

## **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.