

#MaskUp, #LatherUp, and #SleeveUp

Outreach Brief – Healthcare Professionals

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This fall and winter, flu viruses and the virus that cause COVID-19 may both spread. Wearing a mask, washing hands often, and getting a flu vaccine are three simple actions that everyone, especially people at higher risk of developing serious flu complications, should take to help reduce the spread of flu and help save medical resources needed to care for people with COVID-19.

Roll your #SleeveUp to #FightFlu this fall

Encourage followers on social media to roll their sleeves up for an annual flu vaccine by featuring photos of healthcare professionals with their #SleeveUp getting their flu vaccine or showing off their bandage from having gotten a flu vaccine. By increasing the number of people vaccinated, we can reduce flu illnesses, hospitalizations, and deaths this fall and winter, which can in turn help reduce the burden on our medical system and save medical resources for the care of COVID-19 patients. It is more important than ever for healthcare professionals to get flu vaccine to protect themselves and their families. Healthcare professionals showing that they rolled their sleeve up for a flu vaccine can also help encourage patients to get flu vaccine. A strong flu vaccine recommendation is a critical factor that affects whether patients get vaccinated.

How to Participate

Using the files in this package, place photos of members of your agency's leadership team and influencers into the included #SleeveUp frames. Schedule posts on your agency's social media handles. Sample social media messages are included. Make sure to include the hashtag #SleeveUp on Twitter and Instagram and tag @CDCflu on Twitter, if able.

Included in this package for you to participate:

- Sample social media messages
- Instructions for adding your photo using the PowerPoint templates with the #SleeveUp frame
- PowerPoint template files for #SleeveUp frames (each file contains multiple frame message options):
 - o 1:1 ratio for Facebook and Instagram
 - o 2:1 ratio for Twitter
- Additional graphics to share on your social media channels.

Thank you for helping to promote flu vaccination!

