

Partner Resources for 2020 MMCO #FightFlu Campaign

Centers for Medicare & Medicaid Services
Medicare-Medicaid Coordination Office

**Now more than ever,
everyone needs to do their
part to prevent the spread
of illnesses like the flu.**

#FIGHT FLU



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How You Can Help Us Fight the Flu

This year, the overlap of COVID-19 and flu is uniquely challenging for vaccine administration and communications. So now, more than ever, we need your help!

How you can help

- Let people with Medicare know that it's important to get an annual flu shot to help keep themselves, and their families, care providers, and communities healthy.
- Stress your organization's commitment to fighting the flu by tweeting, blogging, and sending newsletters to your stakeholders. Our Partner Resources for 2020 MMCO #FightFlu Campaign has tweets, posts, newsletters, and blogs to get you started.

What we're doing

We're using our information channels, education resources, and outreach through national and local partner and stakeholder networks to promote flu shots, with a focus on reaching people with Medicare and vulnerable populations.

Why your help is more important than ever

Efforts to reduce the spread of COVID-19, like physical distancing and states' stay-at-home orders, have decreased routine and preventive medical services. Making sure people of all ages keep or start getting routine vaccinations – like flu – during the COVID-19 pandemic will protect people and communities from preventable diseases and reduce the health care system's burden.

The Centers for Disease Control and Prevention (CDC) points out that it's important for people with chronic conditions to get their yearly flu shot because they're likelier to develop complications from some vaccine-preventable diseases. Also, research shows that people with Medicare and disabilities are 28% less likely to get their annual flu shot than people with Medicare without disabilities.¹ We encourage you to amplify the CDC's messages about the flu shot's importance, emphasizing that it's another way people can stay healthy, particularly during COVID-19.

Advocacy & Grassroots Partners

Draft Blog or Newsletter Language – Audience: Advocacy and Grassroots

Free Materials to Encourage Your Patients to Get the Flu Shot

We need your help!

We're partnering with the Centers for Medicare & Medicaid Services (CMS) to promote flu shots and hope these resources can help you encourage your clients and caregivers to prevent the flu. CMS has

¹ Office of the Assistant Secretary for Planning and Evaluation. Report to Congress: Social Risk Factors and Performance under Medicare's Value Based Purchasing Programs. December 2016. Available at: <https://aspe.hhs.gov/system/files/pdf/253971/ASPESESRCTfull.pdf>.

asked us to storm social media and email listservs to promote flu vaccines during **National Influenza Vaccinations Week December 6 – 12** on **Wednesday, December 9** using the hashtag **#FightFlu!**

As a trusted voice in your community, you can help make sure members know they may be at high risk of complications if they get the flu. There are resources to help you reach your non-English speaking members, including free postcards with an advertisement translated into [multiple languages](#) like [Arabic](#), [Armenian](#), [Cambodian](#), [Chinese \(simplified\)](#), [Creole-Cape Verdean](#), [Creole-Haitian](#), [Farsi](#), [Hindi](#), [Korean](#), [Laotian](#), [Polish](#), [Portuguese](#), [Russian](#), [Somali](#), [Spanish](#), [Tagalog](#), and [Vietnamese](#). The advertisements are also available in large font [English](#) and [Spanish](#).

If you’re willing to join us and CMS in emails or social media posts, CMS wants to note your participation. Email Lydia.Orth@cms.hhs.gov to let CMS know if you’re participating.

Draft Tweets

- Spread the word about FREE advertisements in multiple languages to promote annual vax in your clinic <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- Get a flu vaccine to help protect yourself from flu <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- Protecting yourself from #flu also protects the people around you <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- #FightFlu this season: Be strong and get a flu shot <https://www.cms.gov/flu-shot-outreach-media-material-more-languages>

Draft Facebook Posts

Upload a copy of a translated postcard to your Facebook page and include #FightFlu

Get free translated materials promoting the importance of an annual flu vaccination by visiting <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu [Example below Arabic]



Provider Partners

Draft Blog or Newsletter Language – Audience: Long term services and supports providers **Free Materials to Encourage Your Patients to Get the Flu Shot**

We need your help!

