02

HEALTHCARE PROFESSIONAL FACING MATERIALS

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HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu: Working for Prevention Flashcards

Target Audience: HCPs in primary care, pediatrics, geriatrics, and chronic disease management, including vaccinators.

Objective: To empower HCPs to advocate for annual flu vaccination in all eligible individuals (≥6 months), while prioritizing high-risk groups such as young children (≤5 years), older adults (≥65 years), and patients with chronic conditions.

Click on the image to download the asset.

Front Cover Options

Flu: Working for Prevention – Flu Fighter (Infant)



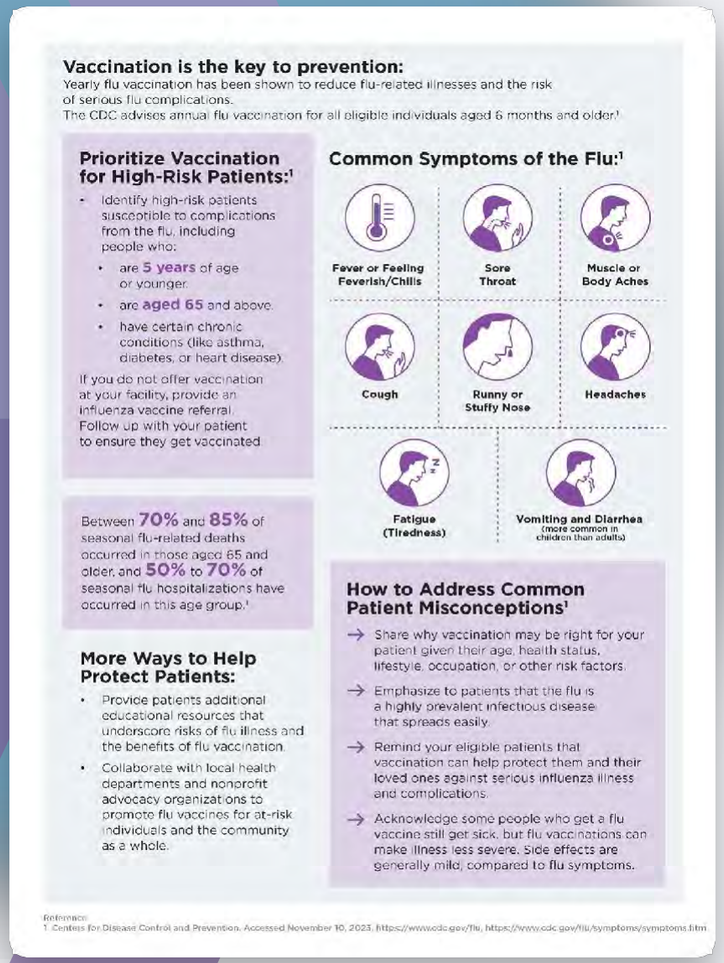
Flu: Working for Prevention – Flu Fighter (Senior)



Flu: Working for Prevention – Flu Fighter (Adult and Child)



Back Side of Flashcard



Vaccination is the key to prevention:
Yearly flu vaccination has been shown to reduce flu-related illnesses and the risk of serious flu complications.
The CDC advises annual flu vaccination for all eligible individuals aged 6 months and older.[1]

Prioritize Vaccination for High-Risk Patients:[1]

- Identify high-risk patients susceptible to complications from the flu, including people who:
  - are **5 years** of age or younger.
  - are **aged 65** and above.
  - have certain chronic conditions (like asthma, diabetes, or heart disease).

If you do not offer vaccination at your facility, provide an influenza vaccine referral. Follow up with your patient to ensure they get vaccinated.

Between **70%** and **85%** of seasonal flu-related deaths occurred in those aged 65 and older, and **50%** to **70%** of seasonal flu hospitalizations have occurred in this age group.[1]

More Ways to Help Protect Patients:

- Provide patients additional educational resources that underscore risks of flu illness and the benefits of flu vaccination.
- Collaborate with local health departments and nonprofit advocacy organizations to promote flu vaccines for at-risk individuals and the community as a whole.

Common Symptoms of the Flu:[1]

Fever or Feeling Feverish/Chills; Sore Throat; Muscle or Body Aches; Cough; Runny or Stuffy Nose; Headaches; Fatigue (Tiredness); Vomiting and Diarrhea (more common in children than adults)

How to Address Common Patient Misconceptions[1]

- Share why vaccination may be right for your patient given their age, health status, lifestyle, occupation, or other risk factors.
- Emphasize to patients that the flu is a highly prevalent infectious disease that spreads easily.
- Remind your eligible patients that vaccination can help protect them and their loved ones against serious influenza illness and complications.
- Acknowledge some people who get a flu vaccine still get sick, but flu vaccinations can make illness less severe. Side effects are generally mild, compared to flu symptoms.

Reference:
1. Centers for Disease Control and Prevention. Accessed November 10, 2023. https://www.cdc.gov/flu, https://www.cdc.gov/flu/symptoms/symptoms.htm

