

Influenza Prevention 2020-2021: Social Media Toolkit

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Background and Context:

IT'S MORE IMPORTANT THAN EVER TO REDUCE THE SPREAD OF FLU: This is the foundation for this year's flu prevention communication campaign in Hamilton, Ontario. The 2020-2021 influenza season will present unique challenges given the on-going presence of the SARS-CoV-2, also known as COVID-19, pandemic in our community and worldwide.

Influenza (flu) is a contagious respiratory illness caused by influenza viruses. Flu can cause mild to severe illness in anyone. Complications from the flu can include serious conditions, like pneumonia or heart attacks and, in some cases, death. Each year in Canada, flu causes about 12,200 hospitalizations and 3,500 deaths.

Flu season often puts an extra burden on the health-care system, so it is important that people do what they can to reduce their chances of getting it. Hospitals and health-care facilities could become overwhelmed if they need to treat both flu and COVID-19 patients.

It is especially important this year that those at high risk of critical illness from influenza and from COVID-19, including seniors and people with underlying health conditions, receive the flu vaccine to reduce the need for a greater number of critical hospital beds.

The flu shot significantly reduces the risk of illness, hospitalization, and death caused by an influenza virus. Getting a flu shot can also shorten the duration and severity of flu symptoms if a person does become ill. The flu shot itself cannot cause the flu.

The flu shot is recommended for everyone 6 months old and older. It is:

- **safe** (including for kids and for people who are pregnant or breastfeeding)
- **free**
- proven to **reduce the number of doctor visits**, hospitalizations and deaths related to the flu
- **different each year** because the virus changes frequently – so you need to get it every fall

It is important to note that it can take approximately two weeks for the body to develop antibodies after the administration of the influenza vaccine so getting the flu shot as early as possible is recommended.

This year the flu shot will continue to be widely available in Hamilton from primary care providers, at participating pharmacies, and through community and employee flu shot clinic locations all with safety measures in place for COVID-19.

The 2020-2021 Influenza Prevention Social Media Campaign:

Key messages:

The overarching key messages for this year's flu prevention social media campaign have been adopted from the Canadian Public Health Association's Immunize Canada national campaign. These messages are:

Primary message: It's more important than ever to stop the spread of flu

Secondary message: Let's do our part

Campaign call(s) to action:

1. Visit www.hamilton.ca/flu for reliable information on flu & COVID and where/how/when to get a flu shot this year.
2. Get your flu shot.

Campaign Goal(s):

- To raise awareness of changes in flu shot delivery this year
- To address concerns, confusion and misinformation related to flu in the context of COVID-19
- To provide easy-to-access information on flu shot availability, local flu clinics and flu/COVID testing in Hamilton via www.hamilton.ca/flu
- To promote widespread flu vaccination during October 15 – Dec 15, 2020 ahead of declaration of flu season (typically late December)

Target audiences:

- General Public
- People over 65 years of age
- People who are immunocompromised, have diabetes or have chronic lung disease
- People who are pregnant
- Parents/Families (particularly those with children 0-6 years)
- Healthcare professionals and other essential workers
- Indigenous community members

About this toolkit:

This toolkit is designed as a 'turn key' resource for anyone in a role that allows them to communicate health messaging on social media platforms. All posts, graphics, and timelines have been provided below. The kit is set up to allow you to choose from messaging that is applicable to a broad/general audience, messaging that is tailored to specific audiences or a mix of both.

Turn key social media content:

Below you will find suggested social media posts, graphics, and timelines grouped by target audience. These messages and graphics are aligned with the 2020-2021 national flu immunization campaign developed by Immunize Canada (<https://www.immunize.ca/influenza-campaign>) and have been adapted for use in the Hamilton community.

The timelines are aligned with the 2020-2021 flu prevention goal of maximizing the number of flu vaccinations administered between October 15th and December 15th. The suggested dates are just a guideline. All graphics for this campaign (social media and poster designs) are available to download at www.hamilton.ca/flu.

