want to ensure that you are aware of our company's flu vaccination policy and benefits. [\[insert company policy and benefits here; e.g., free flu shot, time off, etc.\]](#)

While flu vaccination is the best way to protect against the flu, there are other preventive measures we can all take to keep our workplace safe:

1. Do your best to get a flu vaccine before the end of October, but if you cannot, it is still beneficial to get a flu vaccine in the fall and winter.
2. Wash your hands often with soap and water. If soap and water are unavailable, use an alcohol-based hand sanitizer.
3. Avoid touching your eyes, nose, or mouth. Germs including the flu virus left on surfaces that are not cleaned and disinfected, can enter your body if you touch the surface and then your eyes, nose, or mouth.
4. Cover your cough and sneeze with a tissue or in your sleeve if a tissue is not available.
5. Stay home when you are sick.

We want all staff to understand our company's flu vaccination policy and benefits. If you have questions about the flu and vaccination, please ask [\[insert your organization point-of-contact\]](#). You can also talk to a healthcare provider, local health department, or pharmacist. Let's keep our workplace safe and Protect Against the Flu!

Best,  
[\[insert your email signature\]](#)

## Email #2

**When to Send:** Send an initial email in mid-October, with follow-up emails closer to the date of your on-site flu vaccination clinic.

**Subject:** Save the Date—Flu Vaccination Near You

**Body:** As we enter flu season, I encourage all staff to get a flu shot. Annual flu shots will protect you, your family, and our community.

This fall, we have planned a flu vaccination clinic on [\[insert date and time\]](#), at [\[insert location\]](#). We will have a [\[insert who will provide vaccine\]](#) provide flu vaccines to all employees who sign up.

Flu Clinic

- What: Free flu vaccination for employees
- When: [\[insert date and time\]](#)
- Where: On-site [\[insert address or other reference\]](#)

If you work from home, please contact your local health department or pharmacy to find flu vaccines near you.

We want all staff to understand our company's flu vaccination policy and benefits. If you have questions about the flu and flu vaccination, please ask [\[insert your organization point-of-contact\]](#) or talk to a healthcare provider or pharmacist. Stay tuned for more clinic information and ways we can Protect Against the Flu!

Best,  
[\[insert your email signature\]](#)

## Email #3

**When to Send:** December and January

**Subject:** It's Not Too Late to Get a Flu Shot

**Body:** As we unite to protect against the flu this year, we understand that life gets busy. If you have not gotten a flu shot, it is not too late. If you have questions or concerns about getting the flu vaccine, we are here to help. Please review our company health policy [\[attach the policy hyperlink\]](#) on flu vaccination coverage, including cost and paid time off.

If you still have questions about the flu and vaccination, please ask [\[insert your organization point-of-contact\]](#). You can also talk to a healthcare provider or local pharmacist.

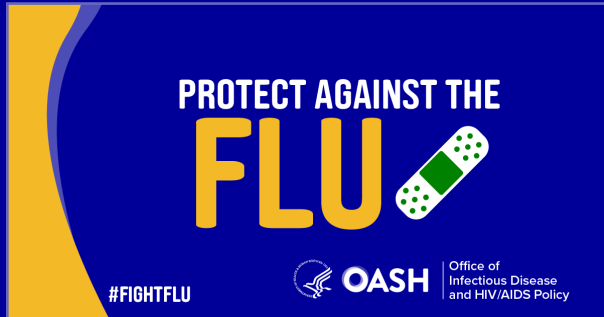
Best,  
[\[insert your email signature\]](#)



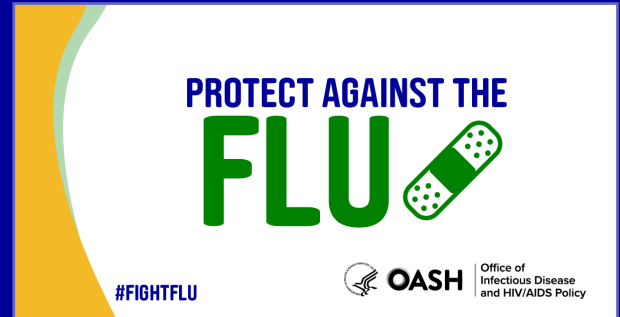
**POST THESE SOCIAL MEDIA/DIGITAL  
COMMUNICATIONS TO YOUR COMPANY  
PLATFORMS TO PROMOTE FLU VACCINATION  
AND PREVENTION.**

## Facebook and X/Twitter Graphics

Use these graphics on your Facebook and X/Twitter accounts to show your business supports flu vaccination. Then, use the messaging on the following pages as your captions to encourage vaccination.



