

#TogetherAgainstFlu Social media toolkit

Healthcare Professionals Play a Key Role in Driving Vaccines Uptake

A [recent survey](#) conducted by the [National Foundation for Infectious Diseases \(NFID\)](#) found that two out of three people surveyed understand that the influenza vaccine is fundamental to preventing the flu. Still, only half of them will get vaccinated against the flu. Healthcare professionals (HCPs) can play a vital role in vaccine uptake. [Another recent NFID survey](#) found that 51% of patients surveyed who have received or plan to get vaccinated are motivated by an HCP recommendation, and 47% of patients who are unsure or do not plan to get vaccinated say they would be more likely to get vaccinated if an HCP recommended it.

To find out more about the attitudes and practices around flu vaccination stemming from the survey, #TogetherAgainstFlu spoke with Dr. William Schaffner, Medical Director of NFID, who explained how healthcare professionals are key to encouraging influenza vaccine uptake.

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

Main resources to leverage:

- [#TogetherAgainstFlu website](#)
- [#TogetherAgainstFlu latest interview: Healthcare Professionals Play a Vital Role in Flu Vaccine Uptake](#)

Join the conversation - popular hashtags

- #flu
- #TogetherAgainstFlu

Date and channel	Copy and links	Image/video
05/12/2022 LinkedIn	A recent survey from @National Foundation for Infectious Diseases (NFID) showed patients are more likely to get their #flu vaccine if a healthcare professional recommends it. We spoke to Dr. @William Schaffner to understand more about patients' knowledge & attitudes on vaccination against #influenza! #TogetherAgainstFlu #FightFlu	https://togetheragainstflu.com/wp-content/uploads/2022/12/FINAL_TogetherAgainstFlu-Dr-Schaffner-interview-LQ.mp4
05/12/2022 Twitter	A recent survey from @NFIDvaccines showed #patients are more likely to get their #flu vaccine if a healthcare professional recommends it. We spoke to	https://togetheragainstflu.com/wp-content/uploads/2022/12/FINAL_TogetherAgainstFlu-Dr-Schaffner-interview-LQ.mp4

	<p>Dr. Schaffner to understand about patients' knowledge & attitudes on vaccination against #influenza! #TogetherAgainstFlu #FightFlu</p>	
<p>10/12/2022 Twitter</p>	<p>A @NFIDvaccines survey found that 2 out of 3 people understand that the #influenza vaccine is key to preventing the #flu, but only 1/2 will get vaccinated! Find out how HCPs can encourage patients to get their flu shot 👉 #TogetherAgainstFlu</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2022/12/FINAL_TogetherAgainstFlu-Dr-Schaffner-interview-LQ.mp4</p>
<p>15/12/2022 LinkedIn</p>	<p>Healthcare providers: with the amount of attention placed on #COVID19 vaccination in the past two years, it is easy for patients to feel vaccine 'fatigue'. Therefore it is important to remind your patients and #HCP colleagues that #influenza remains a very serious and severe disease. 😞 It can easily have life-altering or deadly consequences, especially for high-risk patient groups such as people with pre-existing health conditions and the elderly. Learn more about how we can stand #TogetherAgainstFlu here 📄 https://togetheragainstflu.com/</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2022/12/TAF_SM-122022_William-Schaffner_v1.0.png</p>
<p>14/12/2022 Twitter</p>	<p>👤 Healthcare providers: As an #HCP, you are much more likely to catch #influenza compared to the general public.</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2022/12/TAF_SM-</p>

	<p>Prior to the holiday season, protect yourself, as well as your colleagues, patients and your loved ones, by getting the flu vaccine. 🤝</p> <p>#TogetherAgainstFlu</p>	<p>112022_HealthcarePractitioners_v1.0.mp4</p>
<p>19/12/2022 Twitter</p>	<p>#HCPs - it is not too late to recommend to your patients to get vaccinated before the holiday season! 🗓️</p> <p>Holidays often see a jump in #flu rates, as many people will be going into their communities and are likely to be more exposed to flu.</p> <p>Let's stand</p> <p>#TogetherAgainstFlu</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2022/12/TAF_SM-112022_Holidays_v1.0.jpg</p>
<p>22/12/2022 Twitter</p>	<p>Nearly half (47%) of patients who are unsure or do not plan to get vaccinated say they would be more likely to get a #FluVaccine if a healthcare provider recommends it.</p> <p>#HCPs - communicate the benefits to your patients.</p> <p>#TogetherAgainstFlu</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2022/12/TAF_SM-112022_HCPs_v1.0.jpg</p>