UNBRANDED MATERIALS GUIDE

This marketing guide features all disease state resources available for you to use to help reach your immunization campaign goals.

A variety of assets is available, including educational and marketing materials for both HCPs and patients. The goal is to raise awareness of flu, COVID-19, shingles, whooping cough, RSV, meningitis, and other preventable diseases, highlighting the importance of vaccination.

Please reach out to your representative or the VaxServe marketing team for more information at VaxServeMarketing@VaxServe.com.

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FLU

01

PATIENT FACING MATERIALS

Flu: Working for Prevention Flashcards

Target Audience: Parents or guardians of children, elderly individuals, families planning vacations, individuals with specific outing plans who are eligible for the flu vaccine.

Objective: These flashcards raise awareness about influenza by providing key information on symptoms, risks, and the importance of timely vaccination.

Click on the image to download the asset.

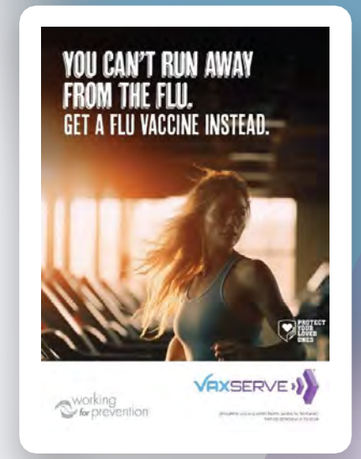
Front Cover Options













Back Side of Flashcard



FLU

01

PATIENT FACING MATERIALS

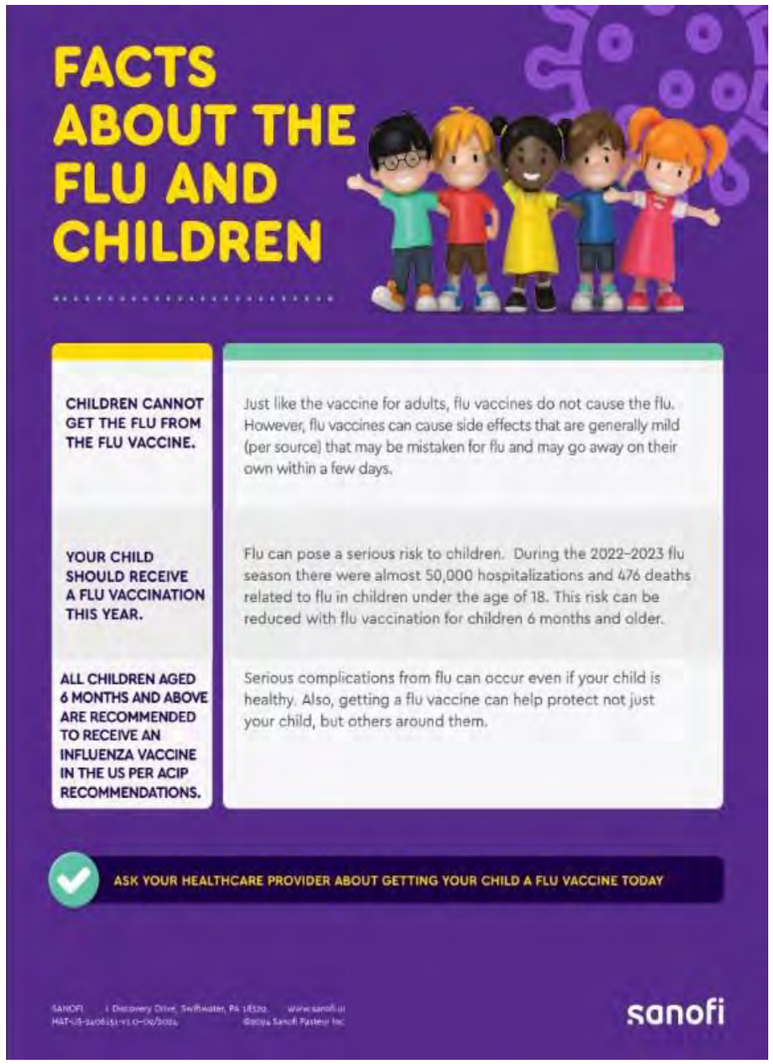
Flu Myth-Busters Flashcard

Target Audience: People who might be considering a flu vaccine but would like to learn more.