Jump to the section that best suits your audiences:

- [All audiences](#)
- [Parents/families/school & daycare communities](#)
- [Older adults](#)
- [People with diabetes, chronic lung disease or who are immunocompromised](#)
- [People who are pregnant](#)
- [Indigenous communities](#)
- [Healthcare professionals](#)
- [Essential workers](#)

Table 1: All audiences/General audiences

Suggested dates	Post content	Graphics
Week of October 1 - 8	<p>It's more important than ever to reduce the spread of #flu. Let's do our part to protect ourselves, those around us and our healthcare system.</p> <p>Flu shots will be widely available SOON.</p> <p>How and where you get the shot will look differently this year. Visit: www.hamilton.ca/flu</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)

<p>Week of October 15 – 17 & Week of November 23 – 27</p>	<p>As we continue to live alongside COVID-19 it is more important than ever to reduce the spread of flu.</p> <p>The flu shot helps protect you and those around you from flu.</p> <p>Who will you get your flu shot for?</p> <p>Visit www.hamilton.ca/flu for flu shot options near you.</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)
<p>Week of October 19 – 23 & Week of November 30 – Dec 4</p>	<p>Why is it more important than ever to get your flu shot this fall?</p> <ul style="list-style-type: none"> • avoid overwhelming the health system • cut down on symptom confusion with COVID-19 • avoid co-infection with flu & COVID-19 • protect you and those around you from flu <p>Let's do our part. www.hamilton.ca/flu</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)
<p>Week of October 26 – 30 & Week of December 7 - 11</p>	<p>Is it a cold, flu or COVID-19?</p> <p>Getting your flu shot can help reduce symptom confusion and keep our healthcare system responsive to COVID-19. If you have symptoms of</p>	<p>Is it COVID-19, Flu or Cold? (PDF, 211 KB)</p>

	<p>flu or COVID-19 contact your primary care provider.</p> <p>www.hamilton.ca/flu lists flu shot locations locally.</p>	
<p>Week of Nov 2 – Nov 6 & Week of December 14</p>	<p>The flu shot does not protect you against COVID-19 but it is your best defence against the viruses that cause flu. Help protect yourself, those around you, and our healthcare system by getting your flu shot. Visit www.hamilton.ca/flu for flu shots locations.</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)
<p>Week of Nov 9 - 13</p>	<p>It's more important than ever to reduce the spread of flu. The flu shot is safe and is the most effective way of preventing the spread of flu. Let's do our part. Get your flu shot to protect yourself and those around you. Visit www.hamilton.ca/flu for flu shot locations.</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)

<p>Week of Nov 16 - 20</p>	<p>Flu season often puts extra pressure on the healthcare system and hospitals could become overwhelmed if they are treating both flu & COVID-19 patients.</p> <p>Let's all do our part to keep our community safe from flu.</p> <p>Visit www.hamilton.ca/flu to find out where to get your flu shot</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB) • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)
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Table 2: Parents/Families/School Communities

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
<p>Week of October 14 – 17 & Week of Nov 9 – 13 & Week of Dec 7 - 11</p>	<p>It's more important than ever to reduce the spread of flu. The flu shot is your best defence against the flu.</p> <p>Children over 5 and teens can get a flu shot from a doctor, nurse, pharmacist or community flu vaccine clinic.</p> <p>For flu shots options visit: www.hamilton.ca/flu</p>	<p>Get the Flu Shot - Infants (JPG, 205 KB)</p> <p>Get the Flu Shot - Children & Teens (JPG, 186 KB)</p> <p>Get the Flu Shot - Family(JPG, 217 KB)</p>
<p>Week of October 19 – 23 &</p>	<p>It's more important than ever to reduce the spread of flu.</p>	<p>Get the Flu Shot - Infants (JPG, 205 KB)</p>

<p>Week of November 16 – 20 & Week of Dec 14</p>	<p>#Parents: The best way to protect your child against flu is the flu shot. Young children especially those younger than 2, are at higher risk for flu-related complications.</p> <p>For more info visit: www.hamilton.ca/flu</p>	
<p>Week of Oct 26 – 30 & Week of November 23 - 27</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>Let's do our part. Immunize your children against the flu for their protection and the protection of others.</p> <p>Visit www.hamilton.ca/flu for flu shot information and locations.</p>	<p>Get the Flu Shot - Children & Teens (JPG, 186 KB)</p> <p>Get the Flu Shot - Family(JPG, 217 KB)</p>
<p>Week of Nov 2 – 7 & Week of Nov 30 – Dec 4</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>The flu shot is recommended for all people 6 months and older.</p> <p>Let's do our part to keep ourselves and those around us protected against flu.</p> <p>Visit www.hamilton.ca/flu for flu shot information and locations.</p>	<p>Get the Flu Shot - Infants (JPG, 205 KB)</p>

