

REINFORCING YOUR INFLUENZA EXPERTISE

Whether you're a seasoned expert or newer to the flu, a little knowledge goes a long way. Here's all you need to know to run a more successful flu vaccination campaign.

Let's start with the flu basics.

WHAT IS INFLUENZA?

Influenza is a contagious respiratory illness caused by influenza viruses that can infect the nose, throat, and lungs. Flu complications can lead to hospitalization or sometimes death.¹

HOW DOES INFLUENZA SPREAD?

Flu viruses spread when someone with the infection coughs, sneezes, or talks near someone. One can be infected directly or pick it up from touching a surface with the flu virus on it.¹

HOW IS INFLUENZA DIFFERENT FROM OTHER COMMON RESPIRATORY DISEASES?

While influenza may share similar symptoms with illnesses like COVID-19 and RSV, they are caused by different viruses and require separate vaccines.²

Common symptoms of influenza include¹:

- Fever or chills
- Cough or sore throat
- Runny nose
- Muscle/body aches
- Headaches
- Fatigue

WHAT ARE THE COMMON COMPLICATIONS OF INFLUENZA?

Most people who get the flu will recover in a few days, but some people will develop complications, which can be life-threatening or fatal.¹

- Sinus and ear infections
- Bronchitis or pneumonia
- Asthma flare-ups
- Worsening of chronic conditions

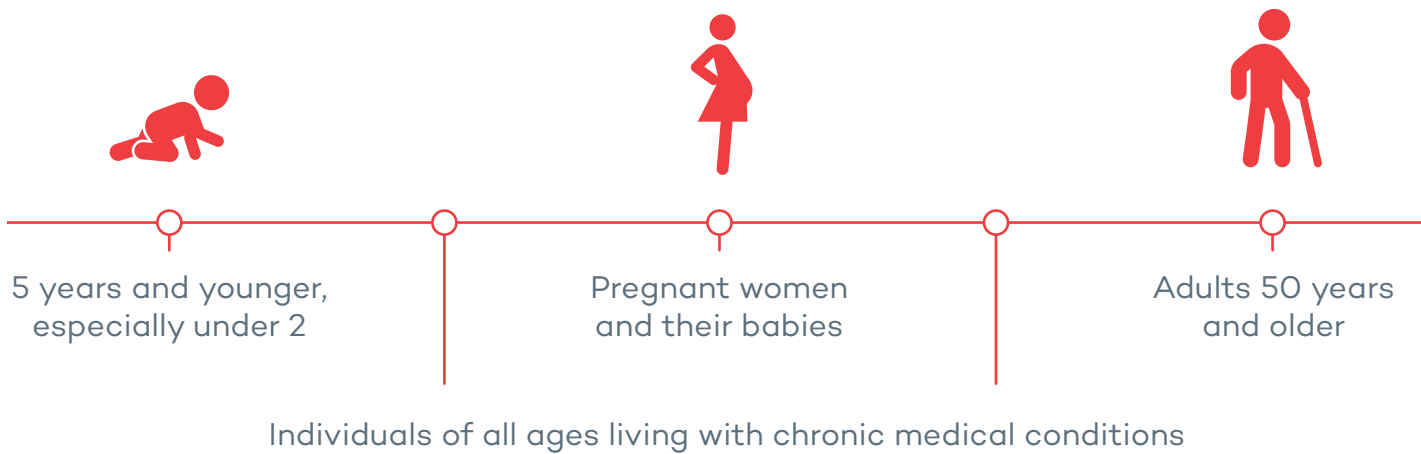
UNDERSTANDING THE IMPACT OF INFLUENZA

Seasonal flu is a common but serious illness that places a significant burden on the community and healthcare system.³

THE COMPOUNDING BURDEN OF FLU IN THE HOME⁴



A SERIOUS THREAT FOR HIGH-RISK POPULATIONS^{5,6}



A SIGNIFICANT BURDEN ON SOCIETY EACH YEAR^{*7}

4,900 – 51,000 deaths

100,000 – 710,000 hospitalizations

9.3 million – 41 million illnesses

APPRECIATING THE VALUE OF VACCINATION

For over 50 years, flu vaccines have been used to help protect hundreds of millions of patients.⁸ While some vaccinated patients may still get sick, vaccination can positively impact the overall health of the entire community, with fewer flu-related hospitalizations and deaths.³

