

TALKING POINTS: *Flu Prevention Campaign Provider Toolkit*



Help providers understand how important their role is in flu prevention:

- Stress the importance of a clear recommendation: most providers report encouraging patients to get the flu shot, yet fewer than half of patients remember receiving a recommendation.
- Urge providers to offer patients a flu shot during their visit, if possible, or help them schedule their flu shot for another day. They should talk to patients about where and when they'll get their flu shot, and make a note to confirm during their next visit.
- Provider recommendation is the strongest driver for vaccination uptake: patients with initial doubts are more likely to get the flu shot when their provider recommends it. Any questions or concerns should be clearly addressed.
- Encourage providers to share reasons to get the flu shot based on patients' age or other risk factors.
- Suggest highlighting positive experiences or results to reinforce flu shot benefits.
- Advise providers to remind their patients that getting their flu shot not only helps protect them but also everyone around them.
- Providers can also discuss how getting the flu can mean taking sick days or missing fun with family and friends.

Outline the benefits of promoting flu prevention for providers' patients and themselves:

- Healthier patients and less community spread
- Reduced severity of illness for those who do get sick
- Fewer flu-related complications/life-threatening illnesses among the most vulnerable (e.g., children and families, pregnant moms, caregivers, people with chronic conditions and older adults)
- Fewer ER visits during flu season
- Increased patient satisfaction and higher CAHPS and HEDIS scores

Discuss the elements of the flu awareness and prevention campaign from Buckeye Health Plan

- The campaign uses normative social influence (wanting to belong to groups doing the responsible/right thing) to overcome flu shot myths and misconceptions and get people comfortable with receiving a flu shot.
- Flu campaign flyers are available in English and Spanish to give to patients. Versions are available for a range of people (general population, pregnant & new moms, those with chronic conditions, and older adults).