



# Help Your Patients Fight the Flu

The best available protection against seasonal influenza (flu) is an annual vaccination for all patients over six months old. Research shows that **most adults will get a flu shot if their provider recommends it.**

The Centers for Disease Control and Prevention (CDC) believes it's likely that flu viruses and coronavirus (COVID-19) will both be spreading this fall and winter. While the flu vaccine will not protect against COVID-19, it can reduce the risk of flu illness, hospitalization, and death. Getting a flu vaccine this season is more important than ever, not only to reduce patients' risk from the flu, but also to help conserve potentially scarce healthcare resources.\*

## How to Make a Strong Flu Vaccine Recommendation

The CDC has developed a mnemonic device to help providers make a strong vaccine recommendation. The **"SHARE"** method helps you provide important information to help patients make informed decisions.

**S** **HARE** why a flu vaccine is right for the patient given their age, health status, lifestyle, occupation, or other risk factors.

**H** **HIGHLIGHT** positive personal experiences with flu vaccines (as appropriate) to reinforce the benefits and to strengthen patients' confidence in getting vaccinated.

**A** **DDRESS** positive personal experiences with flu vaccines (as appropriate) to reinforce the benefits and to strengthen patients' confidence in getting vaccinated.

**R** **EMIND** patients that a flu vaccine will help protect them and their loved ones from serious flu-related illness and complications.

**E** **XPLAIN** the potential costs of getting the flu, such as serious health effects or time lost from missing work or family obligations.

### DID YOU KNOW?

Most adults think vaccines are important, but they still need a doctor to remind them when to get vaccinated!

The flu season varies from year to year, but the CDC recommends that flu vaccinations begin to be offered in **September.**

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

\*"People at High Risk For Flu Complications," Centers for Disease Control and Prevention, National Center for Immunization and Respiratory Diseases (NCIRD), <https://www.cdc.gov/flu/highrisk/index.htm>