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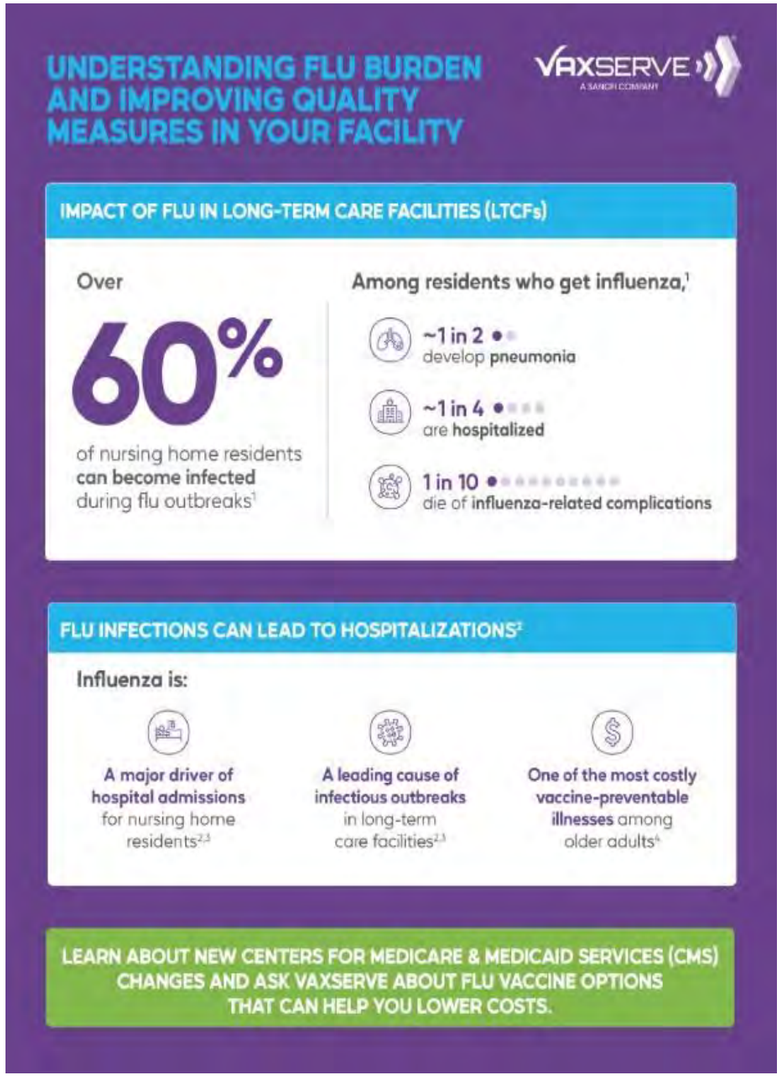
HEALTHCARE PROFESSIONAL FACING MATERIALS

LTC Flashcard

Target Audience: HCPs involved in the care of patients aged 65 and older.

Objective: This material aims to educate HCPs on flu risks in long-term care benefits of flu vaccine in reducing.

Click on the image to download the asset.





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02

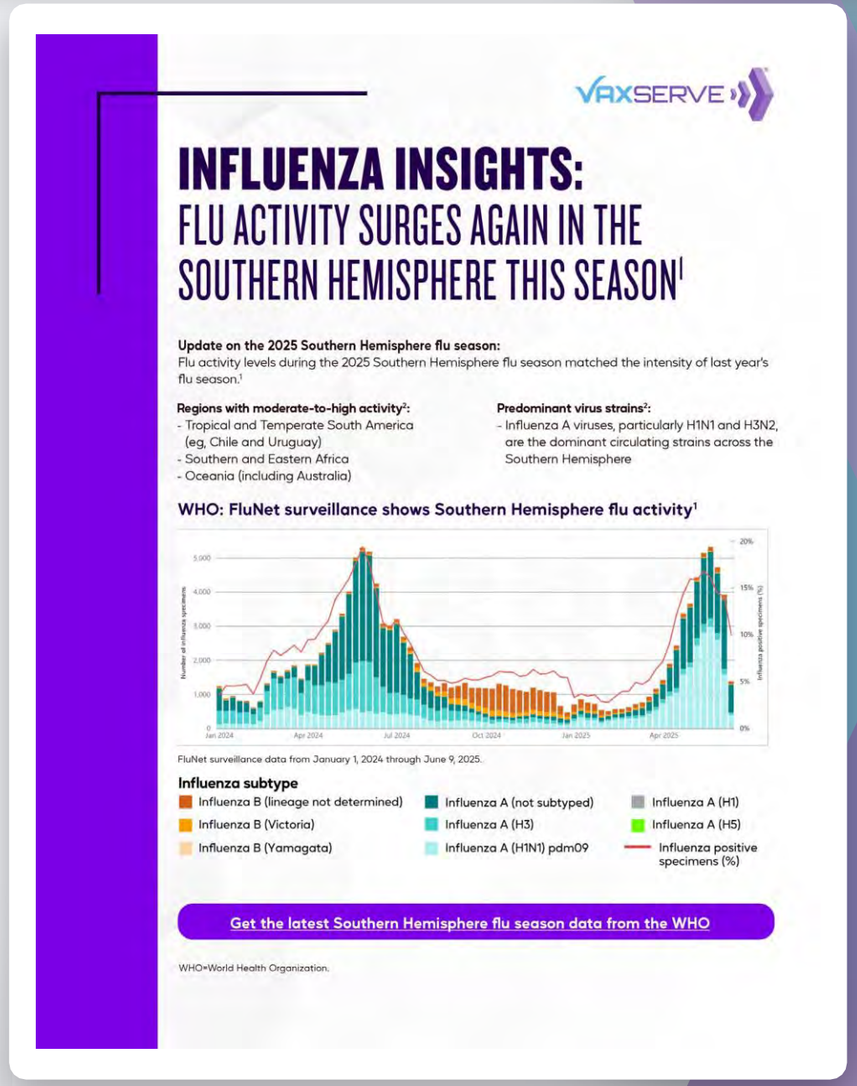
HEALTHCARE PROFESSIONAL FACING MATERIALS

Southern Hemisphere Flashcard

Target Audience: HCPs who offer flu vaccines.

Objective: This flashcard aims to inform HCPs about 2024 Southern Hemisphere flu season outcomes and reinforce the importance of flu protection ahead of the 2025–2026 season.

Click on the image to download the asset.



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INFLUENZA INSIGHTS:
FLU ACTIVITY SURGES AGAIN IN THE SOUTHERN HEMISPHERE THIS SEASON[1]

Update on the 2025 Southern Hemisphere flu season:
Flu activity levels during the 2025 Southern Hemisphere flu season matched the intensity of last year's flu season.[1]

Regions with moderate-to-high activity[2]:
- Tropical and Temperate South America (eg, Chile and Uruguay)
- Southern and Eastern Africa
- Oceania (including Australia)

Predominant virus strains[2]:
- Influenza A viruses, particularly H1N1 and H3N2, are the dominant circulating strains across the Southern Hemisphere

WHO: FluNet surveillance shows Southern Hemisphere flu activity[1]

FluNet surveillance data from January 1, 2024 through June 9, 2025.

Influenza subtype
- Influenza B (lineage not determined)
- Influenza B (Victoria)
- Influenza B (Yamagata)
- Influenza A (not subtyped)
- Influenza A (H3)
- Influenza A (H1N1) pdm09
- Influenza A (H1)
- Influenza A (H5)
- Influenza positive specimens (%)

Get the latest Southern Hemisphere flu season data from the WHO

WHO=World Health Organization.



