



#ShowUp and #FightFlu Partner Toolkit:

Helping You Show Up For Your Family
and Your Community

USAGE GUIDELINES

The National Foundation for Infectious Diseases (NFID) leads the annual charge to raise awareness about the dangers of influenza (flu) and the importance of prevention, particularly among those at highest risk for flu-related complications. Working with organizations like yours, we sound the alarm while also empowering people with information about what they can do to help protect themselves and their families, most notably:

getting an annual flu vaccine.

The 2022-2023 flu season started early and could become one of the worst in years. According to the Centers for Disease Control and Prevention (CDC), Black adults are disproportionately impacted by flu. During 2010-2020, flu hospitalization rates were nearly 80% higher among Black adults than White adults in the US. Given historically higher flu hospitalization rates and lower vaccination rates among Black adults, we need to double down on our efforts to address these disparities and help Black individuals and communities survive and thrive this flu season and beyond.

Given the trust and reach you have, **your collaboration is critical.** The #ShowUp and #FightFlu campaign aims to raise flu awareness among Black adults by emphasizing that getting an annual flu vaccine helps you to show up for your family and for yourself. To inform this work, NFID surveyed Black adults, conducted one-on-one consultations with Black-led and Black-serving organizations, and tested our campaign

concepts with others. Please help us #ShowUp in your communities by sharing crucial and empowering messages about the importance of annual flu vaccination.

HOW TO USE THIS TOOLKIT

The #ShowUp and #FightFlu partner toolkit is designed to serve as a resource to NFID partner organizations and other public health advocates who want to raise awareness about the burden of flu and increase annual flu vaccination rates among Black adults. The toolkit includes the following, all free for use and available for co-branding:

- [Key messages](#)
- [Sample email and email banner](#)
- [Sample newsletter blurb and graphic](#)
- [Sample social media messages and graphics](#)
- [Graphics and flyers](#)

Feel free to share, download, and print these resources. If you have any questions or would like to request other materials, please contact the NFID team at info@nfid.org.

KEY MESSAGES

There are important factors specific to Black adults that have led to disparities in health outcomes and may influence decision-making about getting vaccinated against flu. The following key messages can help support enhanced communication about flu with the Black community:



Role of Self & Protection

You cannot be there for others if you do not show up for yourself first. Getting an annual flu vaccine not only protects you, but also your family members, especially if they have a chronic health condition that places them at higher risk.

Getting an annual flu vaccine allows you to #ShowUp at your best for those who matter most.



Disparities in Flu Burden

Historically, communities of color have been disproportionately impacted by flu. Black and Hispanic adults in the US have **higher flu hospitalization rates and lower flu vaccination rates** than White adults. [1]



Vaccine Safety

Flu vaccines are safe. For more than 50 years, hundreds of millions of individuals in the US—from diverse backgrounds, races, ethnicities, and geographic areas—have safely received seasonal flu vaccines.



Vaccine Side Effects

You cannot get flu from a flu vaccine and severe side effects are extremely rare. Mild side effects may include a sore arm, low-grade fever, or fatigue.

A national NFID survey among US Black adults age 18-49 years and consultations with Black-serving partner organizations [2] found that perceived risk of vaccine side effects is a significant predictor of vaccine uptake. Among Black adults who do not plan to get a flu vaccine, one of the key barriers is a concern that the vaccine causes adverse reactions.



Vaccine Effectiveness

Getting an annual flu vaccine is the best way to help protect yourself and others.

Even in cases when flu vaccination does not prevent infection completely, it can reduce the duration and severity of illness.

And even if you do get flu, getting vaccinated helps protect against severe complications, including hospitalization and death.

1. Black CL, O'Halloran A, Hung M, et al. Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–2010 Through 2021–2022 Influenza Seasons. MMWR Morb Mortal Wkly Rep 2022;71:1366–1373. DOI: <http://dx.doi.org/10.15585/mmwr.mm7143e1>

2. National Foundation for Infectious Diseases (2022). NFID Surveys: US Black Adult Perspectives on Flu and COVID-19 Vaccines. <https://www.nfid.org/infectious-diseases/nfid-surveys-us-black-adult-perspectives-on-flu-and-covid-19-vaccines/>

TRUSTED MESSENGERS



NFID surveys and consultations with Black-serving partner organizations [2] found that family is an important influence on vaccine decisions. Among Black adults, protecting family members, especially older adults, is a top motivator in getting a flu vaccine.

