ENGAGING AND EDUCATING YOUR PATIENTS ABOUT FLU VACCINATION

Compelling ways of encouraging vaccination this flu season

Sometimes convincing patients to get an annual flu vaccination can be challenging, but it is worth the effort. The flu is a serious illness that can be deadly. The more informed you are, the better you'll be able to convey to your patients the importance of getting an annual flu vaccination and increase immunization rates in your community.

Below are some tips and talking points for conversations you can have with your patients about flu vaccination.

Engage patients by addressing their specific situations:

≦50 YEARS OF AGE AND OLDER

Compared with younger adults, adults 50 years of age and older have a higher prevalence of chronic medical conditions, many of which are associated with increased risk of flu-related complications and severe outcomes. ^{2,3} Let your senior patients know that there are vaccine options specifically for patients 65 years of age and older.⁴

ELIGIBLE CONTACT WITH CHILDREN YOUNGER THAN 6 MONTHS OF AGE

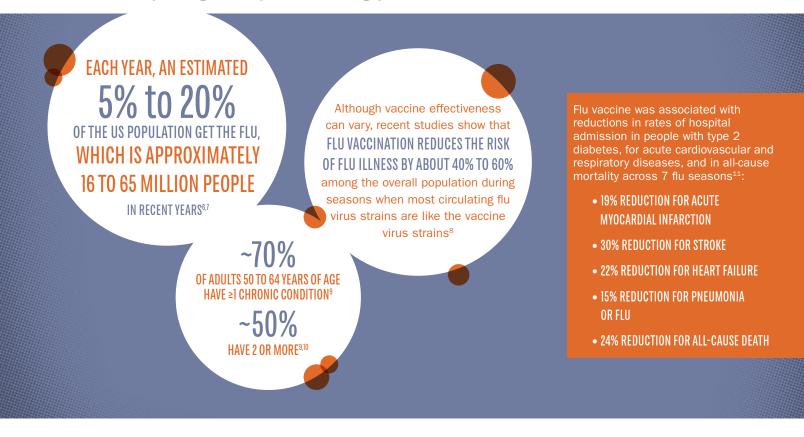
Children younger than 6 months of age can't get vaccinated against the flu.⁵ The best way to help protect them from the flu is by vaccinating those around them.⁵ Ask patients if they have children at home younger than 6 months of age or if they spend time around children that young. If they do, recommend that they get vaccinated today.

PEOPLE WITH CERTAIN MEDICAL CONDITIONS

People with medical conditions, including asthma, chronic lung disease, diabetes, and heart disease, are considered to be at higher risk for developing flu-related complications. If you notice that patients are picking up medication for a serious medical condition, be sure to let them know that they may be at higher risk for flu-related complications and recommend that they get a flu vaccination.



Use compelling data points during patient interactions:



SUPPORTING YOUR IMMUNIZATION EFFORTS TO HELP YOU PROTECT YOUR COMMUNITIES

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