CDC: 2024 ESTIMATES SUGGEST VACCINES SIGNIFICANTLY REDUCED FLU-RELATED HOSPITALIZATION IN SOUTH AMERICA[3]

Using data from a multicountry network, investigators assessed vaccine effectiveness in 3 target groups for vaccination: young children, persons with comorbidities, and older adults. In Argentina, Brazil, Chile, Paraguay, and Uruguay, 11,751 influenza-associated cases of severe acute respiratory illness (SARI) were identified from March to July 2024.[3]

Overall, only 1 in 5 SARI patients (21.3%) received the 2024 influenza vaccine[3]

In SARI patients who were vaccinated, vaccination **effectively prevented ~1/3 of influenza-related hospitalizations[3]**

These interim estimates suggest that flu vaccination can significantly reduce the risk of hospitalization among high-risk groups.[3]*

*High-risk groups in this study included young children, persons with comorbidities, and older adults.[3]

Although Southern Hemisphere influenza VE (vaccine effectiveness) is not necessarily predictive of Northern Hemisphere VE, it can help the Northern Hemisphere plan contingencies for vaccination demand and use.[3]
—CDC

CDC=Centers for Disease Control and Prevention.

Prioritize flu vaccination to help protect your eligible patients and ensure you're prepared to **vaccinate your older patients**, who are at a higher risk for flu-related complications.[4]

References: 1. World Health Organization. Influenza laboratory surveillance information. Accessed June 25, 2025. https://app.powerbi.com/view?r=eyJrIjoiZTkyODcyOTEtZjA5YS00ZmI0LWFkZGUtODIxNGI5OTE3YjM0IiwidCI6ImY2MTBjMGI3LWJkMjQtNGIzOS04MTBiLTNkYzI4MGFmYjU5MCIsImMiOjh9 **2.** World Health Organization. Influenza update N° 528. May 25, 2025. Accessed June 2, 2025. https://cdn.who.int/media/docs/default-source/influenza/influenza-updates/2025/202520_who-respiratory-virus-update_528.pdf?sfvrsn=365d07f1_1&download=true **3.** Zeno EE, Nogareda F, Regan A, et al. Interim effectiveness estimates of 2024 Southern Hemisphere influenza vaccines in preventing influenza-associated hospitalization—REVELAC-i Network, five South American countries, March–July 2024. *MMWR Morb Mortal Wkly Rep.* 2024;73(39):861-868. doi:10.15585/mmwr.mm7339a1 **4.** Centers for Disease Control and Prevention. Flu and people 65 years and older. September 5, 2024. Accessed June 9, 2025. https://www.cdc.gov/flu/highrisk/65over.htm

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HEALTHCARE PROFESSIONAL FACING MATERIALS

Pharmacist Unbranded Patient Flu Education Messaging

Target Audience: Pharmacists who administer flu vaccines.

Objective: This guide equips pharmacists with key information to confidently address common vaccine questions and patient concerns, ensuring they're prepared for immunization discussions this season.

Click on the image to download the asset.



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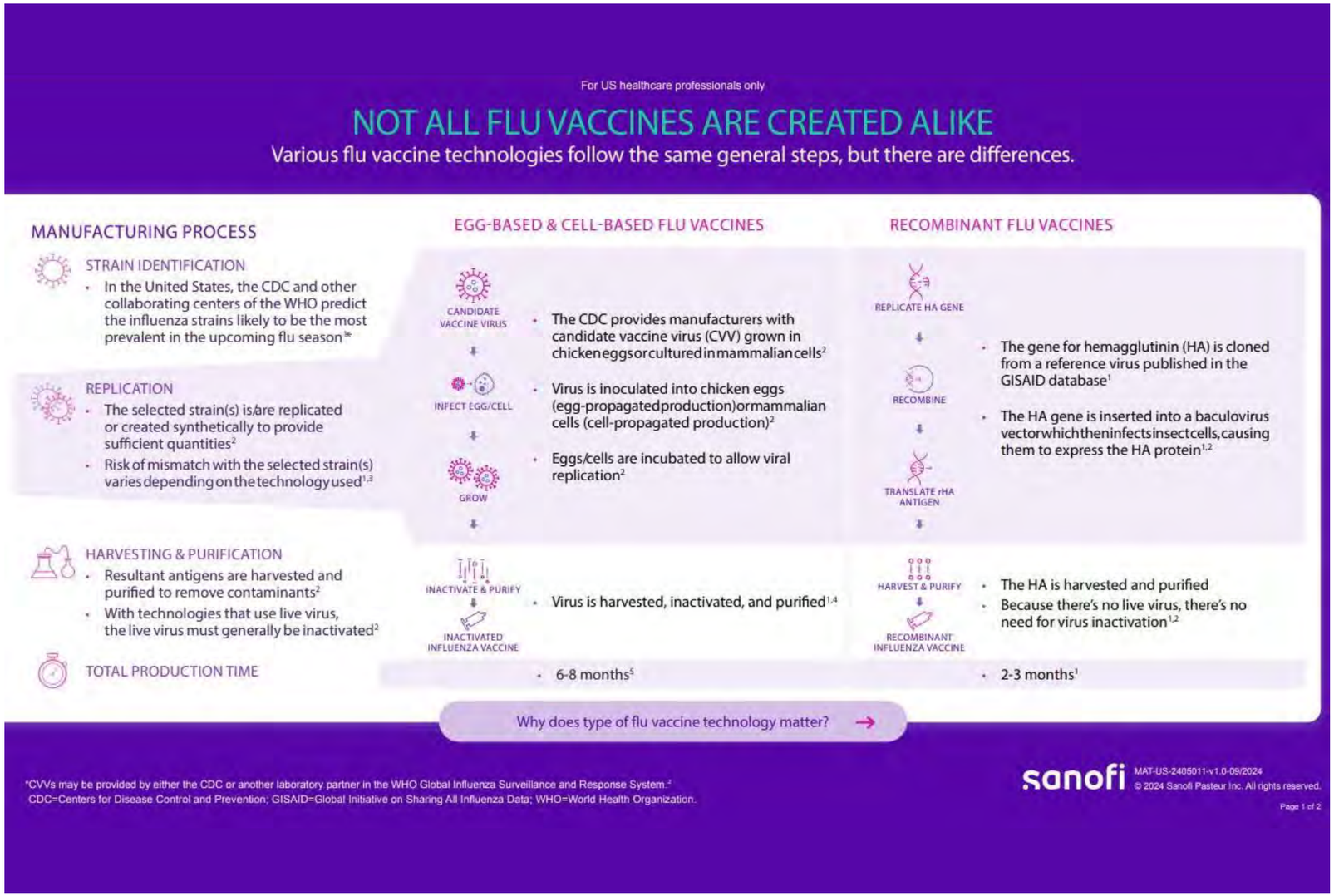
HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu Technology Flashcard

Target Audience: Healthcare providers seeking to understand flu vaccine types and manufacturing methods.

