**#TogetherAgainstFlu**

**Healthcare workers are at high risk for flu but vaccination rate remains surprisingly low**

**Social media toolkit**

Healthcare workers are committed to improving the health of their patients even in the most critical times such as the current pandemic. Every year, the flu season leads to increased pressure on hospitals and healthcare settings including the staff. This is in part due to the 3 to 5 million serious cases of flu, some of which will require hospitalisation, but also staff sick leave and loss of productivity.

Healthcare workers (HCWs) are generally more exposed to the influenza virus than the general population. They risk not only getting sick with the flu, but also transmitting the infection to patients some of whom are particularly vulnerable because of an already low immune system. Studies show that an estimated 20% of HCWs are infected with the flu virus every year.

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### **Main resources to leverage:**

* [#TogetherAgainstFlu website](https://togetheragainstflu.com/)
* [#TogetherAgainstFlu latest article: Healthcare workers are at high risk for flu but vaccination rate remains surprisingly low](https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/)
* [Animation video: Key factors for a successful flu vaccination program for healthcare workers (HCW)](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_HCWs_v2.mp4)

### **Join the conversation - popular hashtags**

* #flu
* #TogetherAgainstFlu

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| **Date and channel** | **Copy and links** | **Image/video** |
| 15/02/2022LinkedIn (and Facebook if relevant to your organisation) | The #FluShot protects healthcare workers (#HCWs), their patients, and their families, yet many countries struggle to achieve sufficient HCW vaccination rates.  This is despite the fact that studies have shown HCWs are more likely to get the flu than the general population, with 20% of the group infected per year.  What can be done? Education, compensation and accountability are top recommendations in our new article. Learn more about how we can stand #TogetherAgainstFlu here 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/>  |  |
| 18/02/2022Twitter | The #FluShot protects healthcare workers #HCWs, their patients & their families, yet many countries struggle to achieve sufficient HCW vax rates.  What can be done? Education is a top recommendation in our new #TogetherAgainstFlu article 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link)  @InfluenzaHub |  |
| 25/02/2022LinkedIn | 🆕 Accountability and education for healthcare workers (#HCWs) are essential to boost #Flu vaccination rates. 🧑🏾‍⚕️👩‍⚕️  But what does this look like? What can be done?  We've taken a look at the situation, benefits, and 7 key steps to boost rates in our new #TogetherAgainstFlu article 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/>  | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_HCWs_v2-1.mp4) |
| 28/02/2022Twitter | 🆕 Accountability and education for healthcare workers (#HCWs) are essential to boost #Flu vaccination rates. 🧑🏾‍⚕️👩‍⚕️  But what does this look like?  Take a look at key steps in our new #TogetherAgainstFlu article 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link) | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_HCWs_v2-1.mp4) |
| 04/03/2022Twitter | In the midst of #Omicron, we must not forget that the #flu has a significant impact and is cause of absence from work among healthcare workers 🧑🏾‍⚕️👩‍⚕️  Trying to change behaviours around the #FluShot is a goal of @esno\_web, and of #TogetherAgainstFlu 👏  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link) | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_QuoteVisual-03_v1.0.jpg) |
| 08/03/2022Twitter | #Nurses are a significant at-risk group, yet an @esno\_web study showed that only 53.4% of nurse respondents got the influenza vaccination (as of 2018).  Check our new insight about #HCWs and the #FluShot 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link)  #TogetherAgainstFlu |  |
| 14/03/2022Twitter | 🩺 The annual #flu can cause 3 to 5 million serious cases of illness. This impacts doctor's offices and healthcare workers around the world, both directly and by an increase in patients 🤒  Important notes for GPs to discuss the #FluShot 🔽  https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/ (Shorten link)  #TogetherAgainstFlu #HCWs  | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_QuoteVisual-04_v1.0.jpg) |
| 18/03/2022 | Latest comparative 🇪🇺 data shows that #flu vaccine coverage for healthcare workers (#HCWs) in 12 EU countries was less than 40% - surprisingly low considering the serious impacts it has 🧑🏽‍⚕️👩🏿‍⚕️  GPs and HCWs, let's stand #TogetherAgainstFlu!  Learn more: <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link) | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_QuoteVisual-04_v1.0.jpg) |
| 23/03/2022 | Pharmacists stand #TogetherAgainstFlu to help build public and healthcare worker knowledge about the importance of the #FluShot 👏  Find this and more - including the 7 key steps to boost rates - in our new article on #flu vaccination 🔽  Learn more: <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link) | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_QuoteVisual-02_v1.0.jpg) |
| 28/03/2022 | Considering getting the #FluShot is important for everyone, but particularly for at-risk groups like pharmacists and other healthcare workers (#HCWs).  Learn more about what we can do about it here, and let's stand #TogetherAgainstFlu 🔽  <https://togetheragainstflu.com/news/healthcare-workers-vaccination-low/> (Shorten link) | **Download** [**here**](https://togetheragainstflu.com/wp-content/uploads/2022/02/TAF_SM-022022_QuoteVisual-01_v1.0.jpg) |