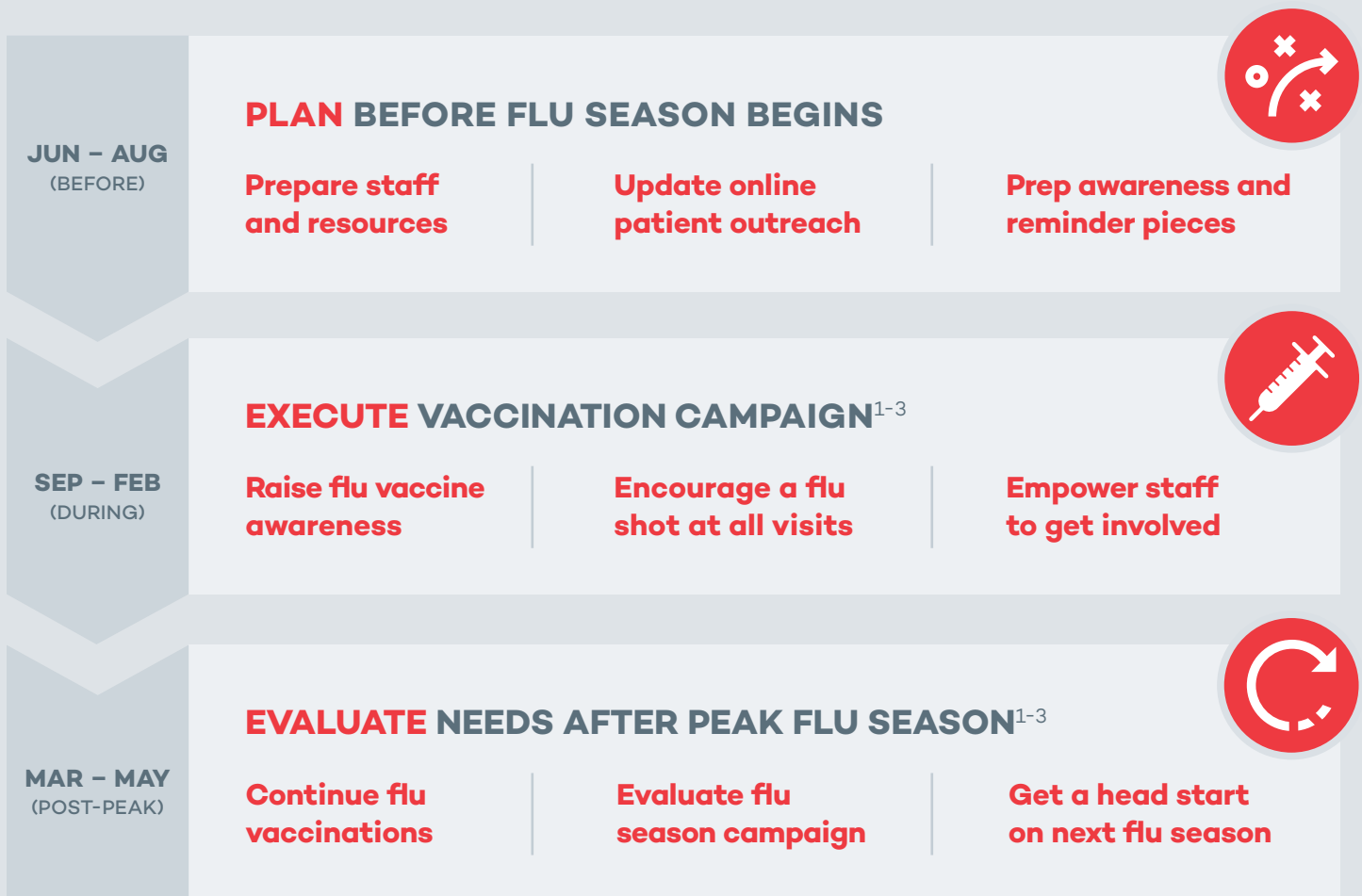


Map out your annual flu vaccination campaign

Early, strategic planning can help protect more patients this flu season

You play a key role supporting public health and increasing the number of people vaccinated against seasonal flu. **We're here to help you take the right steps toward a successful vaccination campaign—before, during, and after the flu season.**