Objective: The objective of this material is to inform HCPs about the differences between egg-based, cell-based, and recombinant flu vaccines to support informed vaccine selection.

Click on the image to download the asset.



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02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Importance of Flu Vaccination in Workplace For Employers

Target Audience: Employers, HR professionals, and workplace wellness coordinators responsible for employee health.

Objective: This material educates employers on the value of workplace flu vaccination.

Click on the image to download the asset.



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02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Importance of Flu Vaccination in Workplace For Employees

Target Audience: Employers, especially those involved in workplace health and wellness programs.

Objective: This material is designed for employees to raise awareness about flu risks in the workplace and the importance of vaccination to help protect oneself and others.

Click on the image to download the asset.



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02

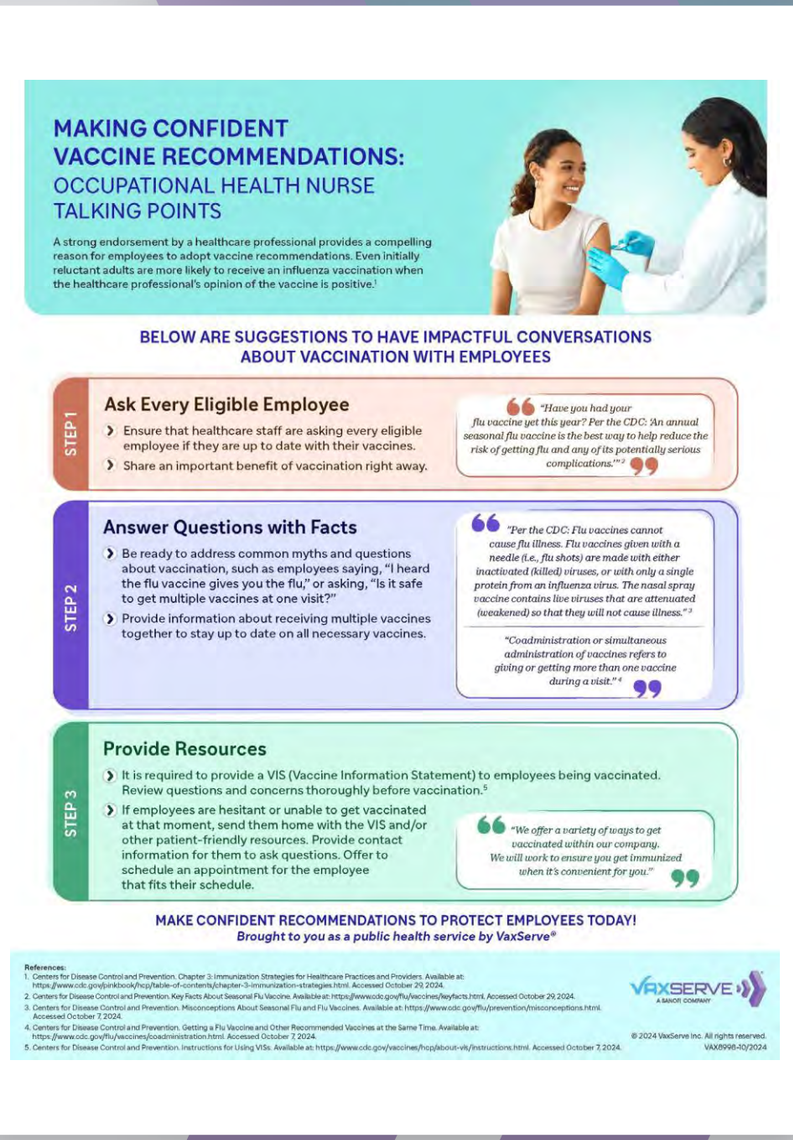
HEALTHCARE PROFESSIONAL FACING MATERIALS

Occupational Nurse Messaging Handout

Target Audience: Occupational nurses administering vaccines in the workplace or clinical settings.

Objective: This handout is designed to empower nurses with strategies to address vaccine hesitancy, dispel myths, and support increased vaccine uptake during immunization season.

Click on the image to download the asset.



MAKING CONFIDENT VACCINE RECOMMENDATIONS:
OCCUPATIONAL HEALTH NURSE TALKING POINTS

A strong endorsement by a healthcare professional provides a compelling reason for employees to adopt vaccine recommendations. Even initially reluctant adults are more likely to receive an influenza vaccination when the healthcare professional's opinion of the vaccine is positive.[1]

BELOW ARE SUGGESTIONS TO HAVE IMPACTFUL CONVERSATIONS ABOUT VACCINATION WITH EMPLOYEES

STEP 1

Ask Every Eligible Employee

- Ensure that healthcare staff are asking every eligible employee if they are up to date with their vaccines.
- Share an important benefit of vaccination right away.

"Have you had your flu vaccine yet this year? Per the CDC: An annual seasonal flu vaccine is the best way to help reduce the risk of getting flu and any of its potentially serious complications."[2]

STEP 2

Answer Questions with Facts

- Be ready to address common myths and questions about vaccination, such as employees saying, "I heard the flu vaccine gives you the flu," or asking, "Is it safe to get multiple vaccines at one visit?"
- Provide information about receiving multiple vaccines together to stay up to date on all necessary vaccines.