[Download Facebook \(1200x630\)](#)  
[Download X/Twitter \(1200x675px\)](#)

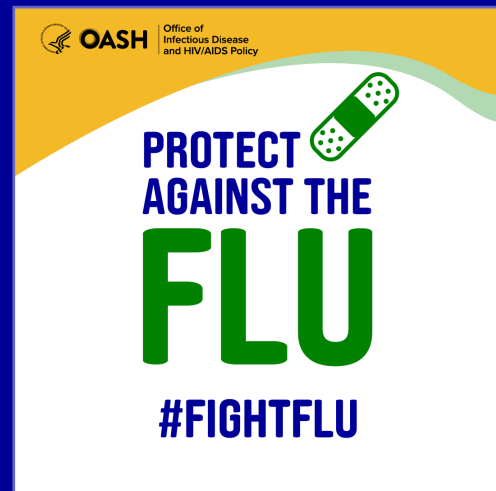


[Download Facebook \(1200x630\)](#)  
[Download X/Twitter \(1200x675px\)](#)

## Instagram Graphics



[Download Instagram \(1080x1080px\)](#)



[Download Instagram \(1080x1080px\)](#)





## General Social Media Posts

### Message 1: Yearly Flu Vaccine

#### X/Twitter:

Protect Against the Flu! #DYK that everyone 6 months and older should get a flu vaccine every year? #FluVaccines are the best way to protect yourself, your family, and others against the flu. Contact your local health department or pharmacy to find a flu vaccine near you.

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#### Facebook:

Protect Against the Flu! Did you know that everyone 6 months and older should get a flu vaccine every year? Flu vaccines are the best way to protect yourself, your family, and others against the flu. Contact your local health department or pharmacy to find a flu vaccine near you.

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#### Instagram:

Protect Against the Flu! Did you know that everyone 6 months and older should get a flu vaccine every year? #FluVaccines are the best way to protect yourself, your family, and others against the flu. Contact your local health department or pharmacy to find a flu vaccine near you.

## Message 2: Respiratory Diseases

### X/Twitter:

The CDC expects several viruses to spread this #flu season—including #COVID19 & #RSV. Keep yourself & your community safe by getting up to date on all recommended #vaccines by contacting your health care provider, local health department, or pharmacy.

---

### Facebook:

The CDC expects several viruses to spread this #flu season—including #COVID19 and respiratory syncytial virus (#RSV). Keep yourself and your community safe by getting up to date on all recommended #vaccines by contacting your health care provider, local health department, or pharmacy.

---

### Instagram:

The CDC expects several viruses to spread this #flu season—including #COVID19 & respiratory syncytial virus (#RSV). Keep yourself & your community safe by getting up to date on all recommended #vaccines by contacting your health care provider, local health department, or pharmacy.

## Message 3: Protect the Workplace

### X/Twitter:

Flu vaccines DO NOT give you the flu! Protect yourself, your family, and your workplace against the flu by getting a flu vaccine today. Protect Against the Flu and contact your local health department or pharmacy to find a flu vaccine near you.

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### Facebook:

Flu vaccines DO NOT give you the flu! Protect yourself, your family, and your workplace against the flu by getting a flu vaccine today. Protect Against the Flu and contact your local health department or pharmacy to find a flu vaccine near you.

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### Instagram:

Flu vaccines DO NOT give you the flu! Protect yourself, your family, and your workplace against the flu by getting a flu vaccine today. Protect Against the Flu and contact your local health department or pharmacy to find a flu vaccine near you.



## Message 4: Cold vs. Flu vs. COVID vs. RSV

### X/Twitter:

The #flu vaccine is a great tool for preventing the flu. But if you have symptoms and are not sure if it's a cold, the flu, COVID-19, or RSV, check out this graphic that can help you tell the difference, then visit your healthcare provider for a proper diagnosis.

### Facebook:

The #flu vaccine is a great tool for preventing the flu. But if you have symptoms and are not sure if they're cold, flu, COVID-19, or RSV symptoms, check out this graphic that can help you tell the difference, then visit your healthcare provider for a proper diagnosis.

### Instagram:

The #flu vaccine is a great tool for preventing the flu. But if you have symptoms and are not sure if they're flu, COVID-19, or RSV symptoms, check out this graphic that can help you tell the difference, then visit your healthcare provider for a proper diagnosis.

## Newsletter/Blog Blurb

### Message 1: Protect Against the Flu!

**Headline:** Protect Against the Flu!

Flu season is here, and it's time to get your annual flu vaccine to protect yourself, your family, and our workforce. Check out this document with frequently asked questions about the flu and the importance of getting a vaccine. Find a flu vaccine near you at [vaccines.gov](https://www.vaccines.gov).

Let's stay safe in the workplace and Protect Against the Flu!

[Business name and/or logo]

## Internal Messages

### Messages for Yammer, Text Groups, Group Chats, etc.

Hi team!

To keep our workplace safe, we encourage everyone to get the flu vaccine. The flu vaccine is the best form of protection against the flu. Find a flu vaccine near you at [vaccines.gov](https://www.vaccines.gov).

**Protect Against the Flu!** We want to keep all our employees and their families safe by encouraging everyone to get the flu vaccine. Remember that everyone 6 months and older needs a flu vaccine every year. To find a flu vaccine near you, visit [vaccines.gov](https://www.vaccines.gov).

**Let's Protect Against the Flu!** A flu vaccine is the best way to protect against the flu and help keep our families and workplace safe. Visit [vaccines.gov](https://www.vaccines.gov) to find a flu vaccine near you.