Table 3: Older adults

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
<p>Week of October 14 – 17 & Week of Nov 2 -7</p>	<p>It is more important than ever to get your flu shot.</p> <p>If you are 65 years or older, the high dose flu vaccine will now be available from your pharmacy in addition to your primary care provider.</p> <p>For information on flu shot options visit: www.hamilton.ca/flu</p>	<p>Get the Flu Shot - Older Adults & Caregivers (JPG, 229 KB)</p>
<p>Week of October 19 – 23 & Week of November 9 - 13</p>	<p>Are you or someone in your family age 65 or older? Flu vaccine has been shown to reduce the rate of flu-related hospitalization among older adults.</p> <p>Help protect yourself and those around you: Get the flu shot.</p> <p>For flu shot options visit: www.hamilton.ca/flu</p>	
<p>Week of Oct 26 – 30 & Week of Nov 16 - 20</p>	<p>People 65 and older may be at greater risk from flu. You can protect yourself and others by getting a flu shot.</p> <p>This year, high dose vaccine for people 65+ will be available at</p>	

	<p>pharmacies in addition to your primary care provider.</p> <p>Find out more at www.hamilton.ca/flu</p>	
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Table 4: People with diabetes, chronic lung disease, or who are immunocompromised

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
People with diabetes		
<p>Week of October 14 – 17 & Week of Oct 26 – 30 & Week of Nov 9 – 13</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>People with diabetes are at risk of flu and serious complications from flu.</p> <p>Help protect yourself and others: Get your flu shot.</p> <p>For info on flu shot options this year visit: www.hamilton.ca/flu</p>	<p>Get the Flu Shot - Diabetes (JPG, 207 KB)</p>
<p>Week of October 19 – 23 & Week of November 2 – 7 & Week of Nov 16 - 20</p>	<p>Even well-managed diabetes places people at high risk of developing serious complications from flu.</p> <p>Getting a flu shot is the best protection against flu for people with diabetes.</p> <p>Learn more about where to get a flu shot: www.hamilton.ca/flu</p>	

People with chronic lung disease		
<p>Week of October 14 – 17 & Week of Oct 26 – 30 & Week of Nov 9 – 13</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>People with chronic lung disease such as asthma and COPD are at risk of flu and serious complications related to flu.</p> <p>Protect yourself and others by getting a flu shot.</p> <p>Visit: www.hamilton.ca/flu</p>	<p>Get the Flu Shot - Chronic Lung Disease (JPG, 193 KB)</p>
<p>Week of October 19 – 23 & Week of November 2 – 7 & Week of Nov 16 - 20</p>	<p>Children and adults with chronic lung disease like asthma are at greater risk for complications from the flu.</p> <p>A flu shot is the best protection against flu for you and those around you.</p> <p>Let's do our part. Visit: www.hamilton.ca/flu</p>	
People with other chronic conditions or who are immunocompromised		
<p>Week of October 14 – 17 & Week of Nov 2 -7</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>If you have heart disease, or have had a stroke, it is especially important that you get a flu vaccine to help protect yourself.</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Facebook (JPG, 792 KB) • Let's Do Our Part - Instagram (JPG, 884 KB)

	<p>Learn more about flu shot options this year at: www.hamilton.ca/flu</p>	<ul style="list-style-type: none"> • Let's Do Our Part - Twitter (JPG, 363 KB) • Let's Do Our Part - English (PDF, 979 KB)
<p>Week of October 19 – 23 & Week of November 9 - 13</p>	<p>It's more important than ever to reduce the spread of flu.</p> <p>Flu can make chronic health problems worse. The flu shot is the best protection from flu and its potentially serious complications.</p> <p>For flu shot options locally visit: www.hamilton.ca/flu</p>	
<p>Week of Oct 26 – 30 & Week of Nov 16 - 20</p>	<p>Cancer survivors are vulnerable to complications from the flu, so it's important for friends & family members to get a flu shot to help protect them.</p> <p>Let's do our part to reduce the spread of flu.</p> <p>For flu shot information visit: www.hamilton.ca/flu</p>	

