**Draft Blog or Newsletter Language – Audience: LTSS providers**

**Free Materials to Encourage Your Patients to Get Flu Vaccines**

Help us increase access to flu vaccinations! Our organization is partnering with the Centers for Medicare & Medicaid services to promote flu vaccinations. We hope the following resources can support your efforts to encourage flu prevention with your clients and caregivers. CMS has asked our organization to storm social media and email listservs to promote flu vaccines on or around**December 4** using the hashtag **#FightFlu!** Draft Facebook posts, tweets, and client-facing emails are available for you to customize, as well as additional translated resources below!

As a provider in your community, you can play a central role in ensuring your patients know they may be at high risk of complications if they get the flu. California is linguistically diverse, and a free resource from Cal MediConnect aims to help you reach your non-English speaking clients. Postcards and posters are available for free and include a postcard advertisement translated into 12 languages including Arabic, Armenian, Cambodian, Chinese (simplified), Farsi, Hmong, Korean, Polish, Russian, Spanish, Tagalog, and Vietnamese.  View all the materials by visiting <http://calduals.org/learn-more-resources/flu-vaccine-campaign/>.

If you are willing to join CMS and our organization in any emails or social media posts, CMS wants to note your participation. Please email [Anna.Williams@cms.hhs.gov](mailto:Anna.Williams@cms.hhs.gov) to let CMS know if you can participate in any way.

**Draft Blog or Newsletter Language – Audience: Clinicians/Provider practices**

**Free Materials to Encourage Your Patients to Get Flu Vaccines**

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**Draft Tweets**

* Spread the word about FREE advertisements in multiple languages to promote annual vax in your clinic <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect
* Providers are trusted sources of health info - promote flu vax <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect
* Providers rec for a yearly #flu vax is important to patients <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect
* Get a #flu vaccine to help protect yourself from flu <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect
* Be Strong and get vaccinated! <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect

**Draft Facebook Posts**

Upload a copy of a translated postcard (example below: Hmong) to your clinic’s Facebook page and include #FightFlu #CalMediConnect

Get free translated materials promoting the importance of an annual flu vaccination by visiting <http://calduals.org/learn-more-resources/flu-vaccine-campaign/> #FightFlu #CalMediConnect

