# Social Media Toolkit
## Title: Flu vaccines: why it is important to get them every year and which populations are most at-risk
*For use during week 37, 9/16/19-9/22/19*
*Launch Date:  September 2, 2019*

## Introduction
*Describe content of toolkit.*
*Describe background of topic*
*Describe the source(s) for the toolkit content*

Seasonal influenza, also known as the flu, is an illness that causes fever, headache, tiredness, cough, sore throat, nasal congestion and body aches.  In Ohio, fly season can begin as early as October and run as late as March. However, it is not uncommon for sporadic cases to appear all year long.[1]

The Centers for Disease Control and Prevention's vaccine experts recommend that everyone 6 months and older should get a flu vaccine each year.[2] It is important to get a flu vaccine every year. Most people who get the flu usually recover in one to two weeks, but the flu can be deadly. An estimated 200,000 people are hospitalized with the flu each year in the U.S. On average, it is estimated that there are more than 20,000 flu related deaths – many of which could have been prevented with a flu vaccine.[1]

Flu vaccination can reduce flu illnesses, doctors' visits, and missed work and school due to flu, as well as prevent flu-related hospitalizations. Flu vaccine also has been shown to be life-saving in children.[2]

Different flu vaccines are approved for use in different groups of people. There are flu shots approved for use in children as young as 6 months of age and flu shots approved for use in adults 65 years and older. Flu shots also are recommended for use in pregnant women and people with chronic health conditions.  The nasal spray flu vaccine is approved for use in non-pregnant individuals, 2 years through 49 years of age.[1]

Vaccinations have recently become a controversial issue.  Arguments against vaccines include the following: 1) vaccines can cause serious, and sometimes fatal side effects; 2) vaccines contain harmful ingredients; 3) the government should not intervene in personal medical choices; and 4) big pharmaceutical companies, Federal Drug Administration (FDA) and the CDC cannot be trusted to regulate vaccines.[4]

## Target audience/high-risk subsets
*Describe target audience*
*Describe high-risk or sub-populations, if appropriate*

- Target audience:  All people
- High risk subset for flu vaccines (all health and age factors that are known to increase a person' risk for getting serious complications from the flu)
    - People with asthma
    - People with neurologic and neurodevelopment conditions
    - Blood disorders (such as sickle cell disease)
    - People with chronic lung disease
    - People with endocrine disorders
    - People with heart disease
    - People with kidney disorders
    - People with liver disorders
    - People with metabolic disorders

- People who are obese with a body mass index of 40 or higher
- People younger than 19 years old on long-term asperin- or salicylate-containing medications
- People with a weakened immune system due to disease
- Adults 65 years old and older
- Children younger than 2 yrs.
- Pregnant women and women up to 2 weeks after the end of pregnancy
- American Indians and Alaska natives
- People who live in nursing homes and other long-term care facilities

## Target Audience Needs/Issues/Considerations
*Include considerations that the opposition may provide (controversies)*

- **Provide accurate information:** The topic of vaccination is controversial today, and there are many social media messages that provide accurate and inaccurate information. Therefore, communicating effectively with parents about the importance of vaccines is a key issue for the public health community to address.[4] There is so much misinformation that, in early May, 2019, Twitter announced that it would be launching a new tool that would direct users to vaccines.org, which is run by officials at the United States Department of Health and Human Services (HHS). Facebook, Twitter, and other social media platforms have faced intense pressure from lawmakers and the public to remove anti-vaccination propaganda from their platforms.[5]
- **Approaching a controversial issue**: There will likely be negative replies to the posts during this week. A study by researchers at the University of Pittsburgh found that it may be more effective to find common ground and deliver tailored messages related to trust. Senior Author Brian Primack, M.D., Ph.D., director of Pitt's Center for Research on Media, Technology and Health and dean of Pitt Honors College writes: "If we dismiss anybody who has an opposing view, we're giving up an opportunity to understand them and come to a common ground."[3]

## Supporting Campaigns
*Include organizations that would have credible information and would be likely to have their own campaigns*