Table 5: People who are pregnant

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
Week of October 14 – 17 & Week of Oct 26 – 30 & Week of Nov 9 – 13	<p>It's more important than ever to reduce the spread of flu.</p> <p>The flu shot is recommended for all pregnant people, at any stage of pregnancy.</p> <p>Talk to your care provider about the flu shot.</p> <p>Visit: www.hamilton.ca/flu for flu shot options locally</p>	<p>Get the Flu Shot - Pregnancy (JPG, 194 KB)</p> <p>Get the Flu Shot - Infants (JPG, 205 KB)</p>
Week of October 19 – 23 & Week of November 2 – 7 & Week of Nov 16 - 20	<p>Changes in the immune system, heart, and lungs during pregnancy make pregnant people more prone to serious illness from flu.</p> <p>The flu shot is recommended in any trimester of pregnancy. Talk to your care provider or visit: www.hamilton.ca/flu</p>	

Table 6: Indigenous communities

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
Week of October 14 – 17 & Week of Oct 26 – 30 & Week of Nov 9 – 13	<p>It's more important than ever to reduce the spread of flu.</p> <p>The flu shot is recommended for all community members 6 months and older. Let's do our part to protect ourselves and those around us.</p> <p>www.hamilton.ca/flu has flu shot information and locations.</p>	<p>Get the Flu Shot - Family(JPG, 217 KB)</p> <p>Let's Do Our Part - Facebook (JPG, 792 KB)</p> <p>Let's Do Our Part - Instagram (JPG, 884 KB)</p> <p>Let's Do Our Part - Twitter (JPG, 363 KB)</p>
Week of October 19 – 23 & Week of November 2 – 7 & Week of Nov 16 - 20	<p>It's more important than ever to reduce the spread of flu.</p> <p>Getting the flu shot helps keep you, your family and your community healthy.</p> <p>Contact your healthcare provider or visit www.hamilton.ca/flu for information on where flu shots are available.</p>	<p>Let's Do Our Part - poster (PDF, 979 KB)</p>

Table 7: Health care professionals

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
<p>Week of October 14 – 17 & Week of Nov 9 – 13</p>	<p>It's more important than ever to reduce the spread of flu. Getting your flu shot helps to protect you and those around you and helps reduce strain on our healthcare system.</p> <p>Let's all do our part.</p> <p>Employee flu clinic information: [insert your employee flu clinic link] OR For flu shot locations visit: www.hamilton.ca/flu</p>	<p>Get the Flu Shot - Health Professionals (JPG, 182 KB)</p> <p>Let's Do Our Part - Facebook (JPG, 792 KB)</p> <p>Let's Do Our Part - Instagram (JPG, 884 KB)</p> <p>Let's Do Our Part - Twitter (JPG, 363 KB)</p> <p>Let's Do Our Part - poster (PDF, 979 KB)</p>
<p>Week of October 19 – 23 & Week of Nov 16 - 20</p>	<p>Getting your flu shot this year helps keep you and those around you protected and helps our healthcare system remain responsive to COVID-19.</p> <p>Let's do our part. Get your flu shot.</p> <p>For employee flu clinic information visit: [insert your employee flu clinic link] OR For flu shot locations visit: www.hamilton.ca/flu</p>	

<p>Week of Oct 26 – 30</p>	<p>The flu can be a serious illness for people who are already ill, older adults and young children. Let's do our part by helping to protect them.</p> <p>Get your flu shot.</p> <p>Visit: [insert your web link to employee flu clinic information if applicable]</p> <p>OR</p> <p>Visit: www.hamilton.ca/flu</p>	
<p>Week of November 2 – 7</p>	<p>Getting the flu shot helps:</p> <ul style="list-style-type: none"> • Avoid overwhelming the health system • Reduce symptom confusion with COVID-19 • Reduce co-infection of flu & COVID-19 • Protect you and those around you from illness <p>Let's do our part</p> <p>www.hamilton.ca/flu</p> <p>OR</p> <p>Insert your employee flu clinic link</p>	