Objective: Use this flashcard to help educate patients on common misconceptions about flu and flu vaccines.

Click on the image to download the asset.





FLU

01

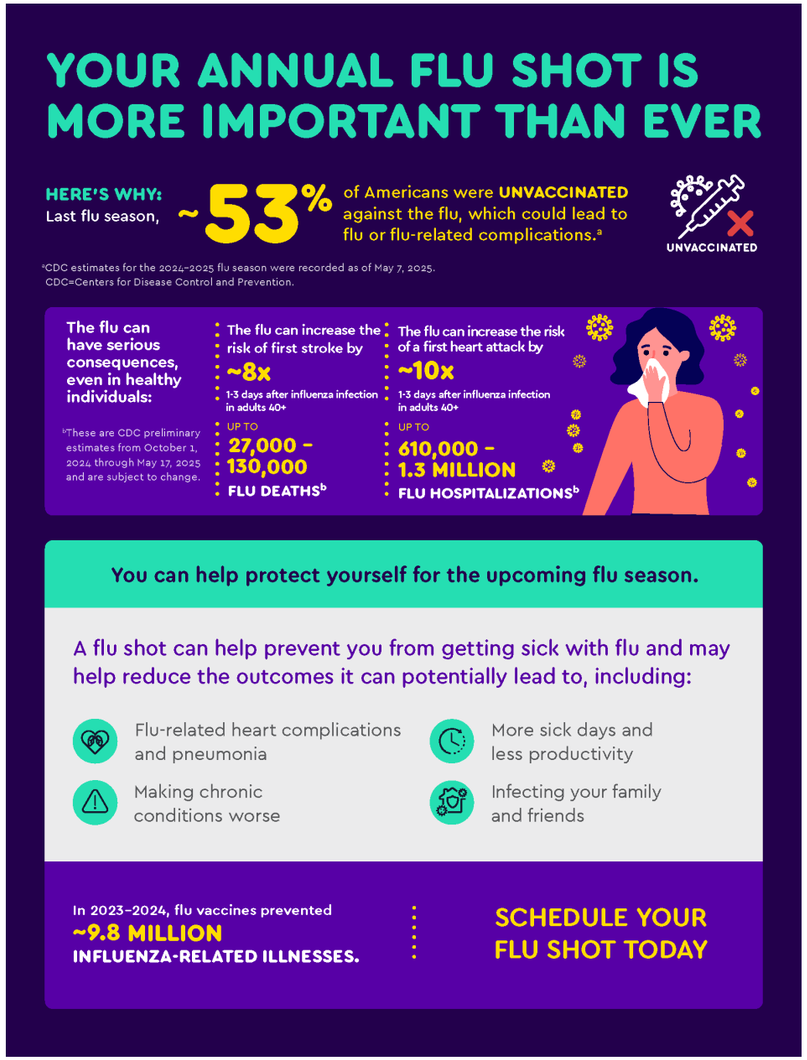
PATIENT FACING MATERIALS

Retail Flu Shot Importance Flashcard

Target Audience: Eligible patients who may not think they need a flu shot every year.

Objective: This flashcard helps educate patients on the importance of annual flu vaccination and highlights the option of co-administration of vaccines.

Click on the image to download the asset.