Centers for Disease Control and Prevention
Ohio Department of Heath
Immunize.org

## References

1. Ohio Department of Health. [Internet] Influenza. Retrieved on 8/31/19 from: *(*https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/seasonal-influenza/

2. Centers for Disease Control and Protection. [Internet]. Who Needs a Flu Vaccine and When. Retrieved on 8/28/19 from: https://www.cdc.gov/flu/prevent/vaccinations.htm

3. University of Pittsburgh Schools of Health Sciences. 2019. Analyzing a Facebook-Fueled Anti-Vaccination Attack. March 21, 2019. Retrieved on 8/15/19 from: https://www.upmc.com/media/news/032119-hoffman-fb-vax

4. Procon.org [Internet]. Vaccines: Pros and Cons. Retrieved on 8/13/19 from: https://vaccines.procon.org/

5. Kelly, Makena (2019). May 14, 2019. Twitter fights vaccine misinformation with a new search tool. The Verge. Retrieved on 8/13/19 from: https://www.theverge.com/2019/5/14/18623494/twitter-vaccine-misinformation-anti-vax-search-tool-instagram-facebook

# Toolkit Content

| Developer(s) Affiliation(s) Title(s) | Sandra Vasenda<br>Consortium of Eastern Ohio Master of Public Health.<br>MPH student | | | | |
|---|---|---|---|---|---|
| **Estimated time used to create** | 9.5 hours | | | | |
| **Date submitted** | 09/03/2019 | | | | |
| **Target date for release (Monday)** | 09/09/2019 | | | | |
| **Approvals**<br><br>**(Needs at least one reviewer per column—initial appropriate column)** | Reviewer | Date | Public health content | Social media content | Format & language (grammar) |
| | Amy Lee | 9/5/19 | | | x |
| | Becky Lehman | 9/5/19 | x | | |
| | Becky Lehman | 9/5/19 | | x | |
| | | | | | |
| | | | | | |
| | | | | | |
| **Content recency** | All messages in this toolkit were generated in August and September 2019 and contain up-to-date information prior to the launch date | | | | |
| **Accuracy** | Sources of all data are provided (all evidence-based) | | | | |
| **Social Media Platforms Included** | Platform | | | Ideal number | In this toolkit |
| | Facebook | | | 5 | 6 |
| | Twitter | | | 10 | 11 |
| | Instagram | | | 5 | 6 |
| | Hashtags (for Twitter or Instagram) | | | 10 | 10 |
| | Video (YouTube) | | | Optional | 3 |
| | Print media (e.g. press release) | | | Optional | |
| | Other (list):<br>  Photos<br>  Blog post ideas | | | Optional<br><br> | <br>3<br>1 |

**Approvers Information**
- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
- Here are the items that you are checking

| Reviewer | Items for review |
|---|---|
| **Public health content** | Evidence-based, credible sources, current information |
| **Social media content** | Layout, imaging, length of posts |
| **Format and language** | Good grammar, punctuation, format compliant with toolkit guidelines |

**FACEBOOK**

| | |
|---|---|
| **Facebook 1** | <iframe src="//www.cdc.gov/flu/freeresources/flu-finder-widget.html" scrolling="no" height="160" frameborder="0" width="280" title="CDC Flu Vaccine Finder" style="overflow: hidden;"><!-- Flu Finder Widget !--> </iframe> |
| **Facebook 2** | <a href="https://www.cdc.gov/fightflu ?s_cid=seasonalflu-btn-080" title="Get your family vaccinated. FightFlu"><img src="https://www.cdc.gov/images/campaigns/seasonalflu/Fight-Flu-Consumer-300x250.png" style="width:300px; height:250px; border:0px;" alt="Get your family vaccinated. FightFlu" /></a> |
| **Facebook 3** | |
| **Facebook 4** | |
| **Facebook 5** | |