When it comes to receiving information about flu vaccination, Black healthcare professionals are the most trusted source of information among US Black adults [2].

1. Black CL, O'Halloran A, Hung M, et al. Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–2010 Through 2021–2022 Influenza Seasons. *MMWR Morb Mortal Wkly Rep* 2022;71:1366–1373. DOI: <http://dx.doi.org/10.15585/mmwr.mm7143e1>

2. National Foundation for Infectious Diseases (2022). NFID Surveys: US Black Adult Perspectives on Flu and COVID-19 Vaccines. <https://www.nfid.org/infectious-diseases/nfid-surveys-us-black-adult-perspectives-on-flu-and-covid-19-vaccines/>

SAMPLE EMAIL & EMAIL BANNER

Use this **Sample Email and Email Banner** when sharing the partner toolkit and communicating with your constituents about the impact of flu in Black communities



Subject: Help us #ShowUp and #FightFlu

[Insert custom greeting]

The 2022-2023 flu season started early and could become one of the worst in years, and we are seeing too many people in Black families and communities getting sick and hospitalized. An annual flu vaccine is the best way to reduce your chances of getting flu and spreading it to others. The National Foundation for Infectious Diseases and **[Insert Organization Name]** are partnering to increase awareness of the importance of annual flu vaccination and its critical role in protecting our community and our families, and we need your help.