COVID

01

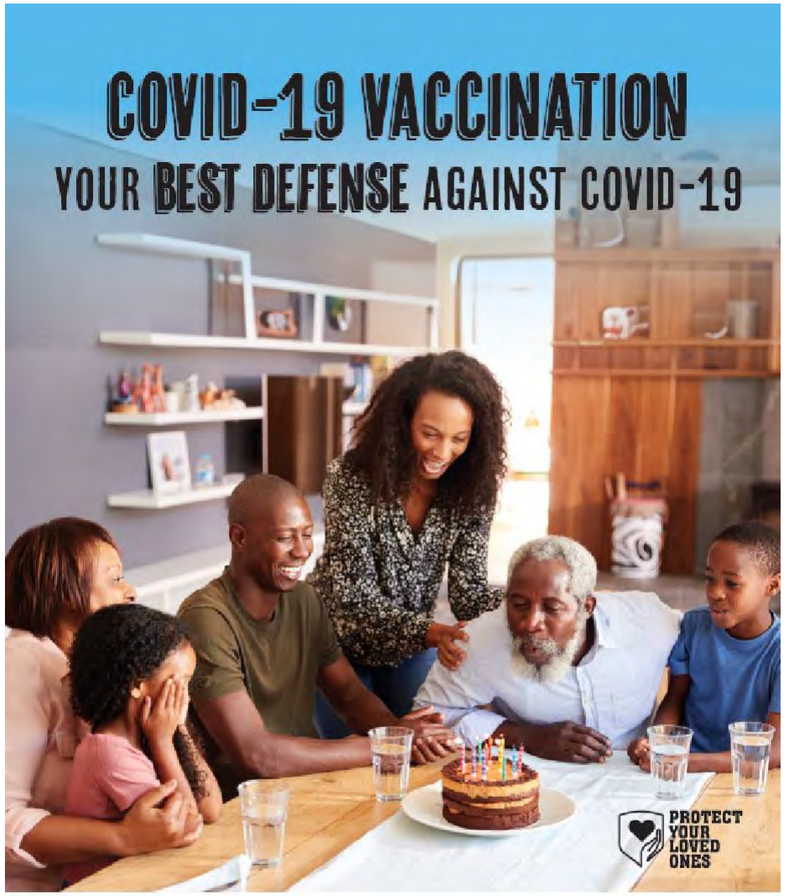
PATIENT FACING MATERIALS

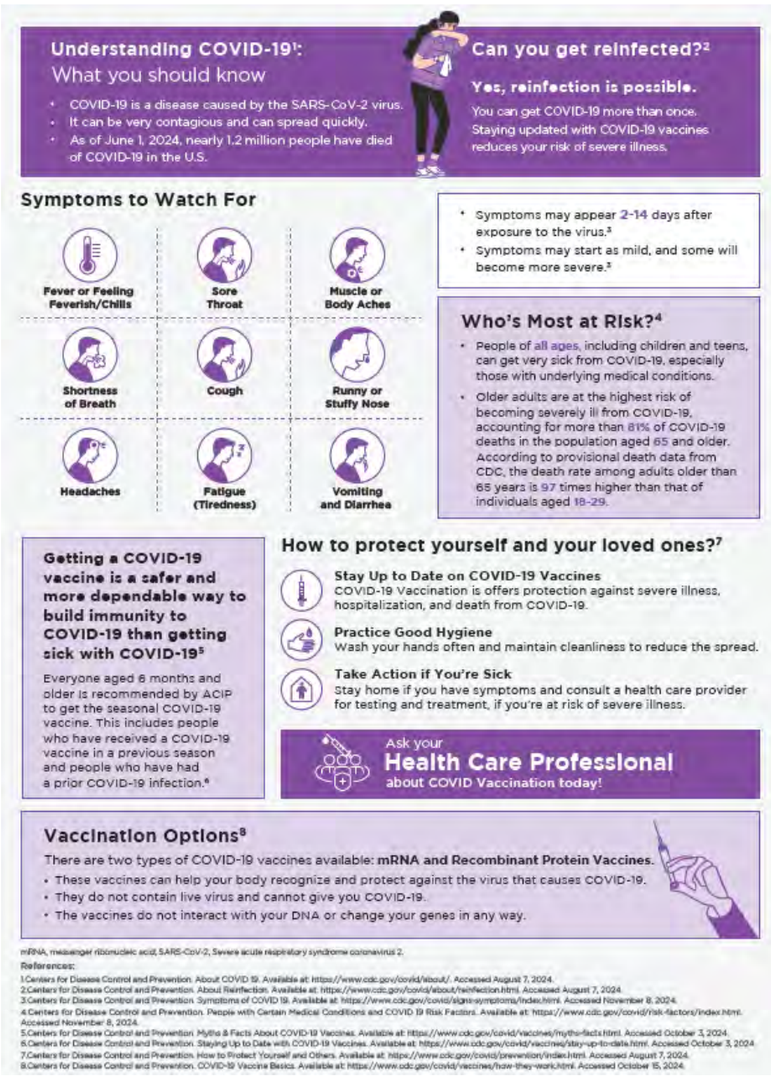
COVID Working for Prevention

Target Audience: Families uncertain about why COVID-19 vaccination is important.

Objective: This material educates families on how COVID-19 spreads and how vaccination can help protect themselves and loves ones.

Click on the image to download the asset.





