

# Make a Strong Flu Vaccine Recommendation

FIGHT FLU



## Information for Health Care Professionals

CDC recommends everyone 6 months and older get an influenza (flu) vaccine every year. Flu vaccine has been shown to prevent millions of illnesses, tens of thousands of hospitalizations and thousands of deaths each year.

### Your Vaccine Recommendation is Critical

As a health care professional (HCP), your strong recommendation is a critical factor in whether your patients get an influenza vaccine. Research indicates that adults are more likely to get their flu vaccine if their doctor or health care professional recommends it to them. Most adults believe vaccines are important, but they need a reminder from you to get vaccinated.

### When to Vaccinate

- CDC recommends that vaccination should be offered in September or October. However, vaccination should continue throughout flu season as long as influenza viruses are circulating, even into January or later.
- If you do not offer vaccine at your facility, make a flu vaccine referral, and then follow up with each patient during subsequent appointments to ensure they got vaccinated. If the patient remains unvaccinated, repeat the recommendation/referral and try to identify and address any questions or concerns.



### How to Make a Strong Flu Vaccine Recommendation

Based on years of research into vaccine motivators, CDC has developed a mnemonic device to help HCPs make a strong vaccine recommendation. This method known as “SHARE” can help you to make a strong vaccine recommendation and provide important information to help patients make informed decisions about vaccinations.

**S- SHARE** the reasons why an influenza vaccine is right for the patient given his or her age, health status, lifestyle, occupation, or other risk factors CDC recommends annual vaccination for everyone 6 months and older with any licensed, age-appropriate flu vaccine with no preference expressed for one vaccine over another.

*“This vaccine can protect you and your family from getting sick from flu. By getting the vaccine today, you’ll be protecting yourself and the people around you who may be more vulnerable to serious flu illness, like your children and parents.”*

**H- HIGHLIGHT** positive experiences with influenza vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in flu vaccination.

*“The CDC recommends to tell your patients that CDC and you recommend they get an influenza vaccine each year.”*



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**A- ADDRESS** patient questions and any concerns about influenza vaccines, including for example, side effects, safety, and vaccine effectiveness, in plain and understandable language.

*“A flu vaccine cannot cause flu infection. The most common side effects of an influenza vaccine are mild, like redness, swelling, soreness, or a low-grade fever for a flu shot. This should go away within a few days.”*

**R- REMIND** patients that influenza vaccines protect them and their loved ones from serious flu illness and flu-related complications.

*“Flu activity is going to start to pick up, and CDC says to expect more cases in the coming months. That is why I want to make sure I help protect you and your loved ones.”*

**E- EXPLAIN** the potential costs of getting the flu, including serious health effects and time lost (such as missing work or family obligations).

*“It’s important to get vaccinated this season because flu vaccination can reduce potential flu illnesses, doctor visits, and missed work and school due to flu.”*

## Types of Vaccines Available

For the 2020-2021 flu season, providers may choose to administer any licensed, age-appropriate flu vaccine — inactivated influenza vaccine (IIV3 or IIV4), recombinant influenza vaccine (RIV4) or live attenuated influenza vaccine (LAIV4):

Vaccine type	Vaccine description	Recommended for*
Quadrivalent (4-component) Inactivated Influenza Vaccine (IIV4)	Injectable inactivated vaccine containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 6 months and older
Live Attenuated Influenza Vaccine (LAIV)	Intranasal live attenuated vaccine containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	Healthy non-pregnant people 2 through 49 years of age
Quadrivalent Cell Culture-Based Inactivated Influenza Vaccine (ccIIV4)	Injectable inactivated influenza vaccine manufactured using cell culture rather than eggs, containing the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	People 4 years and older
Quadrivalent Recombinant influenza Vaccine (RIV4)	Injectable influenza vaccine produced without the use of influenza viruses or eggs; Contains the influenza A(H1N1), (H3N2) and two influenza B lineage viruses predicted to be most common	Adults 18 years and older
Trivalent and Quadrivalent Adjuvanted Inactivated Influenza Vaccine (aIIV3 and aIIV4)	Injectable inactivated influenza vaccine containing MF59 adjuvant, designed to help promote a stronger immune response in older adults; Contains the influenza A(H1N1), (H3N2) and one or two influenza B viruses predicted to be most common	Adults 65 years and older
Quadrivalent High-Dose Inactivated Influenza Vaccine (HD-IIV4)	Injectable inactivated influenza vaccine containing four times the antigen of a standard-dose influenza vaccine, designed to help promote a stronger immune response in older adults; Contains the influenza A(H1N1), (H3N2) and two influenza B viruses predicted to be most common	Adults 65 years and older

\* Licensed ages vary for different brands; consult package insert for appropriate ages for specific vaccines

For more information, visit: [www.cdc.gov/flu](http://www.cdc.gov/flu)

or call 1-800-CDC-INFO