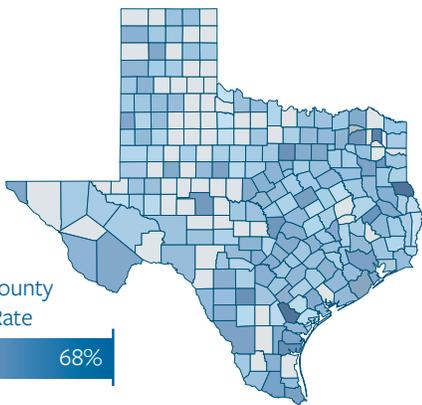


FLU CAMPAIGN

DURING THE COVID-19 PANDEMIC

Flu season is here. And THA has launched a campaign to fight the flu, using the tried-and-true hygiene messages that resonate during the COVID-19 pandemic as well as clear, urgent messages for the all Texans to get their flu shot. Texas is at risk of a further burdened health care system and widespread illness if the flu begins to strongly circulate in our communities. Through a strategic approach that builds on COVID-19 lessons and a renewed interest in stopping viruses in their tracks, THA is working to increase awareness of the importance of the flu vaccination and increase the percentage of Texans who are vaccinated this season.



★★★★ GOAL ★★★★★

Reach thousands of Texans with our “get your flu shot” messages, ultimately increasing the percentage of Texans who receive the flu shot (or mist) for the 2020-21 flu season.

TARGET AUDIENCE

Primary: Health care workers, parents and every person ages six months and older who are eligible to receive the flu shot or mist.

Secondary: Lawmakers, stakeholders, school districts



CORE METHODS

- **Emphasizing the importance** of receiving a flu shot or mist, particularly as our health care system in Texas remains taxed from the ongoing COVID-19 pandemic.
- **Educating Texas residents about the flu vaccine** and provide stakeholders with curated and created resources to provide them with timely and accurate information regarding the flu vaccine.
- **Providing timely updates** on when and where flu vaccinations are available to the general public.
- **Acknowledging and celebrating** the life-saving work of our health care providers who continue to exceed the highest standards of care in Texas hospitals.

KEY MESSAGES

- This year, it’s more important than ever to **protect yourself, your loved ones and our brave health care providers** by getting vaccinated.
- The flu vaccination is an effective method to protect against the flu virus.
- By getting a flu shot this season, Texans are helping **alleviate the burden on hospitals** and mitigate the spread of another virus, making them *health care heroes*.
- We learned a lot from COVID – the importance of good hygiene, wearing a mask, social distancing and self isolating if we are sick. **But with the flu, we also have a powerful weapon to fight it – a vaccine.**
- For December and beyond: **Flu season is ongoing.** It’s not too late to get vaccinated against the flu.