VACCINATIONS CAN GREATLY REDUCE THE DEVASTATING EFFECTS OF INFLUENZA



UP TO 82%
fewer ICU
admissions³



UP TO 65%
fewer deaths
in children⁹

REMEMBER:

Help educate your patients on the real value of a flu shot—reducing severity of disease and the risk of complications.³

The CDC recommends an annual flu vaccine as the first and most important action for reducing the risk of flu and its complications.³

CDC RECOMMENDATIONS FOR FLU VACCINATION

WHO TO VACCINATE

Vaccinate everyone eligible:

All patients 6 months and older without contraindications, including those with mild illness.^{5,10}

For children 6 months to 8 years —

If they have not previously received 2 doses in their lives, they should receive 2 doses at least 4 weeks apart.^{†5}

For adults 65 and older — Adjuvanted or higher-dose vaccines are recommended by The Advisory Committee on Immunization Practices (ACIP).^{†5}

HOW TO VACCINATE

Alone or coadministered:

Influenza vaccines can be administered alone, or coadministered with other vaccines, including COVID-19, RSV, and shingles vaccines.^{†5}

WHEN TO VACCINATE

Throughout the flu season — Influenza activity can continue into May, so continue vaccinating as long as the flu virus is circulating in the community.^{5,11}

*CDC estimates from 2010–2011 to 2022–2023 US influenza seasons.

†Consult current CDC and ACIP recommendations for up-to-date guidance.

MAKING A STRONG RECOMMENDATION



STUDIES SHOW THAT STRONG HCP VACCINATION RECOMMENDATIONS RESULT IN HIGHER UPTAKE¹²

The CDC suggests using the SHARE method to help strengthen your suggestions while providing important information so patients can make informed decisions about vaccination.¹³

S **SHARE** the reasons why an influenza vaccine is right for the patient, especially those with high-risk factors.

H **HIGHLIGHT** positive experiences with influenza vaccines to reinforce their benefits and strengthen confidence in influenza vaccination.

A **ADDRESS** patient concerns about influenza vaccines, such as side effects, safety, and vaccine effectiveness, in plain and understandable language.

R **REMIN**d patients that influenza vaccines help protect them and their families from serious illness and complications that can lead to hospitalization or even death.

E **EXPLAIN** the potential costs of getting influenza, such as health complications, time lost at work, financial costs, and infecting other family members.

Learn more about SHARE at www.cdc.gov/flu/



Stay up to date on the flu and flu vaccines at flu360.com.

References: **1.** CDC. Key facts about influenza (flu). Accessed April 1, 2024. <https://www.cdc.gov/flu/about/keyfacts.htm> **2.** NFID. How to tell the difference between flu, RSV, COVID-19, and the common cold. Accessed April 1, 2024. <https://www.nfid.org/resource/how-to-tell-the-difference-between-flu-rsv-covid-19-and-the-common-cold/> **3.** CDC. Key facts about seasonal flu vaccine. Accessed March 29, 2024. <https://www.cdc.gov/flu/prevent/keyfacts.htm> **4.** Principi N, et al. *Arch Dis Child*. 2004;89(11):1002-1007. **5.** Grohskopf LA, et al. *MMWR Recomm Rep*. 2023;72(2):1-25. **6.** Committee on Infectious Diseases. *Pediatrics*. 2023;152(4):e2023063773. **7.** CDC. Disease burden of flu. Accessed April 2, 2024. <https://www.cdc.gov/flu/about/burden/index.html> **8.** CDC. Influenza (flu) vaccines. Accessed March 29, 2024. <https://www.cdc.gov/vaccinesafety/vaccines/flu-vaccine.html> **9.** Flannery B, et al. *Pediatrics*. 2017;139(5):e20164244. **10.** CDC. Vaccines when your child is sick. Accessed April 1, 2024. <https://www.cdc.gov/vaccines/parents/visit/sick-child.html> **11.** CDC. Flu season. Accessed April 1, 2024. <https://www.cdc.gov/flu/about/season/index.html> **12.** Jacobson RM, et al. *Hum Vaccin Immunother*. 2020;16(9):2131-2135. **13.** CDC. Make a strong influenza vaccine recommendation. Accessed March 29, 2024. <https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm>

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