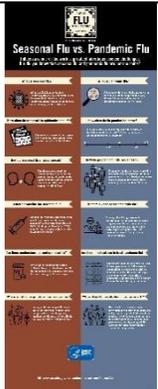| | **Infographic** | **Website** | **Caption (if provided** | **When accessed** | **Permission** |
|---|---|---|---|---|---|
| **Facebook 1** |  | https://t.co/HkDJ4qqoa0 | Updated Vaccine Recommendations for the 2019-2020 Flu Season | 9/3/2019 | Source:  Centers for Disease Control and Prevention |
| **Facebook 2** |  | https://www.cdc.gov/flu/images/partners/3ActionstoFightTheFlu_Twitter.jpg | Take 3 actions to fight the flu | 9/3/19 | Source:  Centers for Disease Control and Prevention |
| **Facebook 3** |  | https://www.cdc.gov/flu/images/resource-center/toolkit/flu-vaccine-benefits.gif | Flu vaccine benefits | 9/3/19 | Source:  Centers for Disease Control and Prevention |
| **Facebook 4** |  | https://www.cdc.gov/flu/resource-center/freeresources/graphics/graphics.htm | Flu vaccination can reduce flu illness, doctor's visits, and missed work and school due to flu, as well as prevent flu-related hospitalizations. | 9/10/19 | Source:  Centers for Disease Control and Prevention |
| **Facebook 5** | | | | | |

**TWEETS**

*Twitter best practices*
- *Keep it short and simple--although messages can be >280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

| | |
|---|---|
| **Tweet 1** | CDC makes no preferred recommendation for one #influenza vaccine product over another when multiple licenses and recommended products are available.  View all #fluvaccine recommendations for upcoming #fluseason at _go.usa.gov/xVDqw @CDCMMWR |
| **Tweet 2** | We understand that it can be hard to determine fact from fiction when it comes to #flu and #fluvaccine information. Find credible, science-based information and valuable resources at https://www.cdc.gov/flu/index.htm |
| **Tweet 3** | During #backtoschool appointments, schedule a follow-up visit for a flu vaccine by the end of October. https://www.cdc.gov/flu/professionals/index.htm … #FightFlu |
| **Tweet 4** | Flu season is approaching. We recommend that all children ages 6 months and older are vaccinated for influenza for the 2019-2020 season, preferably by the end of October, with either the flu shot or the nasal spray vaccine. #FightFlu #VaccinesWork http://ow.ly/MUM550vUZs5 |
| **Tweet 5** | For the best protection against flu, all children 6 months and older should get the vaccine - whether it is a shot or nasal spray - preferably before the end of October. **#**FightFlu! To see all AAP recommendations for the 2019-2020 flu season, go to: http://ow.ly/KaC550vVfB3 |
| **Tweet 6** | Fight flu this season by getting your flu vaccine and encouraging others to protect themselves and their loved ones by doing the same. Join the conversation on social media with the hashtag #FightFlu. |
| **Tweet 7** | During most #influenza seasons, adults 65 years and older bear the greatest burden of severe #influenza disease. In fact, it is estimated that between 70-85% of #influenza -related deaths and 50-70% of #influenza related hospitalizations occur among people in this age group. |
| **Tweet 8** | #Fluseason can begin as early as October and last as late as May. It's best to get the #vaccine as soon as it becomes available each fall. But you can still get #vaccinated in January or later. The #flushot becomes effective about 2 weeks after you get it. |
| **Tweet 9** | The flu is unpredictable and can cause serious illness or death, so it is  vital that children ages 6 months and older are vaccinated, @Healthline reports. The vaccine greatly decreases the risk of severe sickness and hospitalization. **#FightFlu** #VaccinesWork |
| **Tweet 10** | The flu is unpredictable and can cause serious illness or death, so it is vital that children ages 6 months and older are vaccinated, @Healthline reports. The vaccine greatly decreases the risk of severe sickness and hospitalization. **#FightFlu** #VaccinesWork |
| **Tweet 11** | Did you get your flu shot? #flushot |

