

#TogetherAgainstFlu Social media toolkit

Lessons learned from COVID-19 that we can use to better protect communities from influenza

The COVID-19 pandemic taught us the importance of protecting the most vulnerable people in our societies, particularly older adults and patients with underlying medical conditions. What else have we learned so we can better protect communities from influenza? The answer is quite a lot! From new outreach methods to co-vaccination, we need to use all the tools at our disposal to stand #TogetherAgainstFlu.

With other challenges coming, such as RSV, now is the time to think about these issues.

We spoke to Professor Sir Jonathan Van-Tam, Pro-Vice-Chancellor for Medicine & Health Sciences at the University of Nottingham, to discuss these aspects and more in our new interview.

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
03/03/2023 LinkedIn	<p>“When a doctor or another health professional recommends flu vaccination, patients listen” – strong call from Prof Jonathan-Van Tam of @UniofNottingham on how #HCPs can support uptake of #COVID19, #flu vaccines. 🙌</p> <p>https://togetheragainstflu.com/news/what-lessons-learned-from-covid-19-can-we-use-to-better-protect-communities-from-influenza/ (shorten link)</p> <p>#TogetherAgainstFlu</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2023/02/TogetherAgainstFlu-Jonathan-Van-Tam-Video-1.5.mp4</p>
03/03/2023 Twitter	<p>“When a doctor or another health professional recommends flu vaccination, patients listen” – strong call from Prof Jonathan-Van Tam of @UniofNottingham on how</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2023/02/TogetherAgainstFlu-Jonathan-Van-Tam-Video-1.5.mp4</p>

	<p>#HCPs can support uptake of #COVID19, #flu vaccines. 🙌</p> <p>https://togetheragainstflu.com/news/what-lessons-learned-from-covid-19-can-we-use-to-better-protect-communities-from-influenza/ (shorten link)</p> <p>#TogetherAgainstFlu</p>	
<p>07/03/2023 LinkedIn</p>	<p>What lessons learned from #COVID19 can we use to better protect communities from #influenza?</p> <p>Quite a few, as it turns out. From new outreach methods to #covaccination, we need to use all the tools at our disposal to stand #TogetherAgainstFlu - particularly for at-risk groups, like the elderly.</p> <p>With other challenges coming, such as #RSV, now is the time to think about these issues.</p> <p>Professor Sir Jonathan Van-Tam of @University of Nottingham discusses these aspects and more in our new interview 🙌</p> <p>https://togetheragainstflu.com/news/what-lessons-learned-from-covid-19-can-we-use-to-better-protect-communities-from-influenza/ (shorten link)</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2023/02/TogetherAgainstFlu-Jonathan-Van-Tam-Video-1.5.mp4</p>
<p>07/03/2023 Twitter</p>	<p>What lessons learned from #COVID19 can we use to better protect communities from #influenza?</p> <p>Quite a few, as it turns out. And we need to, in order to stand #TogetherAgainstFlu.</p> <p>Professor Sir Jonathan Van-Tam of @UniofNottingham</p>	<p>https://togetheragainstflu.com/wp-content/uploads/2023/02/TogetherAgainstFlu-Jonathan-Van-Tam-Video-1.5.mp4</p>

	<p>discusses in our new interview</p> <p></p> <p>https://togetheragainstflu.com/news/what-lessons-learned-from-covid-19-can-we-use-to-better-protect-communities-from-influenza/ (shorten link)</p>	
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