We're partnering with the Centers for Medicare & Medicaid Services (CMS) to promote flu shots and hope these resources can help you encourage your clients and caregivers to prevent the flu. CMS has asked us to storm social media and email listservs to promote flu vaccines during **National Influenza Vaccinations Week December 6 – 12 on Wednesday, December 9** using the hashtag **#FightFlu!**

As a provider in your community, you can help make sure members know they may be at high risk of complications if they get the flu. There are resources to help you reach your non-English speaking members, including free postcards with an advertisement translated into [multiple languages](#) like [Arabic](#), [Armenian](#), [Cambodian](#), [Chinese \(simplified\)](#), [Creole-Cape Verdean](#), [Creole-Haitian](#), [Farsi](#), [Hindi](#), [Korean](#), [Laotian](#), [Polish](#), [Portuguese](#), [Russian](#), [Somali](#), [Spanish](#), [Tagalog](#), and [Vietnamese](#). The advertisements are also available in large font [English](#) and [Spanish](#).

If you're willing to join us and CMS in emails or social media posts, CMS wants to note your participation, so email Lydia.Orth@cms.hhs.gov to let CMS know if you're participating.

Draft Blog or Newsletter Language – Audience: Clinicians/Group practices **Free Materials to Encourage Your Patients to Get the Flu Shot**

We need your help!

We're partnering with the Centers for Medicare & Medicaid Services (CMS) to promote flu shots and hope these resources can help you encourage your clients and caregivers to prevent the flu. CMS has asked us to storm social media and email listservs to promote flu vaccines during **National Influenza Vaccinations Week December 6 – 12 on Wednesday, December 9** using the hashtag **#FightFlu!** Draft Facebook posts, tweets, and client-facing emails are available for you to customize, along with other translated resources.

As a health care provider in your community, you can help make sure members know they may be at high risk of complications if they get the flu. There are resources to help you reach your non-English speaking members, including free postcards with an advertisement translated into [multiple languages](#) like [Arabic](#), [Armenian](#), [Cambodian](#), [Chinese \(simplified\)](#), [Creole-Cape Verdean](#), [Creole-Haitian](#), [Farsi](#), [Hindi](#), [Korean](#), [Laotian](#), [Polish](#), [Portuguese](#), [Russian](#), [Somali](#), [Spanish](#), [Tagalog](#), and [Vietnamese](#). The advertisements are also available in large font [English](#) and [Spanish](#).

If you're willing to join us and CMS in emails or social media posts, CMS wants to note your participation, so email Lydia.Orth@cms.hhs.gov to let CMS know if you're participating.

Draft Tweets

- Spread the word about FREE advertisements in multiple languages to promote annual vax in your clinic <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- Providers are trusted sources of health info - promote flu vax <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- Providers rec for a yearly #flu vax is important to patients <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu
- Get a flu vaccine to help protect yourself from flu <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu

Draft Facebook Posts

Upload a copy of a translated postcard to your clinic's Facebook page and include #FightFlu

Get free translated materials promoting the importance of an annual flu vaccination by visiting <https://www.cms.gov/flu-shot-outreach-media-material-more-languages> #FightFlu [Example below Spanish]



CMS Resources

For Beneficiaries (Medicare.gov)

- [Medicare blog](#): Take advantage of your flu shot—more important than ever this year (embedded video)
- Flu shot coverage page - <https://www.medicare.gov/coverage/flu-shots>
- Preventive & screening services page - <https://www.medicare.gov/coverage/preventive-screening-services>
- Your Medicare Coverage page - <https://www.medicare.gov/coverage>

- [Editable flyer](#) – “mark your calendar”

For Partners (CMS.gov)

- One-stop-shopping to help you find CMS’s flu vaccination information and resources – www.CMS.gov/flu
- Outreach & Media materials page for flu vaccination materials to reach people with Medicare, plus other audiences across our health care programs - <https://www.cms.gov/flu-shot-outreach-media-material>
- CMS toolkit for sample social media posts and graphics
 - English - <https://www.cms.gov/files/document/2020-flu-partner-social-media-toolkit-english.pdf>
 - Spanish - <https://www.cms.gov/files/document/2020-flu-partner-social-media-toolkit-spanish.pdf>
- Influenza coverage and billing information - cms.gov/flu-provider
- CMS Office of Minority Health Immunization and Vaccine Resources - go.cms.gov/omhflu

CDC Resources

For Consumers

- Protect Your Health This Season - <https://www.cdc.gov/flu/season/protect-your-health.html>
- Frequently Asked Influenza (Flu) Questions: 2020-2021 Season - <https://www.cdc.gov/flu/season/faq-flu-season-2020-2021.htm>
- Similarities and Differences between Flu and COVID-19 - <https://www.cdc.gov/flu/symptoms/flu-vs-covid19.htm>