Table 8: Essential workers

*Use in combination with key messages from Table 1 above

Suggested dates	Post content	Graphics
<p>Week of October 14 – 17 & Week of Nov 9 – 13</p>	<p>It is more important than ever to reduce the spread of flu.</p> <p>Essential workers: protect yourself and your community from flu by getting the flu shot.</p> <p>The more people vaccinated; the more people protected.</p> <p>Learn more: www.hamilton.ca/flu</p>	<p>Let's Do Our Part - Facebook (JPG, 792 KB)</p> <p>Let's Do Our Part - Instagram (JPG, 884 KB)</p> <p>Let's Do Our Part - Twitter (JPG, 363 KB)</p> <p>Let's Do Our Part - poster (PDF, 979 KB)</p>
<p>Week of October 19 – 23 & Week of Nov 16 - 20</p>	<p>It is more important than ever to reduce the spread of flu.</p> <p>Essential workers keep our communities going but may be at higher risk of exposure to flu. The flu shot helps protect you and those around you.</p> <p>Learn more: www.hamilton.ca/flu</p>	
<p>Week of Oct 26 – 30</p>	<p>The flu can be a serious illness for people who are already ill, older adults and young children. Let's do our part by helping to protect them.</p>	

	<p>Get your flu shot.</p> <p>Visit: [insert your web link to employee flu clinic information if applicable]</p> <p>OR</p> <p>Visit: www.hamilton.ca/flu</p>	
<p>Week of November 2 – 7</p>	<p>Getting the flu shot helps:</p> <ul style="list-style-type: none"> • Avoid overwhelming the health system • Reduce symptom confusion with COVID-19 • Reduce co-infection of flu & COVID-19 • Protect you and those around you from illness <p>Let's do our part</p> <p>www.hamilton.ca/flu</p> <p>OR</p> <p>Insert your employee flu clinic link</p>	

Response Tree:

The table below outlines possible comments you may see on your posts and the suggested responses you can reply with.

If someone comments...	You can respond with...
The flu shot gives you COVID-19/Makes COVID-19 symptoms worse/Makes you more likely to get COVID-19	There is a lot of misinformation out there and it can be confusing. There is NO scientific evidence to link the flu vaccine to increased chance or severity of COVID-19. Your best chance at avoiding flu-related illness is to get your flu shot and continue to practice public health measures such as distancing and mask wearing. Reliable information is available at www.hamilton.ca/flu Stay well!
The flu shot gives you the flu	The flu shot cannot give you the flu. The shot contains an inactivated or 'killed' influenza virus, there is NO live flu virus in it, and it cannot make you ill with flu. It does take two weeks from the day you get immunized to provide optimal protection so if you've already been exposed to flu before you get the vaccine you may develop symptoms shortly after. Even when flu shot is not 100% effective it is proven to reduce severity and duration of flu symptoms. For more information on flu and flu shots visit: www.hamilton.ca/flu
The flu shot isn't safe for people who are pregnant	The flu shot is considered safe at any stage of pregnancy. Pregnant people, or those intending to become pregnant, should receive the flu shot, which contains inactivated influenza viruses that cannot cause infection.

	<p>People in the second half of pregnancy are at higher risk of flu-related complications and at higher risk of hospitalization from these complications, especially those in the third trimester. As well, people at any stage of pregnancy who have chronic medical conditions are also at higher risk of serious influenza complications and should be immunized.</p> <p>More information is available at www.hamilton.ca/flu</p>
<p>You can still get flu with the flu shot so why bother getting it</p>	<p>Yes. It's possible to get sick with flu even if you have been vaccinated (although you won't know for sure unless you get a flu test). This is possible for the following reasons:</p> <ul style="list-style-type: none"> • You may be exposed to a flu virus shortly before getting vaccinated or during the period that it takes the body to gain protection after getting vaccinated. This exposure may result in you becoming ill with flu before the vaccine begins to protect you. (Antibodies that provide protection develop in the body about 2 weeks after vaccination.) • You may be exposed to a flu virus that is not included in the seasonal flu vaccine. There are many different flu viruses that circulate every year. A flu vaccine is made to protect against the three or four flu viruses that research suggests will be most common. <p>Even when a flu vaccine isn't 100% effective it has still been proven to shorten the duration and lessen the severity of flu symptoms in those who receive it. The flu shot remains your best defence against the flu.</p> <p>www.hamilton.ca/flu</p>
<p>The flu shot is dangerous for people with egg allergies</p>	<p>The Public Health Agency of Canada states that egg-allergic individuals may be vaccinated against flu using</p>

any age-appropriate product, without prior flu vaccine skin test and with the full dose, irrespective of a past severe reaction to egg, and in any setting where vaccines are routinely administered.
www.hamilton.ca/flu

If you have any questions or would like more information about the flu prevention campaign 2020-2021 in Hamilton please contact: Rachel.Roy@hamilton.ca