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 estimates that on average, 5 children died every week from the flu
   • 50% of the children who died were otherwise healthy
   • 59% were 5 years of age or older

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 children
   • 18,000 flu-related hospitalizations
   • 160 flu-related deaths

3. ALLEVIATE THE CONCERNS by changing the perception
   • The flu vaccine has been around for more than 50 years
   • Hundreds of millions of Americans have received annual flu vaccines

4. HELP ENSURE VACCINATION by providing a strong recommendation
   • The best protection against the flu is vaccination
   • With rare exception, everyone 6 months of age and older should get vaccinated every year
   • Reinforce the benefits of vaccination to strengthen confidence

*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. 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.

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.

Q  DOES MY CHILD NEED TO GET A NEW FLU VACCINATION EVERY YEAR?
A  YES—Each year, the type of flu strain may change. This means it’s important to update your protection as the strains change.


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To learn more, visit www.familiesfightingflu.org

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