

Strategies to improve influenza vaccination rates *Sample messages that work*

“Vaccinating is the best way to protect your child from the flu. **You go out into the world and may bring the flu home without wanting to.**”

“I would recommend it. I just can’t tell you how hard the flu is on little children. It turns out that all ages of children are much more prone to complications from the flu.”

“We’ve been giving influenza vaccine to kids ever since I started practice. I have no safety concerns about the flu vaccine. **I think it’s much safer to vaccinate than to not vaccinate.**”

“The good news is if you look at risk to your baby of not immunizing versus immunizing, **you are always going to be safer if you immunize.**”

“It scares me when I hear stories from the pediatric ICU at Children’s where they have healthy kids who get influenza and go on to get bad pneumonia, so bad that they need help breathing with a ventilator. **These serious complications happen in otherwise healthy kids who get the flu, and we’ve got a vaccine that can help prevent that.**”

“The flu vaccine is not perfect, but it reduces the risk of flu by almost 60%. That is pretty good.”

“**I’ve always vaccinated my kids with the flu vaccine,** if that helps.”

“Vaccinating your child against flu is one of the most important and safest things that you can do for him.”

Source: Hofstetter A et al, *Vaccine* 2017;35:2709-2715
<https://www.cdc.gov/flu/protect/keyfacts.htm>