For Partners

- Seasonal Flu Partner Resources - <https://www.cdc.gov/flu/resource-center/index.htm>
- Digital media toolkit - <https://www.cdc.gov/flu/resource-center/toolkit/index.htm>
- Social media toolkit - <https://www.cdc.gov/flu/resource-center/toolkit/social-media-toolkit.htm>
- Flu widgets - <https://www.cdc.gov/flu/resource-center/freeresources/tools/widgets.htm>
- Multi-Language Factsheets - <https://www.cdc.gov/flu/resource-center/freeresources/multi-language-factsheets.html>
- Resources in Spanish - <https://www.cdc.gov/flu/resource-center/spanish-communication/index.html>

Appendices

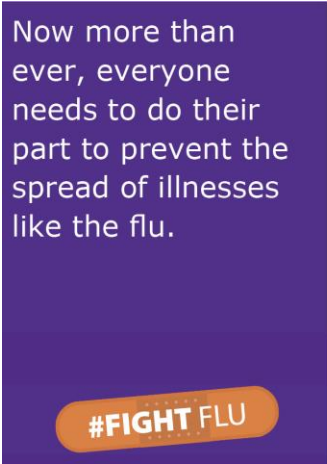
Translated Postcards

English



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English Large Print



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Arabic

الآن و اكثر من اي وقت اخر،
يجب على الجميع القيام بدورهم لمنع
انتشار الأمراض مثل الإنفلونزا

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Armenian

Այժմ ավելի քան երբեք
բոլորը պետք է ջանք
թափեն գրիպի պես
հիվանդությունների
տարածումը կանխելու
համար

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Cambodian

ឥឡូវនេះ ជាពេលសំខាន់ជាង
ពេលណាៗទាំងអស់ដែល មនុស្សគ្រប់រូបចាំបា
ច់ត្រូវបំពេញតួនាទីដើម្បីការពារការរីករាលដាល
នៃជំងឺដូចជាជំងឺក្រុនផ្តាសាយ

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Chinese

预防流感，刻不容缓！
您我齐尽责，共同预防流感等疾病的传播

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Creole-Cape Verdean

Goci más que nunca,
tudo alguém tem ki fazi ses
partl pa previni doenças mo
gripe de spadja.

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Farsi

اکنون، بیش از هر زمان دیگر،
همه افراد باید به سهم خود برای پیشگیری
از شیوع بیماری‌هایی مانند آنفولانزا
تلاش کنند.

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Hindi

पहले से कहीं अधिक अब,
फ्लू जैसी बिमारियों के फैलने को रोकने
के लिए सभी को अपना योगदान देने
की ज़रूरत है

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Hmong

पहले से कहीं अधिक अब,
फ्लू जैसी बिमारियों के फैलने को रोकने
के लिए सभी को अपना योगदान देने
की जरूरत है

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Korean

지금은 이전 어느 때보다도,
모든 사람들은 독감 같은 질병의
확산을 막기 위해 자신의 역할
을 다 해야 합니다

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Laotian

지금은 이전 어느 때보다도,
모든 사람들은 독감 같은 질병의
확산을 막기 위해 자신의 역할을
다 해야 합니다

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Polish

Teraz, bardziej niż
kiedykolwiek, każdy musi
zrobić to co do niego należy,
aby zapobiec
rozprzestrzenianiu się takich
chorób jak grypa.

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Portuguese

Agora mais do que nunca,
todos precisam fazer a sua parte
para prevenir que doenças como a
gripe se espalhem.

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Russian

Сейчас, как никогда,
Все должны участвовать в борьбе
от распространения таких
заболеваний, как грипп.

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Spanish

Ahora más que nunca, todos tienen que poner de su parte para prevenir la propagación de enfermedades como la influenza (también conocida como gripe).

#FIGHT FLU



Medicare.gov

Spanish Large Print

Ahora más que nunca, todos tienen que poner de su parte para prevenir la propagación de enfermedades como la influenza (también conocida como gripe).

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Tagalog

Ngayon, higit sa dati,
kailangan gawin ng lahat ng tao
ang tungkulin nila para malwasan
ang pagkalat ng mga sakit na
tulad ng trangkaso.

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Vietnamese

Hơn bao giờ hết,
tất cả mọi người cần phải góp phần
mình ngăn chặn sự lây lan của
những bệnh như bệnh cúm.

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