Connecticut Department of Public Health
Flu Vaccine Campaign
#FightFluCT

Overview

The Connecticut Department of Public Health is asking all CT residents 6 months or older to get their flu shot as soon as possible. Flu vaccines have been shown to reduce the risk of flu illness, hospitalization, and death.

Getting vaccinated may also protect people around you, including those who are more vulnerable to serious flu illness, like babies and young children, older people, and people with certain chronic health conditions. During 2018-2019, flu vaccination prevented over 4 million illnesses, 2.3 million medical visits, over 50,000 hospitalizations, and 3,500 deaths. Flu vaccine prevents millions of illnesses and doctor’s visits each year; during flu season, the flu vaccine has been shown to reduce the risk of doctor visits by 40-60%.

The flu shot is important every year, but 2020 is even more important for all to get their influenza vaccine. It’s likely that flu viruses and COVID-19 will both spread this fall and winter. Getting a flu vaccine can save healthcare resources for the care of patients with COVID-19.

The key reasons why adults should be getting influenza vaccination:

- The flu is a serious disease and not just a common cold. It can put you in the hospital or worse.
- In case of a second wave of COVID-19, keep people healthy and out of hospitals so COVID patients can get treatment.
- The flu vaccine keeps those around you healthy, who may have high risk conditions.
- It is possible to get both the flu and COVID-19, both respiratory illnesses which can have serious risks for many children and adults.

So how can you take part?

The CT Department of Public Health has created a campaign encouraging CT residents to get their flu vaccine, driving participation on social channels. We want to “challenge” our friends, family, followers to take part. Getting your flu vaccine during the fall/winter months will help not only ourselves but our larger community, especially if/when COVID returns.

Suggestions for content but ultimately up to your creative discretion: Be supportive and encouraging in tone and messaging; capture images/video of getting your flu shot, your bandaid, flu pamphlet, pharmacy, actual footage, family, etc.

Photos or videos should be posted to your social media channels, along with the following:

- Use Hashtag #FightFluCT
- Include CDC link to find vaccination locations https://vaccinefinder.org
- Tag CT DPH on Facebook posts https://www.facebook.com/CTPublicHealth
Helpful Scripts

:30
Each year, the flu vaccine saves thousands of lives...and this flu season, it is more important than ever to keep your immune system strong. It is recommended that everyone six months and older get a flu vaccine. By vaccinating, you reduce the risk of flu illness or hospitalization; and you help keep children, as well as high risk family and community members, safe and healthy. Help fight the flu by adding a flu vaccine to your checklist. Find out where you can get your flu shot by visiting Vaccine Finder Dot Org. That’s Vaccine Finder Dot Org.

:15
This flu season, it is more important than ever to keep your immune system strong. Help fight the flu by getting a flu vaccine. Find out where you can get your flu vaccine by visiting Vaccine Finder Dot Org. That’s Vaccine Finder Dot Org.

:10
This flu season, it is more important than ever to keep your immune system strong. Find out where you can get your flu shot by visiting Vaccine Finder Dot Org. That’s Vaccine Finder Dot Org.

Contact Information:
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