"Per the CDC: Flu vaccines cannot cause flu illness. Flu vaccines given with a needle (i.e., flu shots) are made with either inactivated (killed) viruses, or with only a single protein from an influenza virus. The nasal spray vaccine contains live viruses that are attenuated (weakened) so that they will not cause illness."[3]

"Coadministration or simultaneous administration of vaccines refers to giving or getting more than one vaccine during a visit."[4]

STEP 3

Provide Resources

- It is required to provide a VIS (Vaccine Information Statement) to employees being vaccinated. Review questions and concerns thoroughly before vaccination.[5]
- If employees are hesitant or unable to get vaccinated at that moment, send them home with the VIS and/or other patient-friendly resources. Provide contact information for them to ask questions. Offer to schedule an appointment for the employee that fits their schedule.

"We offer a variety of ways to get vaccinated within our company. We will work to ensure you get immunized when it's convenient for you."

MAKE CONFIDENT RECOMMENDATIONS TO PROTECT EMPLOYEES TODAY!

Brought to you as a public health service by VaxServe®

References:
1. Centers for Disease Control and Prevention. Chapter 3: Immunization Strategies for Healthcare Practices and Providers. Available at: https://www.cdc.gov/pinkbook/hcp/table-of-contents/chapter-3-immunization-strategies.html. Accessed October 29 2024.
2. Centers for Disease Control and Prevention. Key Facts About Seasonal Flu Vaccine. Available at: https://www.cdc.gov/flu/vaccines/keyfacts.html. Accessed October 29 2024.
3. Centers for Disease Control and Prevention. Misconceptions About Seasonal Flu and Flu Vaccines. Available at: https://www.cdc.gov/flu/prevention/misconceptions.html. Accessed October 7 2024.
4. Centers for Disease Control and Prevention. Getting a Flu Vaccine and Other Recommended Vaccines at the Same Time. Available at: https://www.cdc.gov/flu/vaccines/coadministration.html. Accessed October 7 2024.
5. Centers for Disease Control and Prevention. Instructions for Using VISs. Available at: https://www.cdc.gov/vaccines/hcp/about-vis/instructions.html. Accessed October 7 2024.

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VAX8998-10/2024

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HEALTHCARE PROFESSIONAL FACING MATERIALS

Pharmacy Staff Messaging Handout

Target Audience: Pharmacists and technicians responsible for vaccine administration and patient outreach.

Objective: This handout equips pharmacy staff with the knowledge to address common vaccine questions, support informed recommendations, and enhance patient communication during immunization season.

Click on the image to download the asset.



COVID

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

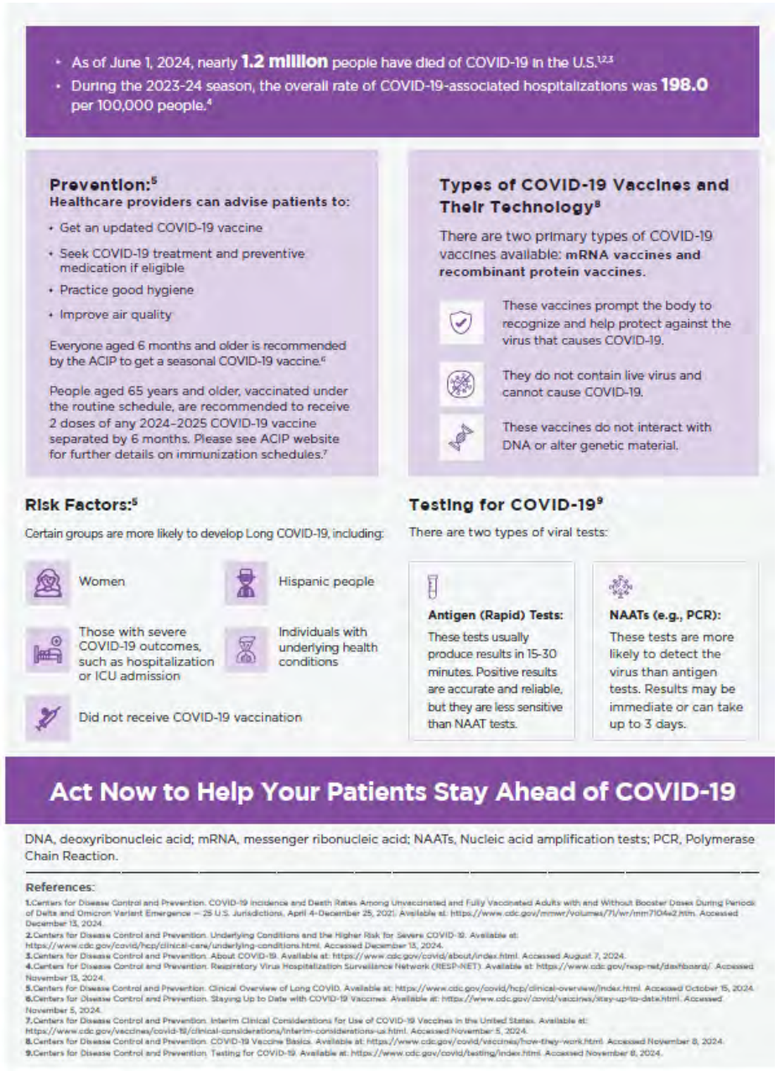
COVID Working for Prevention Flashcard

Target Audience: Healthcare providers advising and vaccinating patients against COVID-19.

Objective: The objective of this material is to educate providers on recommending updated COVID-19 vaccines to all eligible individuals, highlighting prevention, vaccine options, and risk factors to enhance patient protection.

Click on the image to download the asset.