*Instagram best practices*
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

|  | Infographic | Website | Caption (if provided | When accessed | Permission |
|---|---|---|---|---|---|
| **Instagram 1** |  | https://www.cdc.gov/flu/images/freeresources/print-large/seasonal-vs-pandemic-flu-infographic-large-update.jpg | Seasonal flu and pandemic flu | 9/2/19 | Source Centers for Disease Control and Prevention |
| **Instagram 2** |  | https://www.cdc.gov/flu/images/freeresources/print-large/sick-with-the-flu-large.jpg | Sick with the flu? Know what to do | 9/2/19 | Source Centers for Disease Control and Prevention |
| **Instagram 3** |  | https://www.cdc.gov/flu/resource-center/images/cdc-fight-flu-poster-print-600px.jpg | Fight Flu | 9/3/19 | Source Centers for Disease Control and Prevention |
| **Instagram 4** |  | https://www.cdc.gov/flu/resource-center/images/strong-defense-against-flu-600px.jpg | A strong defense against flu – get vaccinated | 9/3/19 | Source: Centers for Disease Control and Prevention |
| **Instagram 5** |  | <a href="http://www.cdc.gov/flu/protect/whoshouldvax.htm?s_cid=seasonalflu-bb-066" title="Did you know? That anyone even young, healthy adults can get sick from the flu and spread it to others. Buzz buzz (text message: You coming out tonight? I can't I have |  | 9/3/19 | Source: Centers for Disease Control and Prevention |

| | | | | | |
|---|---|---|---|---|---|
| | | the flu. My niece and girlfriend have it now too.) The short time it will take you to get a flu vaccine. Can help protect you and the ones you love. The flu vaccine is safe and does not cause the flu. #FightFlu"><img src="http://www.cdc.gov/flu/images/freeresources/animated-young-adults.gif" style="width:690px; height:338px; border:0px;" alt="Did you know? That anyone even young, healthy adults can get sick from the flu and spread it to others. Buzz buzz (text message: You coming out tonight? I can't I have the flu. My niece and girlfriend have it now too.) The short time it will take you to get a flu vaccine. Can help protect you and the ones you love. The flu vaccine is safe and does not cause the flu. #FightFlu" /></a> | | | |
| **Instagram 6** |  | In Instagram search for #neomedhsc | Did you know you can get many of your vaccinations including flu shots at your local pharmacy? | 9/9/19 | Permission—Amy Lee and Rootstown Community Pharmacy (original photo) |

**RELEVANT HASHTAGS**

|  | Hashtag |
|---|---|
| **Hashtag 1** | #fluvaccine |
| **Hashtag 2** | #vaccination |
| **Hashtag 3** | #vaccines |
| **Hashtag 4** | #fluseason |
| **Hashtag 5** | #FluShot |
| **Hashtag 6** | #OHflu |
| **Hashtag 7** | #getvaccinated |
| **Hashtag 8** | #Fightflu |
| **Hashtag 9** | #herdimmunity |
| **Hashtag 10** | #vaccineswork |

**VIDEOS**

| Media | Image | Website | Caption (if provided) | When Accessed | By Whom | Permission |
|-------|-------|---------|----------------------|---------------|---------|------------|
| | | | **Videos** | | | |
| Video #1 | | <iframe width="1195" height="672" src="https://www.youtube.com/embed/QvyaE_eXDJU" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe> | Prevent Flu! Get a Flu Vaccine and Take Preventive Actions | 9/3/19 | SV | Source: Centers for Disease Control and Prevention |
| Video #2 | | <iframe width="1195" height="672" src="https://www.youtube.com/embed/RvN2upZYBOs?list=PL0E50E20C63FC98D0" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe> | Know the Symptoms of Flu (0:36) | 9/3/19 | sv | Source: Centers for Disease Control and Protection |
| Video #3 | | <iframe width="1195" height="672" src="https://www.youtube.com/embed/K0HriqF9-E0?list=PL0E50E20C63FC98D0" frameborder="0" allow="acceler | Protect your family from the potentially serious danger of flu | 9/3/19 | SV | Source: Centers for Disease Control and Prevention |

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|---|---|---|---|---|---|---|
| | | ometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe> | | | | |
| **Video #4** | | | | | | |

