

SEASONAL FLU VACCINE: More important than ever this year

Providers have an important role to play in convincing patients to get a flu shot early this year. It's never been more important and yet, many people are facing fear and anxiety about getting in-person healthcare services in the COVID-19 pandemic environment. Join us in our campaign to encourage everyone to mask up and get the flu vaccine!



Why it matters

- Strengthens the immune system to fight the flu
- Reduces the risk of preventable influenza illness and complications
- Avoids unnecessary hospitalization
- Protects hospital systems from further strain during the COVID-19 pandemic

Why early (October-November) is better

- Gets people out in front of the seasonal influenza viruses
- Creates immunity before exposure becomes widespread and difficult to avoid

How vaccination can be done safely during the COVID-19 pandemic

- Follow the CDC's vaccination [pandemic guidance](#).
- Screen patients for COVID-19 symptoms before administering a flu shot.
- Encourage patients to mask up and follow the other CDC guidelines for [doctor visits](#).

Your influence makes a difference. Reach out to your patients now and help them get a flu shot early and safely. Thank you for your partnership in this important effort (see our [member flyer](#)).

For more information, visit the Centers for Disease Control and Prevention website page: [FAQs 2020-2021 Flu Season](#).



An Independent Licensee of the Blue Cross Blue Shield Association