




#TogetherAgainstFlu

Influenza vaccination during the COVID-19 pandemic

Social media toolkit

Date and channel	Copy and links	Image/video
29/09/2021 LinkedIn (and Facebook if relevant to your organisation)	<p>Why is flu vaccination so important during the #COVID19 pandemic?</p> <p>@IFPMA and @The Health Policy Partnership have launched a new report analyzing the COVID-19-related challenges that could affect the next #flu season, providing valuable insights on the key policy areas to address when planning and delivering the next flu vaccination campaign.</p> <p>Read the report and take a look at the accompanying infographic providing guidance for policymakers and health planners to take action  togetheragainstflu.com/news/flu-vaccination-covid</p>	Download here
29/09/2021 Twitter	<p>Do you know how to best protect the vulnerable from #flu in 2021/22?</p> <p>@IFPMA & @HealthPolicyPtp latest report explore effective vaccination programs to maximize uptake of flu vaccines in light of #COVID19  togetheragainstflu.com/news/flu-vaccination-covid</p> <p>#TogetherAgainstFlu</p>	Download here
04/10/2021 Twitter	<p>Vaccination programs critical to protect the most vulnerable from devastating impact of seasonal #flu; even more important in 2021/22 due to #COVID19 pandemic.</p> <p>New report out now  togetheragainstflu.com/news/flu-vaccination-covid</p> <p>#TogetherAgainstFlu</p>	Download here

<p>11/10/2021 Twitter and LinkedIn</p>	<p>To ensure priority groups are best protected during the #COVID19 pandemic, flu vax programs should be planned addressing 4 policy areas:</p> <ul style="list-style-type: none"> 👉 Convenient access 💰 Reimbursement 🕒 Timing 🗣️ Communication <p>@IFPMA & @HealthPolicyPtp report togetheragainstflu.com/news/flu-vaccination-covid (shorten for Twitter) #TogetherAgainstFlu</p>	<p>Download here</p>
<p>18/10/2021 Twitter</p>	<p>Enable convenient access to #flu vaccine in both community and healthcare settings that are also #COVID19 safe can help increasing the uptake among most vulnerable populations</p> <p>#TogetherAgainstFlu</p> <p>👉 @IFPMA & @HealthPolicyPtp report togetheragainstflu.com/news/flu-vaccination-covid</p>	<p>Download here</p>
<p>25/10/2021 Twitter</p>	<p>This upcoming flu season, how can we maximise #flu vaccine uptake?</p> <p>@IFPMA & @HealthPolicyPtp report provides insights and suggestions on how to plan and deliver vaccination programs to protect the most vulnerable people 👉</p> <p>togetheragainstflu.com/news/flu-vaccination-covid (shorten for Twitter) #TogetherAgainstFlu</p>	<p>Download here</p>
<p>01/11/2021 Twitter</p>	<p>Thanks to behavioral changes intended to prevent the spread of #COVID19, flu transmission was low during the last #flu season.</p> <p>However, since flu is unpredictable, vaccination is always the best</p>	<p>Download here</p>

	<p>defense, especially for those more vulnerable. #TogetherAgainstFlu</p> <p>→</p> <p>togetheragainstflu.com/news/flu-vaccination-covid (shorten for Twitter)</p>	
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