Flu Season 2020-2021 Outreach Tools and Resources

CDC Fight Flu Toolkit | Timing: Through flu season (September to March)
CDC provides a comprehensive set of tools and resources to promote flu vaccination throughout flu season. The CDC Digital Media Toolkit provides events/activities, sample outreach content, graphics, and web materials.
View the CDC Flu Toolkit

National Influenza Vaccination Week (NIVW) | Timing: Dec. 6-12
The National Influenza Vaccination Week (NIVW) is a national awareness week focused on highlighting the importance of influenza vaccination and that it’s not too late to get an annual flu vaccine.
View the NIVW Toolkit

Suggestions for your Agency (Online)

- Post to social media using the #WhyIFightFlu and #BooToTheFlu hashtags and share messages and graphics from the toolkits
- Add a reminder for flu vaccination on the agency intranet
- Send an agency-wide or weekly email about flu vaccine services and coverage
- Encourage employees to take the adult vaccination assessment tool
- Help employees find local vaccination locations with the vaccine finder
- Send electronic postcards and set agency goals for actions
- Encourage senior leaders to get vaccinated and share a picture of getting their annual flu vaccine on social media or the intranet
- Remind employees that flu vaccines are often free or low-cost through Federal Employees Health Benefits and other insurance plans

Suggestions for your Agency (In-person)

- Add fliers to billboards
- Promote the availability of on-site vaccination (if applicable) through email reminders or passing out fliers to on-campus employees
- Play a video about flu vaccination, like this CDC video, on agency TVs.