PLAN, EXECUTE, and EVALUATE from start to finish



How a successful flu vaccination campaign comes together

JUN – AUG (BEFORE)

PLAN BEFORE FLU SEASON BEGINS



Prepare staff and resources

- Stay up-to-date with best practices, policies, and recommendations
- Prepare a plan and set goals for the season
- Communicate plans and goals with staff
- Plan and promote walk-in vaccination days, using a dedicated room and staff to administer flu shots

Update online patient outreach

- Update your website and/or patient portal to educate on the importance of annual flu vaccinations, which flu vaccines you offer, and why you carry differentiated options
- Ensure vaccination messaging is prominent, including on any social media accounts, and encourage vaccination as recommended by the CDC
- If flu vaccination clinic dates are planned, include those dates on your website

Prep awareness and reminder pieces

- Schedule email blasts, phone scripts, and text messages to drive appointments
- Order and/or download posters and desk signs encouraging flu vaccination

SEP – FEB (DURING)

EXECUTE VACCINATION CAMPAIGN¹⁻³



Raise flu vaccine awareness

- Launch email blasts, phone scripts, social media, and text messages encouraging vaccination appointments
- Use telehealth calls to schedule appointments for flu vaccination
- Use in-clinic signage to build patient awareness around the dangers of flu and the importance of vaccination

Encourage a flu shot at all visits

- At check-in, provide literature about flu vaccination and ask about getting vaccinated that day
- Encourage vaccination to patients who aren't vaccinated. Inform them of vaccine options based on age and health
- Co-administer flu with other appropriate vaccines to avoid missed vaccination opportunities
- If patient declines, make a note in their EMR to follow up during their next visit

Empower staff to get involved

- Remind staff about their personal and clinic goals for the flu season
- Record staff's successful flu vaccination encounters

MAR – MAY (POST-PEAK)

EVALUATE NEEDS AFTER PEAK FLU SEASON¹⁻³



Continue flu vaccinations

- Flu activity can last as long as May, so continue vaccinating as long as the flu is circulating and you have unexpired vaccine available
- Continue encouraging flu vaccination to eligible, non-vaccinated patients
- Send follow-up emails and text messages to patients

Evaluate flu season campaign

- Assess flu vaccination success and learnings. Ask yourself:
 - “Did we meet our goals? What can we learn for next season?”
 - “Is there vaccine that went unused? How can we vaccinate more patients next season?”
 - “What factors may prevent patients from getting vaccinated? How can we help overcome them?”
 - “Did we proactively engage, follow up, and use signage and literature effectively?”

Get a head start on next flu season

- Make your pre-book reservation, accounting for patient population and next season's goals
- It's never too early to start planning—even in May!



PRO TIPS

- 1** Discover and download resources at [flu360.com](https://www.flu360.com), including:
 - Patient communications, posters, and signs
 - Telehealth Flu Vaccination Guidance
 - HCP-to-Patient Discussion Guides
 - Flu Vaccination Goal Tracker Poster
 - Coadministration Best Practices
- 2** Encourage flu vaccination at every visit, including telehealth appointments, and use emails, calls, or text message reminders to follow up with patients
- 3** Contact your CSL Seqirus representative to help determine your clinic's pre-booking needs ahead of the next season



Remember, higher flu vaccination rates help:

- ✓ Protect against influenza³
- ✓ Reduce the risk of coinfection from both flu and COVID-19¹
- ✓ Minimize the burden of influenza on the healthcare system³



WHAT'S NEXT?

Go to [flu360.com](https://www.flu360.com) or scan the QR code for tools and resources to help successfully plan and implement your annual flu vaccination campaign.

Your CSL Seqirus representative can also help you at every step along the way.

References: **1.** Grohskopf LA, Blanton LH, Ferdinands JM, et al. Prevention and control of seasonal influenza with vaccines: recommendations of the Advisory Committee on Immunization Practices — United States, 2022-23 influenza season. *MMWR Recomm Rep.* 2022;71(1):1-28. **2.** CDC. The flu season. Accessed April 25, 2023. <https://www.cdc.gov/flu/about/season/flu-season.htm> **3.** CDC. Key facts about seasonal flu vaccine. Accessed April 21, 2023. <https://www.cdc.gov/flu/prevent/keyfacts.htm>