You cannot be there for others if you do not show up yourself. Getting a flu vaccine each year not only helps protect you, but also your family members. Please help us share this important message with your network. You can:

- Use the social media posts, newsletter blurb, and/or design elements (which are all co-brandable) included in the [campaign toolkit](#).
- Print out and post these [flyers](#).
- Refer your contacts to www.nfid.org/flu for more information about the burden of flu and the importance of annual flu vaccination.

Thank you and stay well,

[Sign off]

Feel free to copy and customize the content and [download the accompanying email banner](#).

SAMPLE NEWSLETTER BLURB & GRAPHIC

SAMPLE NEWSLETTER BLURB

[Insert custom greeting]

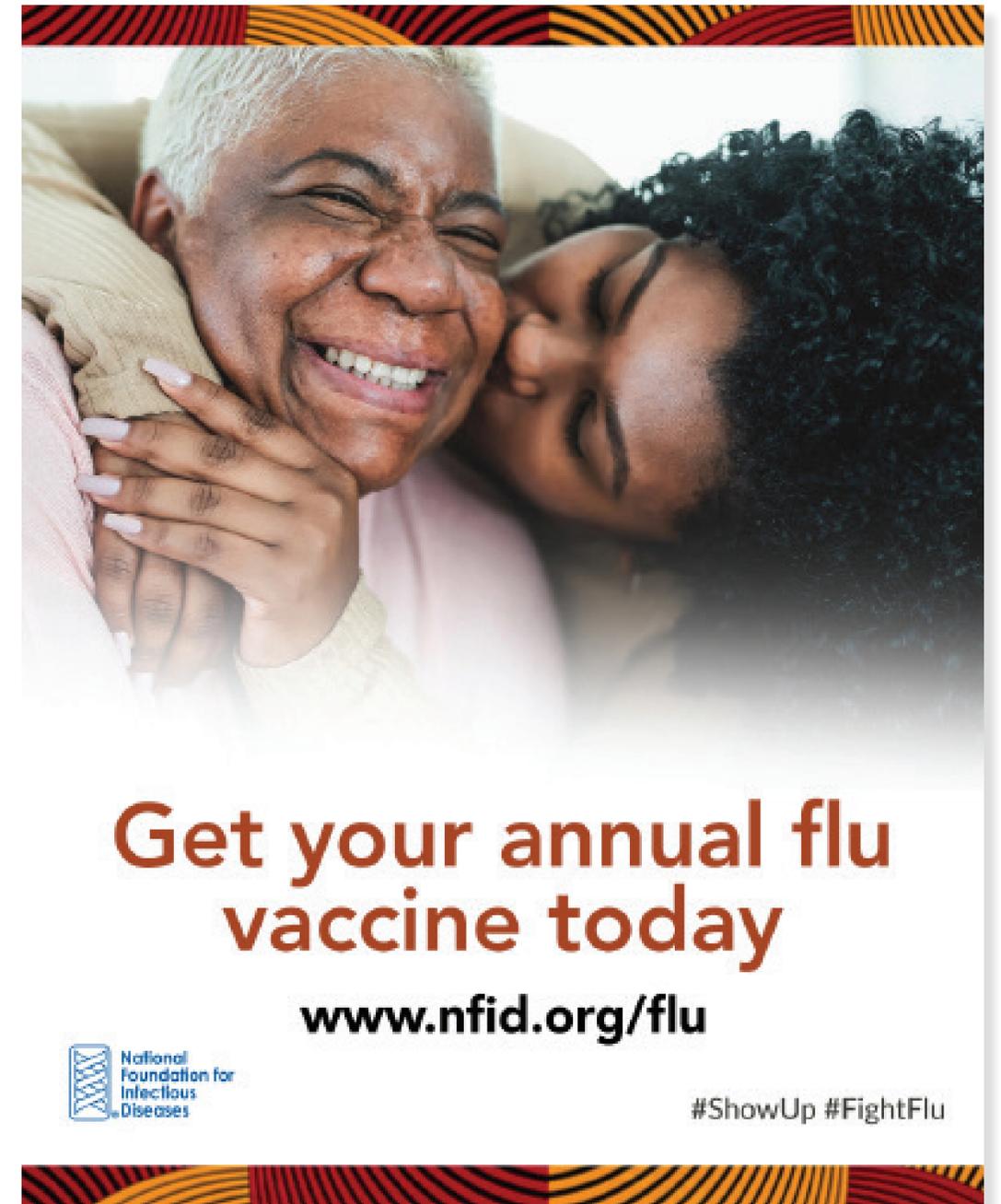
The 2022-2023 flu season started early and could become one of the worst in years, and we are seeing too many people in our families and communities getting sick and hospitalized. Communities of color are disproportionately impacted by flu – between 2010-2020, flu hospitalization rates were nearly 80% higher among Black adults than White adults. **We can change this!**