## PHOTOS (copyright free)

| | | | | | | |
|---|---|---|---|---|---|---|
| Photo #1 |  | https://phil.cdc.gov/Details.aspx?pid=22154 | This image depicts the hands of a Centers for Disease Control and Prevention (CDC) scientist, who was unpacking influenza samples that had been sent to CDC for testing. At this point in the process, while wearing pink-colored protective gloves, the scientist was transferring the sample vials from their cold shipping box, into a black plastic vial tray, while inside a negatively-pressurized flow hood. Working within the confines of the flow hood prevented any pathogens from escaping into the laboratory environment. | 8/30/19 | SV | Source: Centers for Disease Control and Prevention (Emily Cramer) |
| Photo #2 |  | <p style="font-size: 0.9rem;font-style: italic;"><a href="https://www.flickr.com/photos/45802067@N03/22781616396">"Take a shot in the arm to #FightfluBC"</a><span>by <a href="https://www.flickr.com/photos/45802067@N03">BC Gov Photos</a></span> is licensed under <a href="https://creativecommons.org/licenses/by-nc-nd/2.0/?ref=ccsearch&atype=html" style="margin-right: 5px;">CC BY-NC-ND 2.0</a><a href="https://creativecommons.org/licenses/by-nc-nd/2.0/?ref=ccsearch&atype=html" target="_blank" rel="noopener noreferrer" style="display: inline-block;white-space: none;opacity: .7;margin-top: 2px;margin-left: 3px;height: 22px !important;"><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc_icon.svg" /><img style="height: inherit;margin-right: | Take a shot in the arm to fight flu | 9/3/19 | SV | Image attribution (Creative Commons): *"Take a shot in the arm to #FightfluBC"* by *BC Gov Photos* is licensed under *CC BY-NC-ND 2.0* |

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| | | 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc-by_icon.svg" /><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc-nc_icon.svg" /><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc-nd_icon.svg" /></a></p> | | | | |
| Photo #3 | | <p style="font-size: 0.9rem;font-style: italic;"><a href="https://www.flickr.com/photos/45802067@N03/15041248454">"Protect yourself and your loved ones from influenza - Get vaccinated!"</a><span>by <a href="https://www.flickr.com/photos/45802067@N03">BC Gov Photos</a></span> is licensed under <a href="https://creativecommons.org/licenses/by-nc-nd/2.0/?ref=ccsearch&atype=html" style="margin-right: 5px;">CC BY-NC-ND 2.0</a><a href="https://creativecommons.org/licenses/by-nc-nd/2.0/?ref=ccsearch&atype=html" target="_blank" rel="noopener noreferrer" style="display: inline-block;white-space: none;opacity: .7;margin-top: 2px;margin-left: 3px;height: 22px !important;"><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc_icon.svg" /><img style="height: inherit;margin-right: 3px;display: inline-block;" | Protect yourself and your loved ones from influenza – get vaccinated | 9/3/19 | SV | Image attribution (Creative Commons)<br>*"Protect yourself and your loved ones from influenza - Get vaccinated!"* by *BC Gov Photos is licensed under CC BY-NC-ND 2.0* |

| | | src="https://search.creativecommons.org/static/img/cc-by_icon.svg" /><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc-nc_icon.svg" /><img style="height: inherit;margin-right: 3px;display: inline-block;" src="https://search.creativecommons.org/static/img/cc-nd_icon.svg" /></a></p> | | | | |
|---|---|---|---|---|---|---|
| Photo #4 | | | | | | |
| Photo #5 | | | | | | |
| Photo #6 | | | | | | |
| Photo #7 | | | | | | |
| Photo #8 | | | | | | |
| Photo #9 | | | | | | |
| Photo #10 | | | | | | |

Are you a Flu Fighter, or know someone who is? Share your own flu fighter profiles online or social media. Here's how:

1.  Pick 1-3 images demonstrating your work as a flu fighter.
2.  Write a 2-4 sentence post about how you fight flu.
3.  Share these images and message on social media!