COVID

01

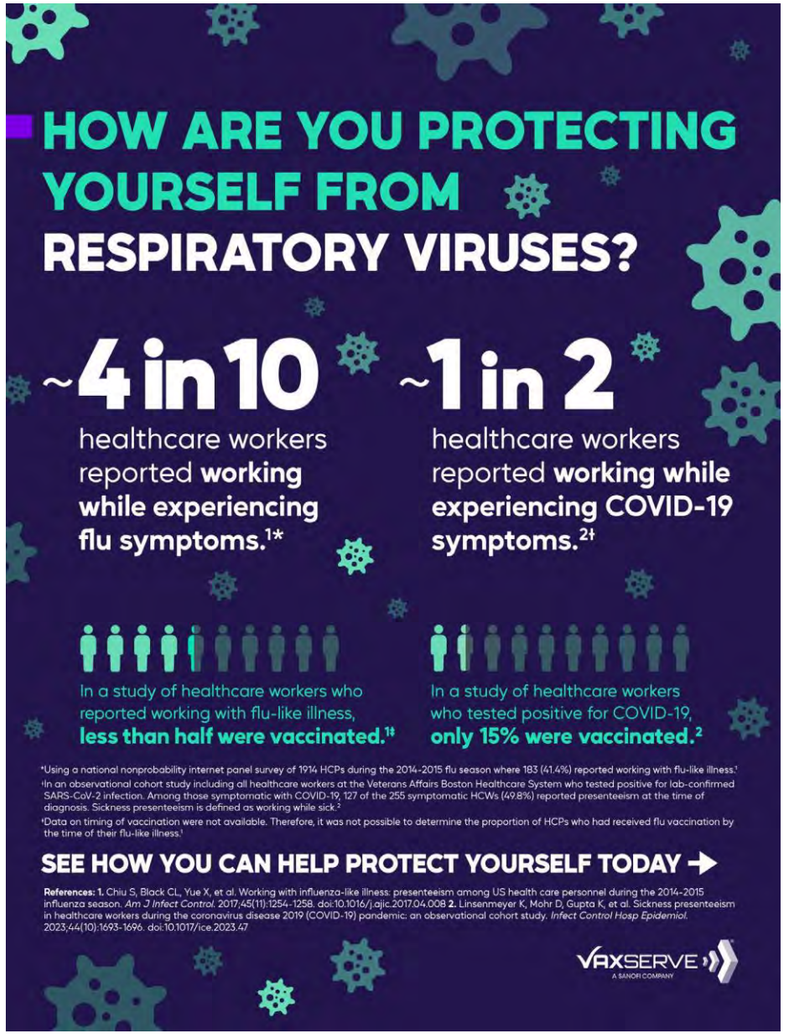
PATIENT FACING MATERIALS

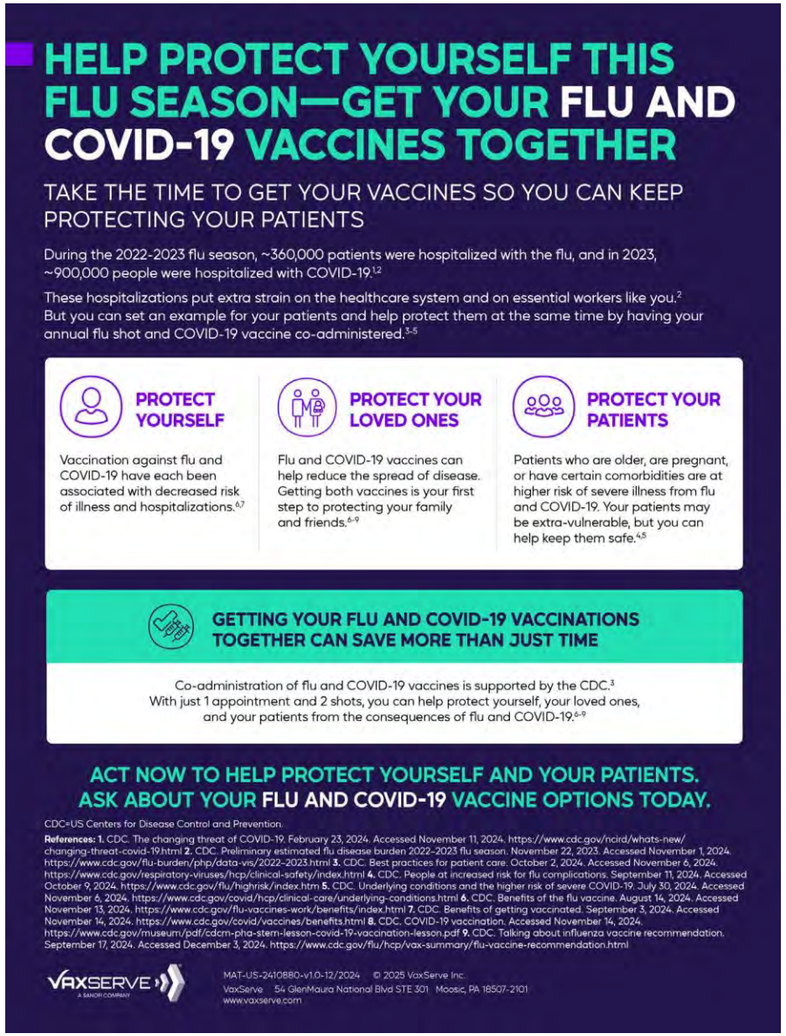
Unbranded COVID & Flu Handout for Healthcare Employees

Target Audience: Healthcare workers, especially those in direct patient care, who face a higher risk of exposure to flu and COVID-19.

Objective: This material encourages healthcare workers to get both flu and COVID-19 vaccines to help protect themselves, their patients, and families, highlighting the possibility of co-administration.

Click on the image to download the asset.