Getting an annual flu vaccine is the best way to help prevent flu and related complications. Go to www.nfid.org/flu for more information about how flu vaccination can reduce your chances of getting flu and spreading it to others. **You can't be there for others if you don't show up for yourself first.** Help us #ShowUp and #FightFlu!

Feel free to copy and customize the content and [download the thumbnail graphic](#) as a compelling visual to accompany the newsletter blurb.

Use this **Sample Newsletter Blurb & Graphic** for newsletter content to share with your constituents about the impact of flu in Black communities

SAMPLE NEWSLETTER THUMBNAIL



SAMPLE SOCIAL MEDIA MESSAGES

We invite you to use the sample social media messages below to post on your social channels. You can customize and download corresponding campaign graphics [HERE](#).

Please be sure to use **#ShowUp** and **#FightFlu** when posting on social media so we can amplify your posts! You can also follow and tag NFID on:



@NFIDvaccines



@NFIDvaccines



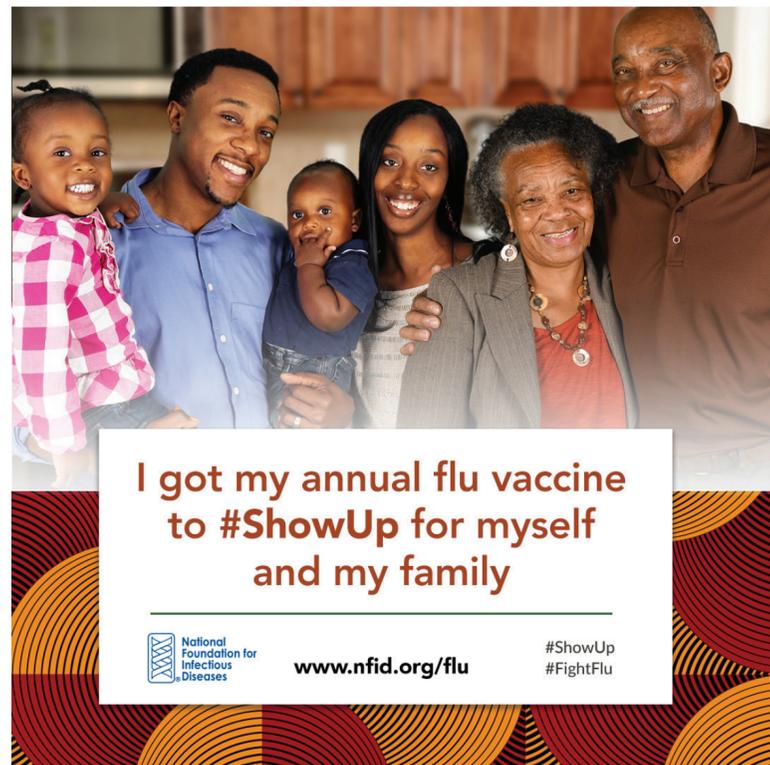
@NFIDvaccines



@nfid_vaccines



@NFIDVideos

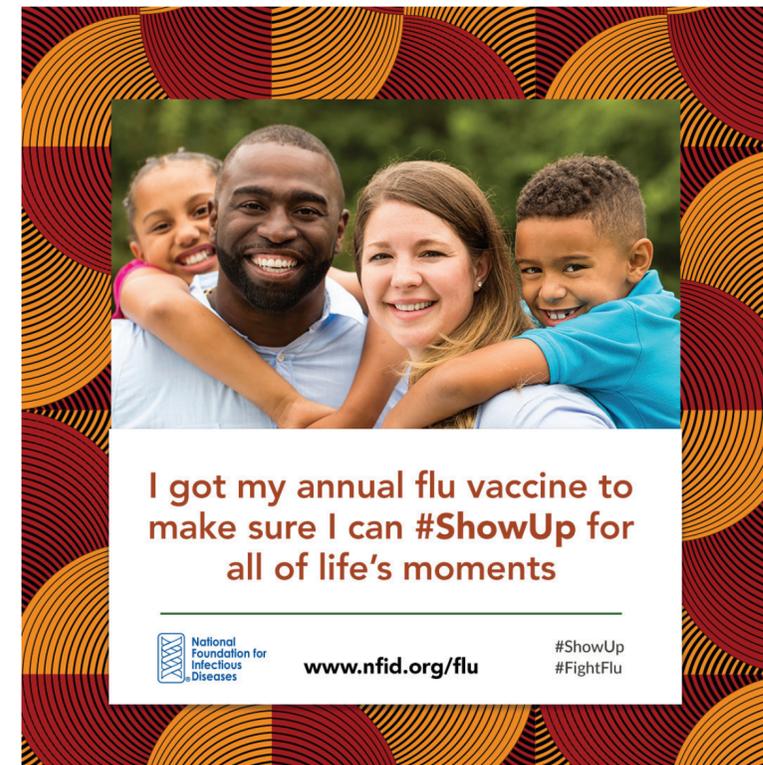


A social media graphic featuring a Black family of five (father, mother, two children, and a grandparent) smiling together. The background is a white box with a decorative border of concentric circles in shades of orange and red. The text is centered in the white box.

I got my annual flu vaccine to **#ShowUp** for myself and my family

 National Foundation for Infectious Diseases www.nfid.org/flu #ShowUp #FightFlu

"We are the hardest hit by flu." Black adults are more likely to be hospitalized for flu and less likely to be vaccinated, but we can change this! Learn more from CDC: www.cdc.gov/vitalsigns/flu-inequities/ #ShowUp #FightFlu



A social media graphic featuring a diverse family of four (Black father, white mother, and two children) smiling together. The background is a white box with a decorative border of concentric circles in shades of orange and red. The text is centered in the white box.

I got my annual flu vaccine to make sure I can **#ShowUp** for all of life's moments