COVID

02

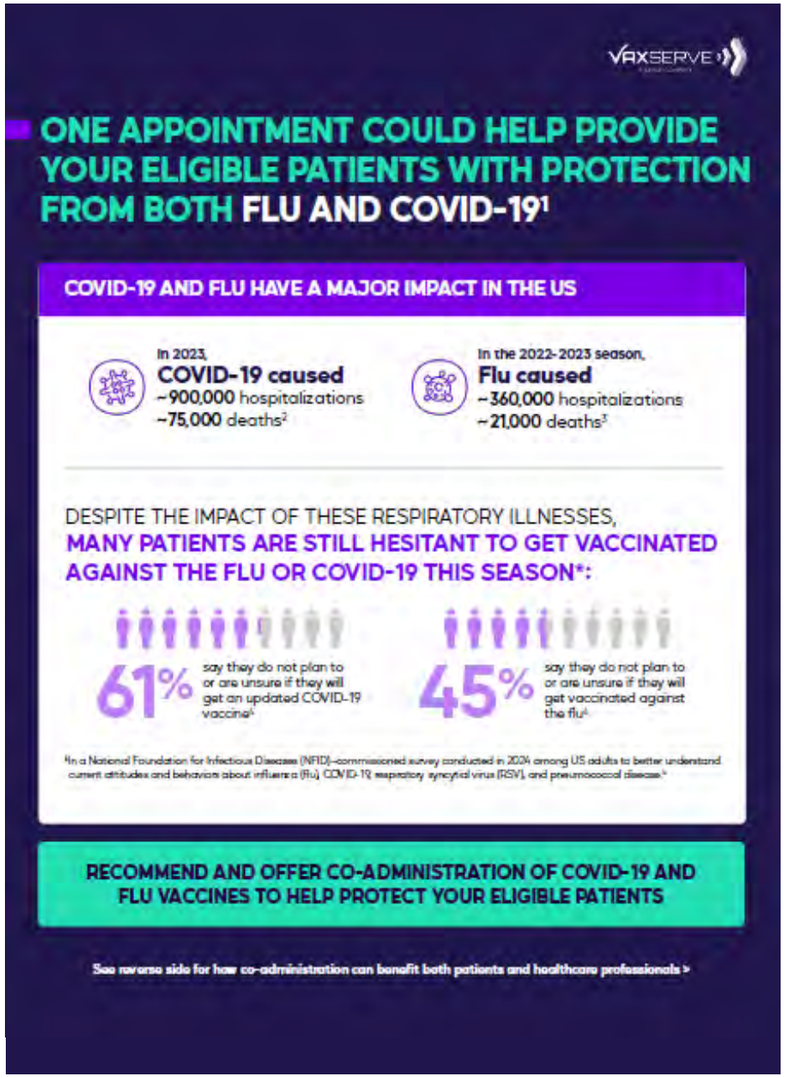
HEALTHCARE PROFESSIONAL FACING MATERIALS

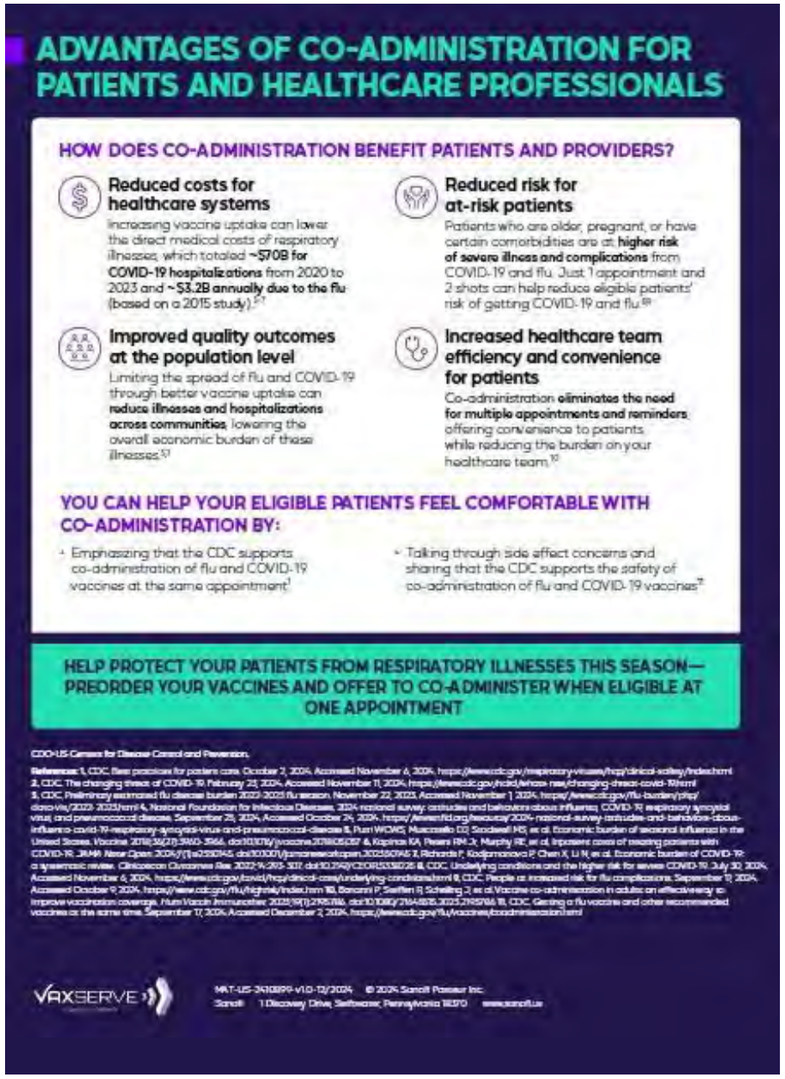
Flu/COVID Unbranded Flashcard

Target Audience: Healthcare providers advising and vaccinating patients against COVID-19 and flu.

Objective: The objective of this material is to encourage and support healthcare professionals in recommending and offering co-administration of COVID-19 and flu vaccines during a single appointment.

Click on the image to download the asset.