RSV

01

PATIENT FACING MATERIALS

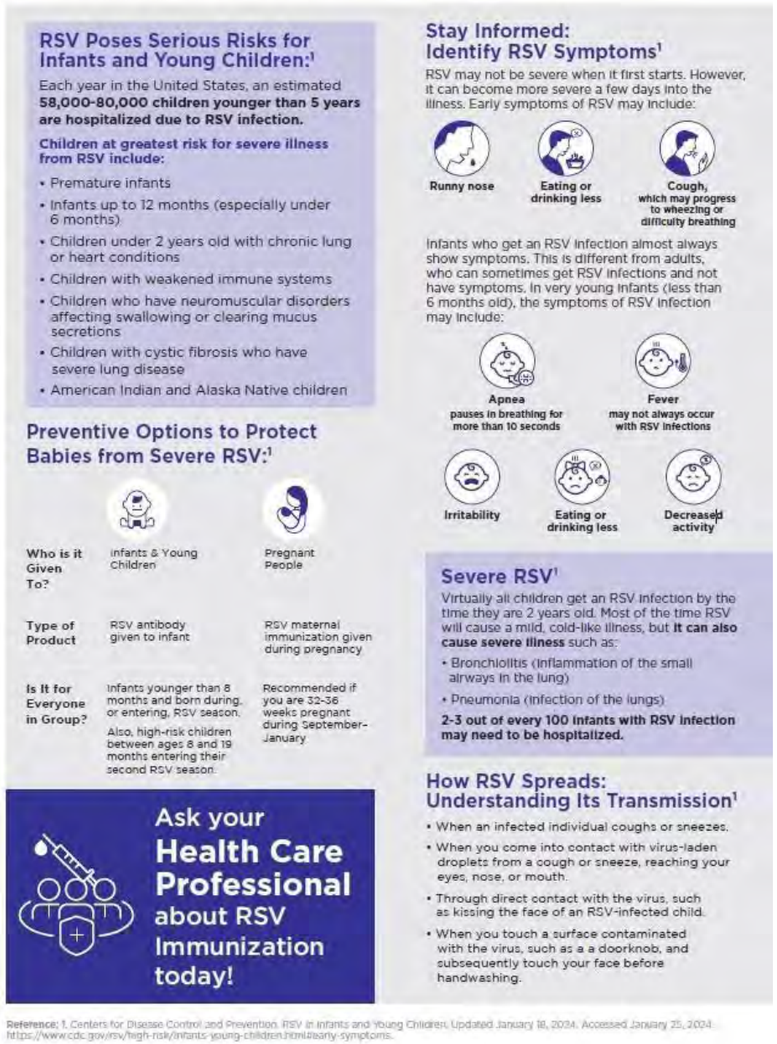
RSV Infants

Target Audience: Parents, caregivers of young children, and expectant mothers.

Objective: This material informs about RSV risks, symptoms, transmission, and prevention.

Click on the image to download the asset.





