

## #TogetherAgainstFlu Social media toolkit

### Pharmacists can play a key role in encouraging members of their community to get the COVID-19 and flu vaccines at the same time

According to the [WHO](#), the flu can cause up to 5 million cases of respiratory disease globally and 650,000 deaths each year. This 2022-23 flu season in the Northern Hemisphere arrived earlier than expected and we are also seeing a concerning increase in the number of respiratory syncytial virus (RSV) cases. [Preliminary data](#) released by the Centers for Disease Control and Prevention (CDC) for the 2022-23 flu season (from 1 October 2022 through 7 January 2023) showed that, in the US alone, there have already been an estimated 24-47 million illnesses caused by influenza, 11-23 million medical visits, 260,000 – 560,000 flu hospitalisations, and 16,000 – 48,000 flu deaths. This poses an incredible strain on the healthcare system, while we continue to fight against COVID-19.

We spoke to Rúben Viegas, from the [International Pharmaceutical Federation \(FIP\)](#), to understand the role pharmacists play in encouraging members of their community to get the COVID-19 and flu vaccines at the same time. FIP has recently issued guidance to pharmacists on the safe coadministration of influenza and COVID-19 vaccines.

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	With the peak of the #flu season still to come in the Northern Hemisphere in February, find out how 🧑‍⚕️ #pharmacists can protect communities by speaking about safe coadministration of #influenza and #COVID19 vaccines! <a href="https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/">https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/</a> (shorten link) #TogetherAgainstFlu	<a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4">https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4</a>

<p>05/12/2022 Twitter</p>	<p>With the peak of the #flu season still to come in the Northern Hemisphere in February, find out how 🧑🏻 #pharmacists can protect communities by speaking about safe coadministration of #influenza and #COVID19 vaccines!  <a href="https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/">https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/</a> (shorten link)  #TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4">https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4</a></p>
<p>10/12/2022 LinkedIn</p>	<p>Pharmacists are trusted members of their community who can stress the importance of #flu and #COVID19 vaccinations to high-risk groups.  With the peak of the #flu season expected to arrive next month, it is not too late to take every opportunity to engage in conversations about vaccination!  ✅ Check out our interview with @Ruben Viegas of @International Pharmaceutical Federation (FIP) on how pharmacists are encouraged to speak to members of their community about safe coadministration of the #flu and #COVID19 vaccines.  <a href="https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/">https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/</a> (shorten link)  #TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4">https://togetheragainstflu.com/wp-content/uploads/2023/01/TogetherAgainstFlu-Ruben-Viegas-interview.mp4</a></p>
<p>15/12/2022 Twitter</p>	<p>Pharmacists are trusted members of their community who can stress the importance</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/Tog">https://togetheragainstflu.com/wp-content/uploads/2023/01/Tog</a></p>

	<p>of #flu and #COVID19 vaccinations to high-risk groups.</p> <p>✅ Check out our interview with Ruben Viegas of @FIP_org on how pharmacists can encourage safe coadministration.</p> <p>#TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/etherAgainstFlu-Ruben-Viegas-interview.mp4">etherAgainstFlu-Ruben-Viegas-interview.mp4</a></p>
<p>14/12/2022 Twitter</p>	<p>Coadministration of #COVID19 and #influenza vaccines can provide a critical opportunity to increase community protection against the dual impact of the respiratory illness caused by these viruses! Find out the benefits of coadministration 🗣️</p> <p>#TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_CoAdministration_v2.0.mp4">https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_CoAdministration_v2.0.mp4</a></p>
<p>19/12/2022 LinkedIn</p>	<p>We are again seeing concerning levels of hospital admissions due to COVID-19 and influenza. It is putting a strain on healthcare systems. With the peak of the flu season still to come, it is not too late for healthcare professionals, including #pharmacists, to vaccinate and advise coadministration to their patients.</p> <p>Coadministration of COVID-19 and influenza vaccines can provide a critical opportunity to increase the protection of our community against the dual impacts of the respiratory illness caused by these viruses. Find out the benefits of coadministration 🗣️</p> <p><a href="https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/">https://togetheragainstflu.com/news/pharmacists-should-speak-to-members-of-their-community-on-receiving-both-the-flu-and-covid-19-vaccines-at-the-same-time/</a> (shorten link)</p> <p>#TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_CoAdministration_v2.0.mp4">https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_CoAdministration_v2.0.mp4</a></p>

<p>22/12/2022 Twitter</p>	<p>✅ Check out this guide prepared by @FIP_org on the coadministration of #COVID19 and #influenza vaccines!   <a href="https://www.fip.org/file/5227">https://www.fip.org/file/5227</a>   #Pharmacists are vital in protecting our communities, as they "highlight the importance of vaccination to high-risk groups."  #TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_Pharmacists_v2.0.jpg">https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_Pharmacists_v2.0.jpg</a></p>
<p>22/12/2022 LinkedIn</p>	<p>✅ Check out this guide prepared by @FIP_org on the coadministration of #COVID19 and #influenza vaccines!   <a href="https://www.fip.org/file/5227">https://www.fip.org/file/5227</a>   #Pharmacists are vital in protecting our communities, as they "highlight the importance of vaccination to high-risk groups."  #TogetherAgainstFlu</p>	<p><a href="https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_Pharmacists_v2.0.jpg">https://togetheragainstflu.com/wp-content/uploads/2023/01/TAF_SM-112022_Pharmacists_v2.0.jpg</a></p>
<p>22/12/2022 Twitter</p>	<p>#Influenza takes a considerable toll on lives, economies, and #healthcare resources. Yet, #flu vaccination coverage remains suboptimal, falling short of @WHO recommended levels. How can healthcare workers help increase vaccine uptake?  <a href="https://togetheragainstflu.com/news/life-time-immunization-and-influenza-vaccination-uptake/">https://togetheragainstflu.com/news/life-time-immunization-and-influenza-vaccination-uptake/</a> (shorten link)  #TogetherAgainstFlu</p>	
<p>22/12/2022 LinkedIn</p>	<p>Vaccination 📌 is one of the greatest health success stories of the 20th century. A new report from @IFPMA takes a look at how health systems and national immunization plans can better ensure protection at all stages of life, thanks to vaccines.  One example in the report looks at seasonal influenza. The #flu shot is the most frequently recommended and monitored</p>	

	<p>vaccine in adulthood (56% in 195 countries). However, #influenza vaccination coverage remains suboptimal almost everywhere. Very few countries reach the 75% coverage rate for risk groups recommended by WHO. With influenza being a considerable burden on lives, economies, and healthcare resources, we need to expand coverage, especially among older adults. Healthcare workers play an essential role in this regard, as they are a highly trusted resource to encourage influenza vaccine uptake (particularly among vulnerable groups) and fight misinformation.</p> <p>Paula Barbosa @IFPMA explained the main findings for #TogetherAgainstFlu: <a href="https://togetheragainstflu.com/news/life-time-immunization-and-influenza-vaccination-uptake/">https://togetheragainstflu.com/news/life-time-immunization-and-influenza-vaccination-uptake/</a> (shorten link)</p>	
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