

HELP PARENTS GET THE RIGHT FLU FACTS

Help ensure all pediatric patients are protected from the deadly impact of the flu.

Turning misconceptions into vaccinations:

1

ELEVATE THE IMPACT by making it personal

During the 2017-2018 season:

- The CDC^a estimates that on average, 5 children died every week from the flu^{1,2}
- 50% of the children who died were otherwise healthy¹
- 59% were 5 years of age or older¹

2

DEMONSTRATE THE NEED by redefining effectiveness

A modeling study using CDC data estimates that during the 2017-2018 season, in children, vaccination helped prevent more than:

- 3.4 million cases of the flu in children³
- 18,000 flu-related hospitalizations³
- 160 flu-related deaths³

3

ALLEVIATE THE CONCERNS by changing the perception

- The flu vaccine has been around for more than 50 years⁴
- Hundreds of millions of Americans have received annual flu vaccines⁴

4

HELP ENSURE VACCINATION by providing a strong recommendation

- The best protection against the flu is vaccination⁵
- With rare exception, everyone 6 months of age and older should get vaccinated every year⁴
- Reinforce the benefits of vaccination to strengthen confidence⁶

^a CDC = Centers for Disease Control and Prevention

ANSWERING THE TOP 3 QUESTIONS PARENTS HAVE ABOUT THE FLU

IF THEY ASK...

Q **ISN'T THE FLU JUST A REALLY BAD COLD?** The vaccination seems to be riskier than the disease.

A **NO**—The effects of flu can be much more severe and even deadly.⁷ It was estimated that more than 48,000 children were hospitalized with flu-related complications, and 187 children died due to the flu during the 2017-2018 flu season.^{1,8}

Q **IS IT TRUE THAT THE FLU VACCINE CAN CAUSE THE FLU?**

A **NO**—The vaccine contains dead (inactivated) or weakened (attenuated) flu viruses, so it is biologically impossible for it to give you the flu.⁷

Q **DOES MY CHILD NEED TO GET A NEW FLU VACCINATION EVERY YEAR?**

A **YES**—Each year, the type of flu strain may change.⁹ This means it's important to update your protection as the strains change.^{4,9}

Made possible through an educational collaboration with Sanofi Pasteur.

To learn more, visit
www.familiesfightingflu.org



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