RSV

01

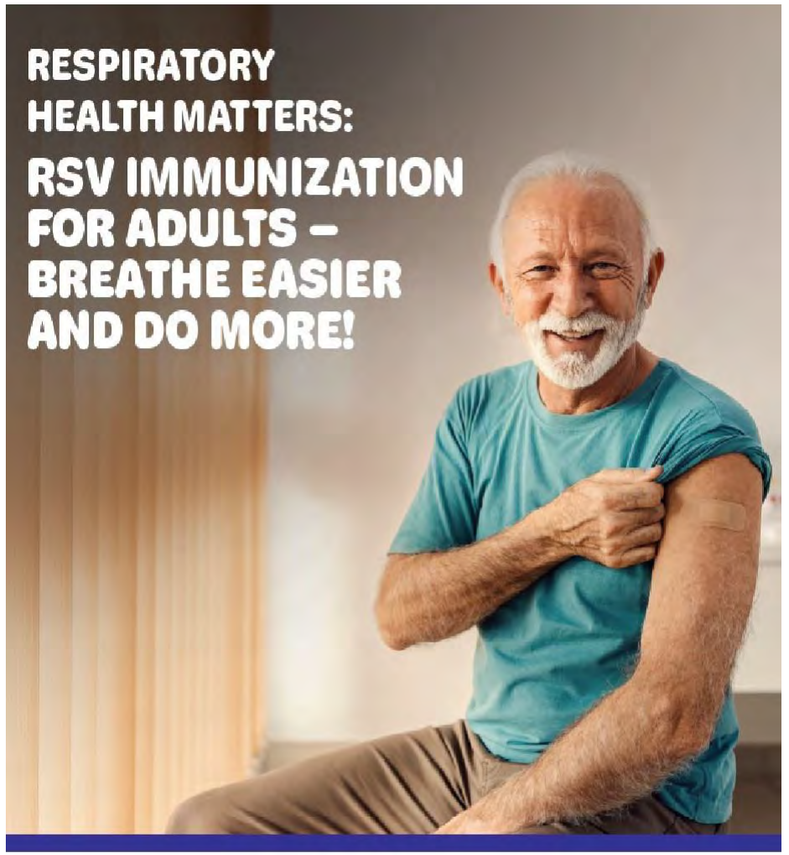
PATIENT FACING MATERIALS

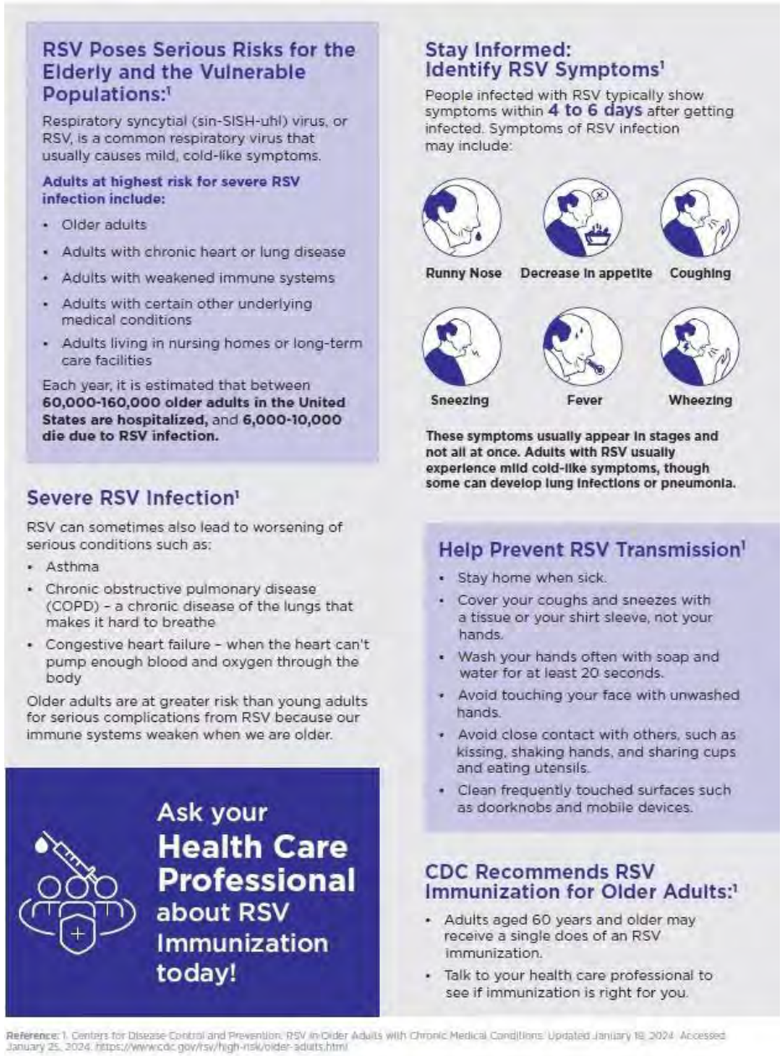
RSV Older Adults

Target Audience: Older adults and individuals with chronic medical conditions or weakened immune systems.

Objective: This material educates older adults on RSV risks, symptoms, complications, and the importance of vaccination.

Click on the image to download the asset.





RSV

01

PATIENT FACING MATERIALS

RSV Social Posts

Target Audience: Parents and caregivers of infants under 12 months, especially new or expecting parents and those approaching RSV season.

Objective: This material raises awareness of RSV risks in infants, highlights seasonal relevance, and encourages parents to talk to healthcare providers about immunization.

Click on the image to download the asset.









