

2024 Respiratory Illness Season Messaging

Overview:

Messages have been developed to address our upcoming respiratory illness season, including influenza, RSV and COVID-19. The season typically runs from October through March. The flu season usually peaks in February in Arizona.

Flu & COVID-19 Messaging:

- Get your yearly flu and COVID-19 vaccine to protect those around you:
 - ✓ Newborns and infants
 - ✓ Older adults
 - ✓ Immunocompromised individuals
 - ✓ Pregnant women
- Boost your natural immune response by staying up-to-date on these vaccines.
- If you have any questions, talk to your doctor, nurse or pharmacist about which vaccines are right for you and your family.
- For the best protection, get vaccinated before you get exposed to flu or COVID-19
- Vaccines are your best defense.
- What you can do to stop the spread:
 - **Cover your cough**
 - **Wash your hands with soap and water**
 - **Wear your mask if you feel sick**
 - **Stay home from work and school when you are sick**
 - **Keep windows open for fresh air when you are able**

Seasonal Flu Vaccine Basics from CDC [Seasonal Flu Vaccine Basics | Influenza \(Flu\) | CDC](#)

What to know:

- This page provides essential information about seasonal influenza (flu) vaccines, including their purpose and effectiveness.
- Everyone 6 months and older should get a flu vaccine every season with rare exceptions.
- Vaccination is particularly important for people who are at higher risk of serious complications from flu.
- People with egg allergy may receive any vaccine (egg-based or non-egg-based) that is otherwise appropriate for their age and health status.
- Flu vaccine prevents millions of illnesses and flu-related doctor's visits each year.

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COVID-19 Vaccine Basics from CDC [COVID-19 Vaccine Basics](#) | [COVID-19](#) | [CDC](#)

What to know:

- COVID-19 vaccines help our bodies develop immunity to the virus that causes COVID-19 without us having to get the illness.
- Different COVID-19 vaccines may work in our bodies differently, but all provide protection against the virus that causes COVID-19.

RSV Messaging:

1. Pregnant Women: Protecting Both Mother and Baby

- Key Message: "Immunize today, protect your baby tomorrow."
 - RSV immunization during pregnancy helps transfer protection to your newborn, ensuring their first months are safer.
- Messaging Examples:
 - "Your baby's first defense starts with you. Get the RSV vaccine during pregnancy."
 - "Protect the ones you love —talk to your health care provider about RSV protection."

2. Parents of New Infants: Safety in the First Year

- Key Message: "A strong start for your baby's health."
 - Infants are at high risk for RSV complications. Ensure they are protected by keeping up with pediatric visits and immunization schedules.
- Messaging Examples:
 - "Your baby is counting on you to keep them safe—RSV immunization can help."
 - "Protect the ones you love. Talk to your health care provider about the RSV immunization for your new little one."

3. Vulnerable Adults 60+: Keeping Healthy as We Age

- Key Message: "Stay healthy, stay strong."
 - RSV can lead to severe respiratory illness in older adults. Immunization helps you stay active and enjoy time with loved ones.
- Messaging Examples:
 - "Your health matters—stay protected with an RSV vaccine."
 - "RSV vaccination is recommended for many adults over the age of 60. Talk to your health care provider to learn if the RSV vaccine is right for you."
 - "Immunization helps you keep enjoying the things you love. Talk to your health care provider about RSV protection."
 - "RSV vaccination is recommended for adults ages 75 and older and adults ages 60–74 at increased risk of severe RSV."

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About RSV [About RSV](#) | [RSV](#) | [CDC](#)

What to know:

- RSV is a common respiratory virus that usually causes mild, cold-like symptoms.
- Infants and older adults are more likely to develop severe RSV and need hospitalization.
- CDC recommends immunizations to protect infants, some young children, and older adults.

Clinical Guidance for RSV Immunizations and Vaccines [Clinical Guidance for RSV Immunizations and Vaccines](#) | [RSV](#) | [CDC](#)

What to know

- Nirsevimab is a monoclonal antibody that prevents severe RSV disease and is recommended for infants and some young children.
- Pregnant people should get a single dose of the maternal RSV vaccine (Pfizer's Abrysvo) during weeks 32 through 36 of pregnancy to protect their baby from severe RSV disease.
- CDC recommends a single dose of any FDA-licensed RSV vaccine for all adults ages 75 and older and adults ages 60–74 at increased risk of severe RSV.

Hashtags - #StopTheSpread, #WashYourHands #FightFlu

Materials available at [WhyImmunize.org](#):

