

2025-2026 Respiratory Illness Season Messaging

Overview:

The messages below 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 yourself and loved ones around you:
 - ✓ Newborns and infants
 - ✓ Older adults
 - ✓ Immunocompromised individuals
 - ✓ Pregnant women
- Boost your natural immune response by getting your yearly flu and COVID vaccines this Fall.
- Talk to your doctor, nurse or local pharmacist about which vaccines are right for you and your family. It is an important conversation to have!
- For the best protection, get vaccinated before you get exposed to flu or COVID-19.
- Vaccines help protect you from flu, COVID-19 and RSV. They are your best defense.
- COVID-19 virus is still spreading in Arizona and nationally.
- You may still get sick with COVID-19, but the vaccine will help your body fight it off faster and stronger. So, you can get back to your family, work, school and fun.
- **What else you can do to stop the spread:**
 - **Cover your cough**
 - **Wash your hands with soap and water**
 - **Wear your mask if you feel sick, especially around infants and the elderly**
 - **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 a stronger immunity to the virus that causes COVID-19, without us having to get sick from COVID-19.
- Currently, there are two types of COVID-19 vaccines for use in the United States: mRNA, and protein subunit vaccines.
- Different COVID-19 vaccines may work in our bodies differently, but all provide protection against the virus that causes COVID-19.
- None of these vaccines can give you COVID-19.
- COVID-19 vaccines do not affect or interact with our DNA.
 - These vaccines **do not** enter the nucleus of the cell where our DNA (genetic material) is located, so they cannot change or influence our genes.

RSV Messaging:

1. Pregnant Women: Protecting Both Mother and Baby

- Key Message: "Get your RSV vaccine today, protect your baby tomorrow."
 - RSV vaccination 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."
 - "RSV vaccination protects you and your baby—talk to your health care provider about the RSV vaccine."

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. Babies can become very sick and even need hospitalization if they get RSV. Help protect them 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."

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- “RSV vaccination is recommended for many adults over the age of 50. 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 50–74 at increased risk of severe RSV.”

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 and clesrovimab are monoclonal antibodies that prevent severe RSV disease and are recommended for infants. Nirsevimab is also recommended for some young children at increased risk for severe RSV.
- Pregnant women 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 50–74 at increased risk of severe RSV. Adults who have already received one dose (including last year) should not receive another dose at this time.

Hashtags - #StopTheSpread, #WashYourHands, #FightTheFlu #BooTheFlu

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

- Download or print material for community and provider education
- Banners and other social media graphics
- Messaging guide