 National Foundation for Infectious Diseases www.nfid.org/flu #ShowUp #FightFlu

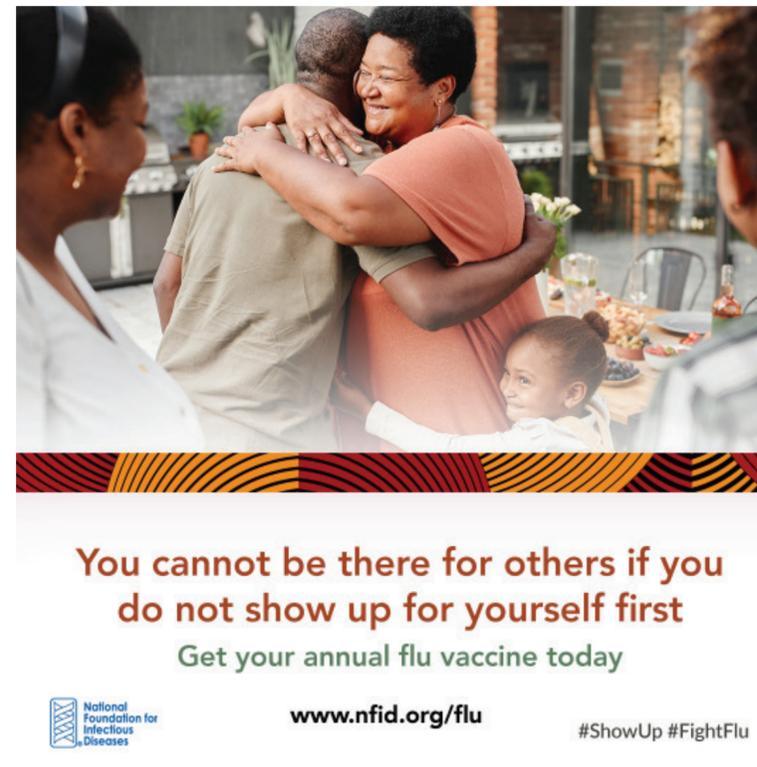
No, you can't get flu from a flu vaccine. What do you get? A whole lotta protection for you and your family. Get your annual flu vaccine today so you can **#ShowUp** for yourself and your loved ones. www.nfid.org/flu #FightFlu

SAMPLE SOCIAL MEDIA MESSAGES



“Flu, I did NOT miss you. But now that you’re back in a big way, I’m gonna do what I can to keep you away from my family.”

#ShowUp for yourself and your family—get your annual flu vaccine today. Learn more: www.nfid.org/flu #FightFlu



“The best gift my grown kids can get me: getting a flu vaccine each year. Flu in my home? No thank you.”

#ShowUp and #FightFlu today. It’s the best way to help protect yourself (and your mom, dad, grandma, the kids, uncle...). Learn more: www.nfid.org/flu



It’s hard to be there for others if you don’t #ShowUp for yourself first. Get your annual flu vaccine so you can protect yourself and your loved ones. Learn more: www.nfid.org/flu #FightFlu

