**#TogetherAgainstFlu**
**Social media toolkit**

**Growing older and staying healthy during the flu season - promoting the need for flu vaccine**

Older people are at a higher risk of influenza infections and serious life-altering complications. During recent flu seasons people 65 and over accounted for 85% of flu deaths and 70% of flu related hospitalisations in the US alone. The flu vaccination coverage of people aged 65 and over was less than 50% in the majority of the EU countries (2018). Despite evidence supporting the benefits of adult vaccination, vaccine uptake rates remain suboptimal among older persons.

Dr. Jane Barratt, Secretary General, International Federation on Ageing (IFA), highlights why it is important for older people to get vaccinated against the flu and how the uptake of the flu vaccine can be improved.

**Please feel free to reuse, share, and like the messages below, which will be posted from @IFPMA on Twitter, LinkedIn, and Facebook**

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

* [#TogetherAgainstFlu website](https://togetheragainstflu.com/)
* [#TogetherAgainstFlu latest interview: Growing older and staying healthy during the flu season - promoting the need for flu vaccine](https://togetheragainstflu.com/news/growing-older-flu-vaccine/)

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

* #flu
* #TogetherAgainstFlu

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| **Date and channel** | **Copy and links** | **Image/video** |
| 30/03/2022LinkedIn (and Facebook if relevant to your organisation) | Did you know that during recent US #flu seasons, 85% of flu deaths and 70% of flu related hospitalisations were among people 65 and over? Despite these serious consequences, the flu vaccination rate for the 65 and over group was less than 50% in most EU countries in 2018. Vaccine uptake rates remain suboptimal among older persons. Check out the new interview with Dr. Jane Barratt (<https://www.linkedin.com/in/jane-barratt-8057953/> ), Secretary General, International Federation on Ageing (<https://www.linkedin.com/company/intfedageing/> ), highlighting why it is important for older people to get vaccinated against the flu, and how the uptake of the flu vaccine can be improved.<https://togetheragainstflu.com/news/growing-older-flu-vaccine/> #TogetherAgainstFlu |  |
| 30/03/2022Twitter | Check out the new interview with @IntFedAgeing SG @janebarrattIFA on the importance of people 65+ getting the #FluShot. Despite their high-risk status, the flu vax rate for older people was less than 50% in many EU countries in 2018. #TogetherAgainstFlu <https://togetheragainstflu.com/news/growing-older-flu-vaccine/> |  |
| 04/04/2022LinkedIn | ☑️⚕️ Getting vaccinated against #influenza every single year is critically important to maintain healthy ageing. 👇 Follow along as @IntFedAgeing Secretary General @janebarrattIFA discusses the importance of the #FluShot for older people 👵🧓🏿 Despite the high risks among the 65+ age group, their flu vaccination rate is suboptimal in many EU countries in the latest data (2018). We must keep working to improve coverage. Learn more here: https://togetheragainstflu.com/news/growing-older-flu-vaccine/ #TogetherAgainstFlu | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TogetherAgainstFlu_Jane-Barratt_Clip1_v4.0.mp4>  |
| 06/04/2022Twitter | ☑️⚕️ Getting vaccinated against #influenza every single year is critically important to maintain healthy ageing. 👇 Follow along as @IntFedAgeing SG @janebarrattIFA discusses the importance of the #FluShot for older people 👵🏽👴 https://togetheragainstflu.com/news/growing-older-flu-vaccine/ #TogetherAgainstFlu | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TogetherAgainstFlu_Jane-Barratt_Clip1_v4.0.mp4>  |
| 13/04/2022Twitter | The #FluVaccine is essential for public health, yet rates remain low. #TogetherAgainstFlu The @IntFedAgeing is joining others to help through the lens of:👵🏽 Ageism⚕️ Long-term care🏥 Primary integrated care🏙️ Age-friendly cities + communities @janebarrattIFA discusses 👇 | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TogetherAgainstFlu_Jane-Barratt_Clip2_v4.0.mp4>  |
| 20/04/2022Twitter | It's hard to overstate the public health benefits of the #FluVaccine, particularly for older groups. @IntFedAgeing Secretary General @janebarrattIFA stands #TogetherAgainstFlu, and she discusses the situation below 👇 <https://togetheragainstflu.com/news/growing-older-flu-vaccine/>  | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TAF_SM-022022_JaneBarratt-Quote01_v1.0.png>  |
| 25/04/2022Twitter | The #flu vaccination rate was less than 50% in many EU countries among the 65+ age group, despite their higher risks. #TogetherAgainstFlu What can be done to help the situation? 🤔@IntFedAgeing's Secretary General @janebarrattIFA explains: <https://togetheragainstflu.com/news/growing-older-flu-vaccine/>  | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TAF_SM-022022_JaneBarratt-Quote02_v1.0.png>  |
| 29/04/2022Twitter | ⚕️ Adult #flu vaccination saves lives, as @IntFedAgeing's Secretary General @janebarrattIFA explains. It's important that groups and individuals across sectors stand #TogetherAgainstFlu 💪 Check out the whole interview here: <https://togetheragainstflu.com/news/growing-older-flu-vaccine/>  | <https://togetheragainstflu.com/wp-content/uploads/2022/03/TAF_SM-022022_JaneBarratt-Quote03_v1.0.png>  |