COVID

02

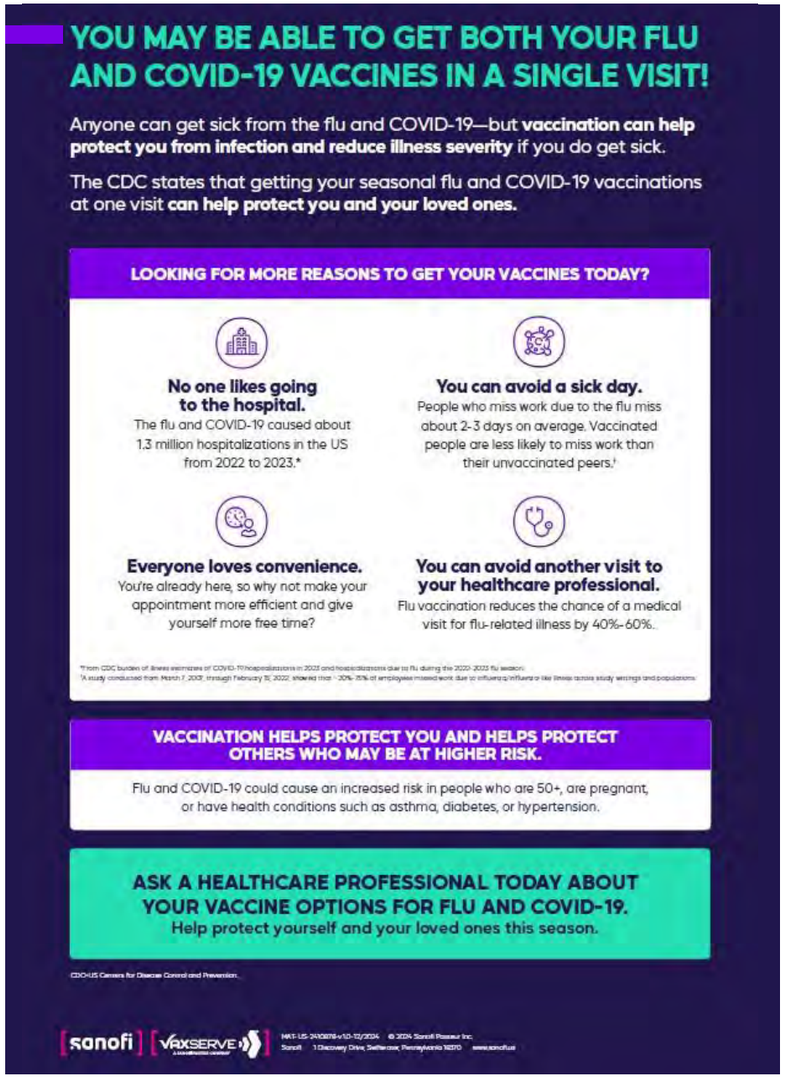
HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu/COVID Unbranded In Office Poster

Target Audience: Individuals who are eligible for flu and COVID-19 vaccinations.

Objective: The objective of this material is to encourage individuals to get both their flu and COVID-19 vaccines in a single visit.

Click on the image to download the asset.