GRAPHICS AND FLYERS

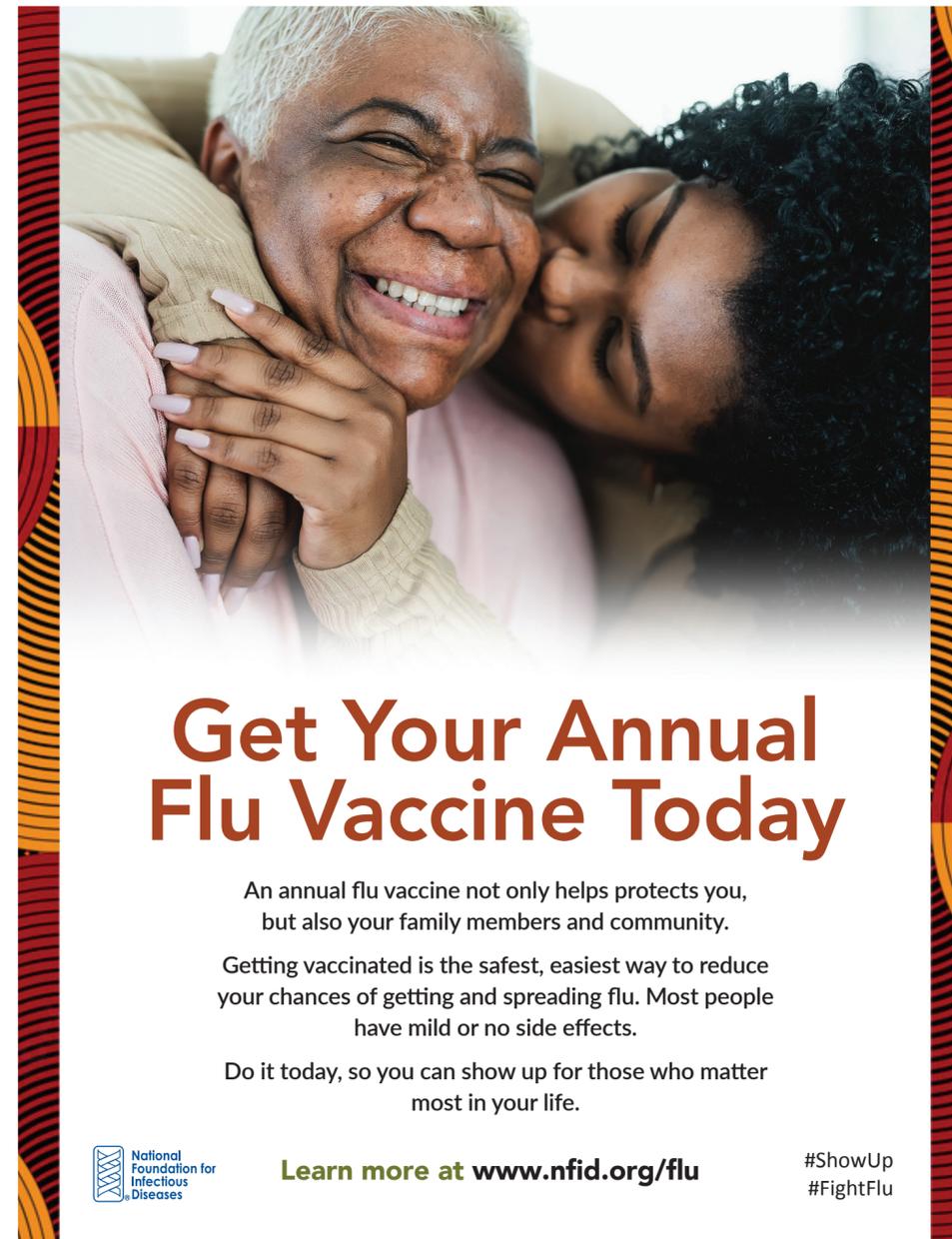
Flyer Option 1

Download Campaign Visuals

You can add your organization's logo and download the following materials for free use and circulation.

[Download standard version](#)

[Download customizable version](#)



The standard version flyer features a photograph of an elderly woman being kissed on the cheek by a younger woman. The text is centered and includes the title 'Get Your Annual Flu Vaccine Today', a paragraph about the benefits of the vaccine, and a call to action. The footer contains the National Foundation for Infectious Diseases logo, the website 'www.nfid.org/flu', and the hashtags '#ShowUp' and '#FightFlu'.

Get Your Annual Flu Vaccine Today

An annual flu vaccine not only helps protects you, but also your family members and community.

Getting vaccinated is the safest, easiest way to reduce your chances of getting and spreading flu. Most people have mild or no side effects.

Do it today, so you can show up for those who matter most in your life.

 [Learn more at www.nfid.org/flu](http://www.nfid.org/flu) #ShowUp #FightFlu

Standard Version



The customizable version flyer features the same photograph as the standard version. The text is centered and includes the title 'Get Your Annual Flu Vaccine Today', a paragraph about the benefits of the vaccine, and a call to action. The footer contains the National Foundation for Infectious Diseases logo, the website 'www.nfid.org/flu', the hashtags '#ShowUp' and '#FightFlu', and a placeholder for a partner logo.

Get Your Annual Flu Vaccine Today

An annual flu vaccine not only helps protects you, but also your family members and community.

Getting vaccinated is the safest, easiest way to reduce your chances of getting and spreading flu. Most people have mild or no side effects.

Do it today, so you can show up for those who matter most in your life.

[Learn more at www.nfid.org/flu](http://www.nfid.org/flu)