**Flu Fact:** Flu vaccines do not cause the flu. In fact, the flu vaccine is the best way to protect yourself and others against the flu. To find a flu vaccine near you, visit [vaccines.gov](https://www.vaccines.gov).

**Protect Yourself this Flu Season!** CDC expects several viruses to spread this flu season, including COVID-19 and RSV. Visit [vaccines.gov](https://www.vaccines.gov) to find a flu vaccine near you.



## Flu Vaccine Facts!

1. Everyone 6 months of age and older should get a flu vaccine every year.
2. The flu vaccine does not give you the flu.
3. September and October are good times to get the flu vaccine. Ideally, everyone should be vaccinated by the end of October.
4. It takes about two weeks after vaccination for antibodies to develop in the body and provide protection against the flu.

Need the flu vaccine? Visit [vaccines.gov](https://www.vaccines.gov) to find a flu vaccine near you.

## Flu Prevention! Here are six ways to prevent the flu:

1. Get the flu vaccine!
2. Wash your hands often with soap and water or use an alcohol-based hand sanitizer.
3. Cover coughs and sneezes.
4. Avoid contact with people who are sick, and limit contact with others if you are sick.
5. Avoid touching your eyes, nose, and mouth.
6. Clean and disinfect surfaces that could be contaminated with viruses that cause flu.

Visit [vaccines.gov](https://www.vaccines.gov) to find a flu vaccine near you.

### **On-site Flu Vaccine Clinic**

Hi team!

To keep everyone safe during this flu season, we will be hosting an on-site flu vaccination clinic. [Organization] will be providing vaccination services for [all employees and their families].

- Who: [All employees and their families]
- What: [Type of flu vaccine available]
- When: [Date and time]
- Where: [Location]

Please contact [insert name] if you have questions about the upcoming clinic. Let's Protect Against the Flu by showing up and getting an annual flu vaccine.

**Do you need help finding a flu vaccine near you?** Contact [insert name] at [insert email and phone number] or visit [vaccines.gov](https://www.vaccines.gov) to find a flu vaccine near you.

# DOWNLOAD RESOURCES

## Infographic

- [Download Infographic](#)

## Posters

- [Download Poster 1](#)
- [Download Poster 2](#)
- [Download Poster 3](#)
- [Download Poster 4](#)

## Window Cling

- [Download Window Cling](#)

## Sticker Sets

- [Download Sticker Set 1](#)
- [Download Sticker Set 2](#)
- [Download Sticker Set 3](#)
- [Download Sticker Set 4](#)

## Social Media Graphics:

### Facebook (1200x630)

- [Download Blue Graphic](#)
- [Download White Graphic](#)

### X/Twitter (1200x675)

- [Download Blue Graphic](#)
- [Download White Graphic](#)

### Instagram (1080x1080)

- [Download Blue Graphic](#)
- [Download White Graphic](#)

# REFERENCES

- 1 <https://www.cdc.gov/flu/business/promoting-vaccines-workplace.htm>
- 2 <https://www.hhs.gov/immunization/diseases/covid/index.html>
- 3 <https://www.cdc.gov/rsv/about/prevention.html>
- 4 <https://www.cdc.gov/flu/highrisk/disparities-racial-ethnic-minority-groups.html>
- 5 <https://www.hhs.gov/immunization/diseases/flu/index.html>
- 6 <https://www.cdc.gov/flu/symptoms/index.html>
- 7 <https://www.cdc.gov/flu/about/disease/spread.htm#:~:text=People%20with%20flu%20can%20spread,be%20inhaled%20into%20the%20lungs.>
- 8 <https://www.cdc.gov/flu/symptoms/testing.htm>
- 9 <https://www.cdc.gov/flu/prevent/prevention.htm>
- 10 <https://www.cdc.gov/flu/about/keyfacts.htm>
- 11 <https://www.cdc.gov/flu/business/prevent-flu-workplace.html>
- 12 <https://www.cdc.gov/flu/prevent/vaccine-benefits.htm>
- 13 <https://www.cdc.gov/flu/about/keyfacts.htm>
- 14 <https://www.cdc.gov/flu/prevent/index.html>
- 15 <https://www.cdc.gov/flu/treatment/index.html>
- 16 <https://www.cdc.gov/flu/highrisk/disparities-racial-ethnic-minority-groups.html>
- 17 <https://www.cdc.gov/flu/prevent/keyfacts.htm>
- 18 <https://www.cdc.gov/flu/symptoms/symptoms.htm>
- 19 <https://www.cdc.gov/flu/prevent/misconceptions.htm>
- 20 <https://www.cdc.gov/flu/prevent/keyfacts.htm>
- 21 <https://www.cdc.gov/vaccines/hcp/admin/mass-clinic-activities/curbside-vaccination-clinics.html>
- 22 <https://archive.cdc.gov/#/details?url=https://www.cdc.gov/flu/business/hosting-vaccination-clinic.htm>





**OASH**

Office of  
Infectious Disease  
and HIV/AIDS Policy

**#FIGHTFLU**

**PROTECT**   
**AGAINST THE**  
**FLU**

**2023 FLU VACCINE TOOLKIT FOR SMALL BUSINESSES**