OTHERS

02

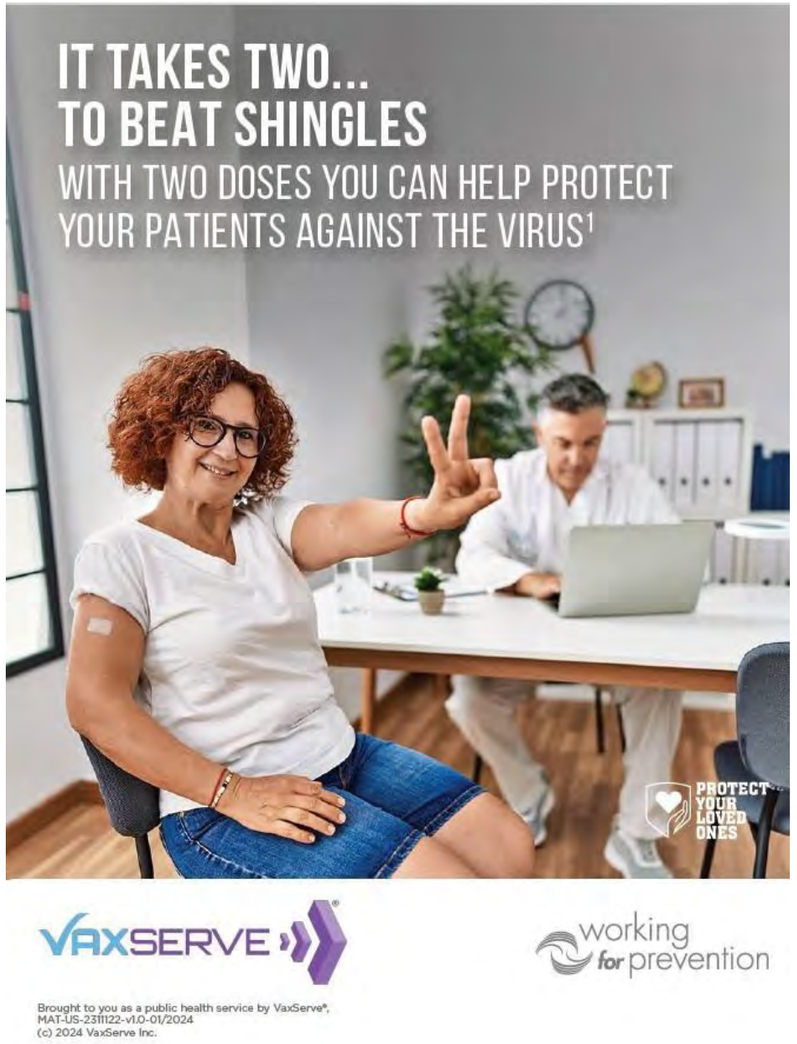
HEALTHCARE PROFESSIONAL FACING MATERIALS

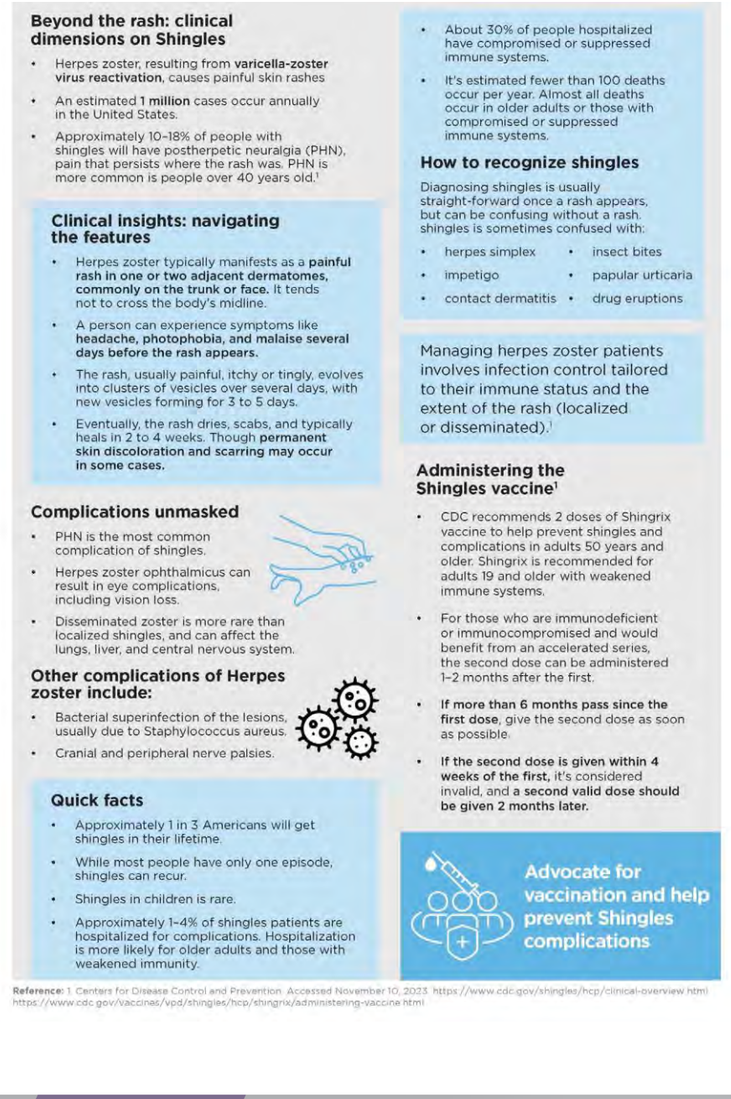
Shingles Flashcard

Target Audience: HCPs involved in patient care and vaccination programs.

Objective: This marketing piece encourages HCPs to promote and administer the two-dose Shingles vaccine, empowering them to educate patients and prevent Shingles and its complications.

Click on the image to download the asset.





OTHERS

02

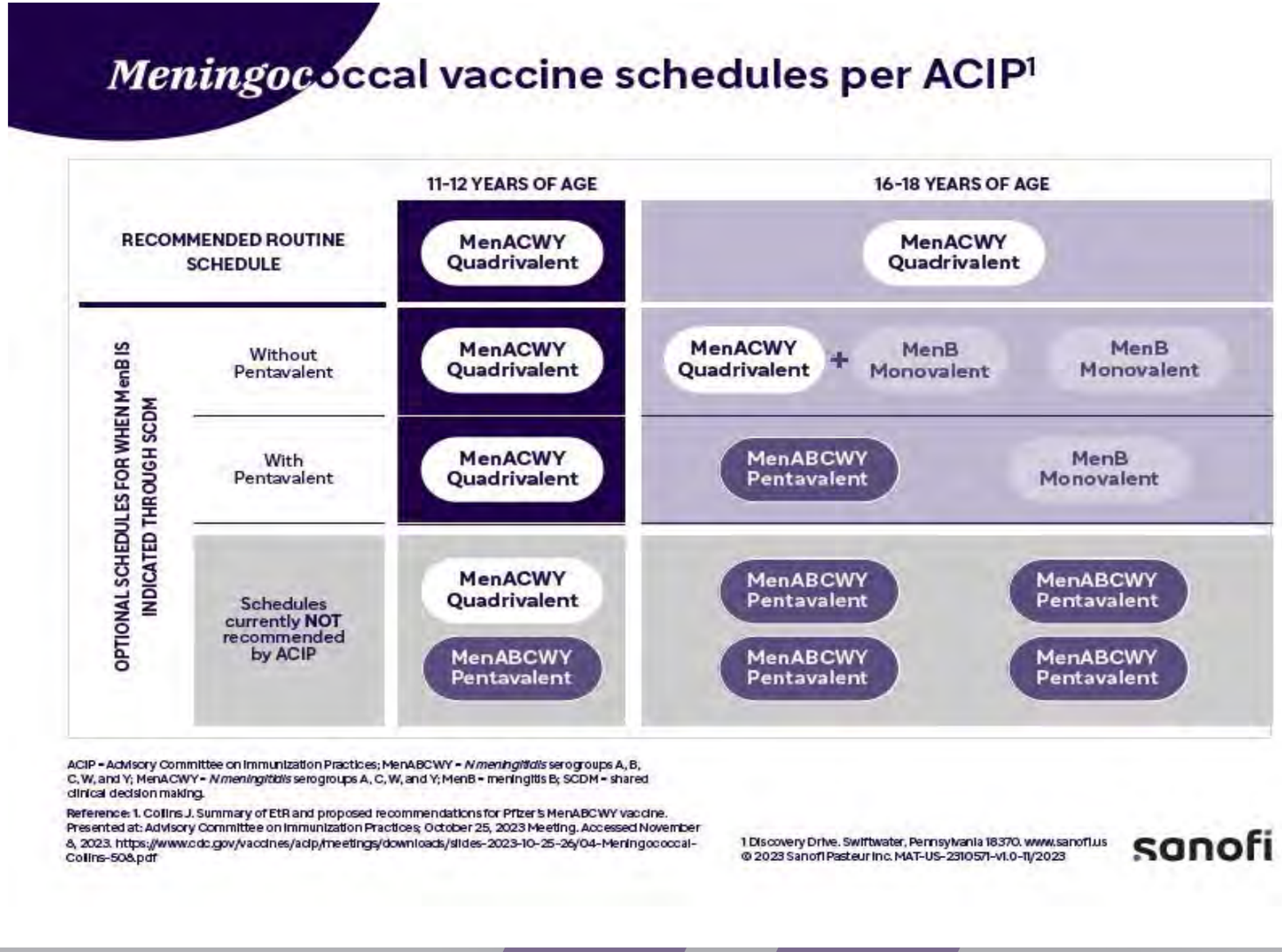
HEALTHCARE PROFESSIONAL FACING MATERIALS

Meninge ACIP Vaccine Schedule Flashcard

Target Audience: HCPs involved in adolescent care and immunization program staff.

Objective: To reinforce HCP awareness and adherence to ACIP meningococcal vaccine schedules to support proactive patient counseling and routine vaccine reminders.

Click on the image to download the asset.



Please reach out to your representative or the VaxServe marketing team for more information at

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