 #ShowUp #FightFlu INSERT PARTNER LOGO HERE

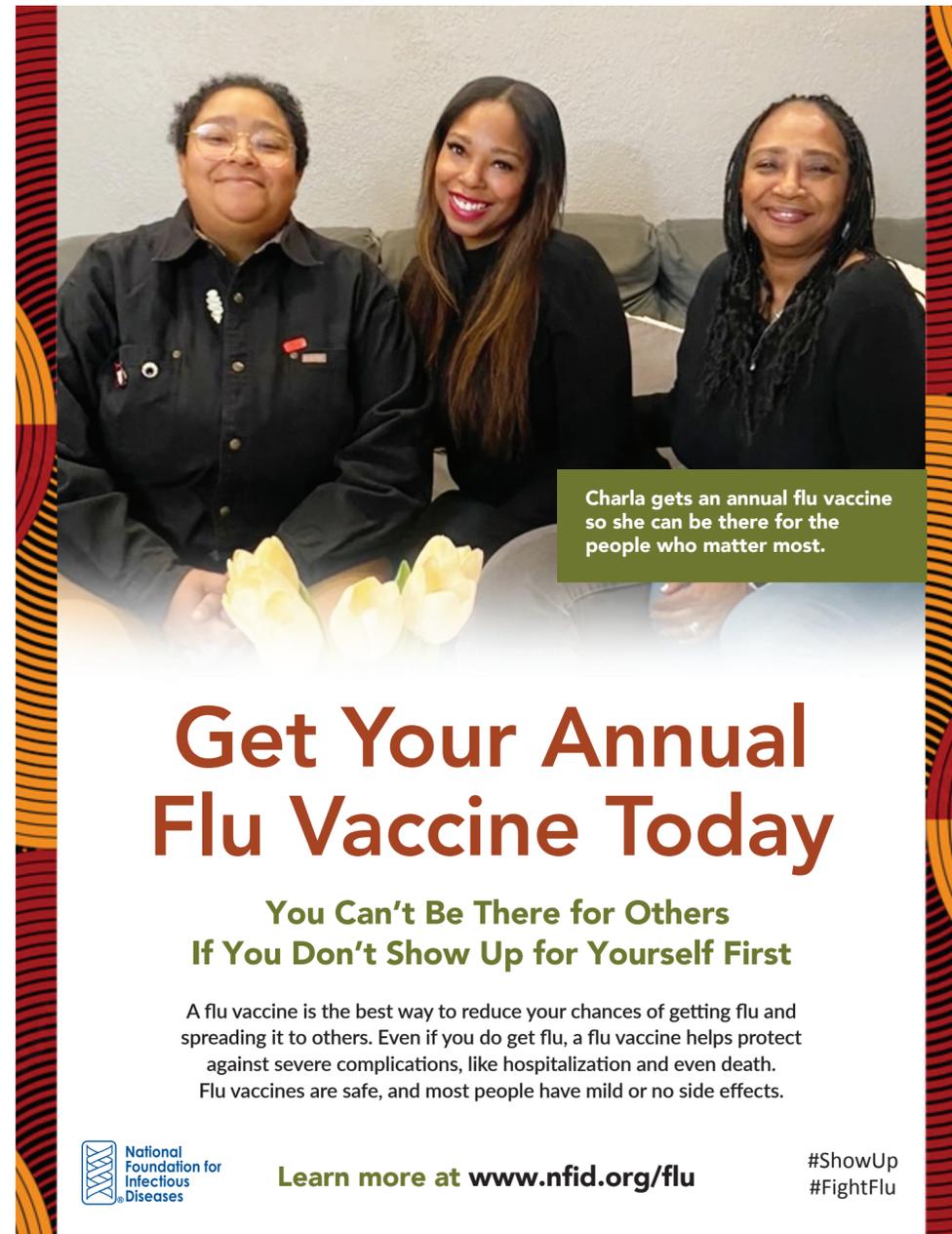
Customizable Version

GRAPHICS AND FLYERS

Flyer Option 2

Download Campaign Visuals

You can add your organization's logo and download the following materials for free use and circulation.



Standard Version



Customizable Version

[Download standard version](#)

[Download customizable version](#)

GRAPHICS AND FLYERS

Email Banner

Download Campaign Visuals

You can add your organization's logo and download the following materials for free use and circulation.

Standard Version



Customizable Version



[Download standard version](#)

[Download customizable version](#)

GRAPHICS AND FLYERS

Website Banner

Download Campaign Visuals

Standard Version



Customizable Version



[Download standard version](#)

[Download customizable version](#)

GRAPHICS AND FLYERS

Social Media Graphics

Download Campaign Visuals

Graphics are 1080x1080 and ideal for most social channels



[Download](#)



[Download](#)

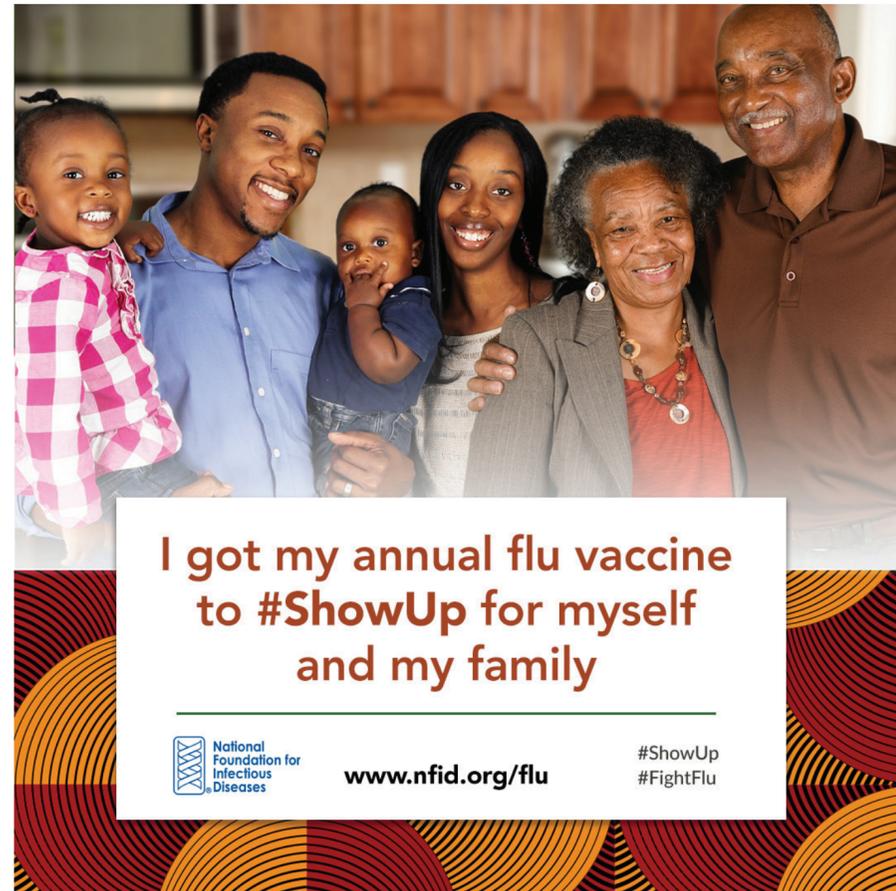


[Download](#)

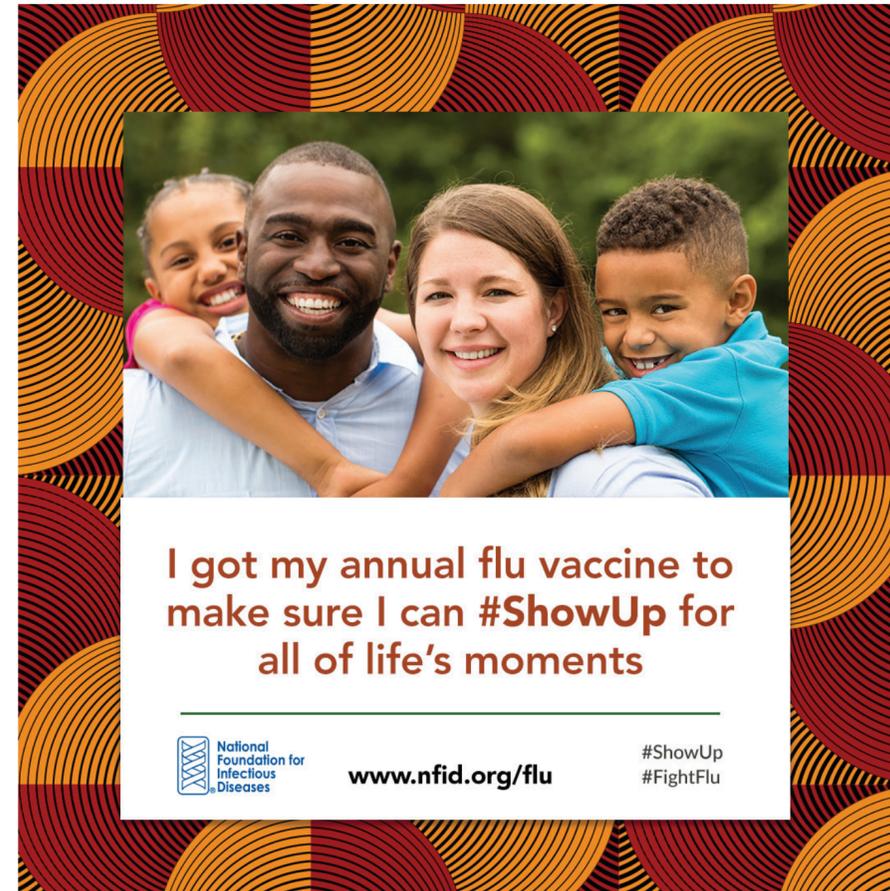
GRAPHICS AND FLYERS

Social Media Graphics

Download Campaign Visuals



[Download](#)



[Download](#)



[Download](#)