

Respiratory Illness Season 2026-2027

THIS SEASON, ASK.

Equip your practice or organization with the resources you need for respiratory illness season. This toolkit brings together current recommendations, educational materials, and trusted resources to help providers confidently discuss flu, COVID-19, RSV, and other respiratory illness prevention strategies.

Respiratory Illness Season Vaccine Guidance

- American Academy of Pediatrics (AAP) – Respiratory Virus Immunization Guidance for 2026-27: <https://www.aap.org/en/patient-care/immunizations/>
- American Academy of Family Physicians (AAFP)– [Fall Immunization Recommendations to Protect Patients and Communities](#)
- American College of Obstetricians & Gynecologists (ACOG) – Press release: <https://www.acog.org/news/news-releases/2026/09/acog-releases-2026-27-respiratory-virus-season-immunization-recommendations> and Respiratory Virus Immunization Guidance for 2026-27: <https://www.aap.org/en/patient-care/immunizations/>
- Vaccine Integrity Project site on evidence reviews for seasonal vaccines – <https://vaxintegrity.cidrap.umn.edu/2026-27-respiratory-season-evidence-review>
- Common Health Coalition - Respiratory Season 2026–27 Explainer [Respiratory Season 2026](#)
- Immunize.org - Standing Order Templates updated as of September 2026 for Respiratory Illness Vaccines [Clinical Resources: Standing Orders Templates | Immunize.org](#)
- American Medical Association (AMA) - Respiratory virus season immunization recommendations. [Vaccine recommendations | American Medical Association](#)
 - This resource includes the current flu, COVID-19, and RSV immunization recommendations from the American Academy of Family Physicians, American Academy of Pediatrics, American College of Obstetricians and Gynecologists, and the Infectious Diseases Society of America into a single printable reference for you and your patients. [Consolidated respiratory virus immunization recommendations | AMA](#)



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THIS SEASON, ASK.

Social Media/Messaging Campaign - THIS SEASON, ASK.

Sub-Focus

- KEEP DOING WHAT YOU LOVE. (Families, older adults, active adults)
- YOUR HEALTH. YOUR MOVE. (Young adults)
- PROTECTION STARTS WITH YOU. (General audience/personalized protection)

THIS SEASON, ASK. Campaign Purpose:

- Encourage people to ask questions about respiratory illnesses and vaccines, get trusted information, and make informed decisions that fit their health needs.

Core Campaign Message

- Respiratory illness season is a good time to ask questions.
- Whether you're protecting your health, your family, your plans, or the activities you enjoy, trusted healthcare professionals can help you understand your options.

Call to action - Ask. Learn. Protect.

Supporting Messages:

- Every question matters.
- Get trusted answers from healthcare professionals.
- Learn what vaccines may be right for you.
- Make informed decisions with confidence.
- Protect what matters most.

Track 1 - KEEP DOING WHAT YOU LOVE.

Audience: Families, older adults, caregivers, active adults

Message Theme - Protecting the moments that matter.

Key Messages:

- The people, places, and activities we enjoy are worth protecting.
- Respiratory illnesses can interrupt family gatherings, travel, hobbies, volunteering, and everyday activities.
- This season, ask about vaccines that may help protect your health and keep you doing what you love.

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THIS SEASON, ASK.

Talking Points

- Protect the moments that matter most.
- Stay connected to family and friends.
- Keep enjoying your favorite activities.
- Ask what protection may be right for you.
- Learn about flu, COVID-19, RSV, and other respiratory vaccines.

Hashtags - #ThisSeasonAsk #StrengthenProtection #AskLearnProtect

Track 2 - YOUR HEALTH. YOUR MOVE.

Audience: Young Adults (18-34)

Message Theme: Ownership and informed decision-making.

Key Messages

- You make decisions every day about work, school, travel, and your future.
- Your health is one of those decisions.
- This season, ask questions, know your options, and make informed choices about your health.

Talking Points

- Your health decisions belong to you.
- Questions are part of making informed choices.
- Get facts from trusted vaccine sources.
- Learn about vaccines that may be right for you.
- Make your move with confidence.

Hashtags: #ThisSeasonAsk #YourHealthYourMove #AskLearnProtect #GetPoked #FighthFlu



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Track 3 - PROTECTION STARTS WITH YOU.

Audience: General Public

Message Theme: Personalized protection.

Key Messages:

- Your age, health conditions, lifestyle, and risk factors all play a role in determining what protection may be recommended for you.
- This respiratory illness season, ask about what vaccines that are right for you.

Talking Points

- Protection isn't one-size-fits-all.
- Recommendations can vary from person to person.
- Learn what's right for you.
- Talk with a trusted healthcare professional.
- Make informed choices based on your needs.

Hashtags: #ThisSeasonAsk #StrengthenYourProtection #AskLearnProtect #TrustedAnswers

General RI Social Media Posts

Post 1

THIS SEASON, ASK.

Questions about flu, COVID-19, RSV, or other respiratory vaccines?

Talk with a trusted healthcare professional, get answers you can trust, and make informed decisions for your health.

Post 2

Every question matters.

This season, ask your health care provider about vaccine recommendations for you. Flu, COVID-19, RSV and pneumococcal vaccines are all ways to protect your health and those around you.

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THIS SEASON, ASK.

Post 3

The best health decisions start with a conversation. Ask your health care provider about this year's flu and COVID-19 vaccines. Learn your options. Get trusted answers. Make informed choices.

This Season, Ask.

Post 4

Have questions about the flu? This season, ask! Talk to your pharmacist or doctor about the flu vaccine or visit [Flu Facts - Families Fighting Flu](#) or HealthyChildren.org. Protection starts with you.

Post 5

Unsure about flu, COVID or other vaccines? This season, ask! Your local pharmacist or health care provider can answer your questions.

Post 6

Fact-check before you decide!

If you have questions about vaccines, turn to trusted experts and reliable sources. Here are a few places TAPI recommends for answers you can trust. CHOP Families Fighting Flu Whyimmunize.org HealthyChildren.org

Post 7

Have you checked your vaccine status for respiratory illness season?

Taking a few minutes now could help protect your health in the months ahead. Talk to your healthcare provider about recommended vaccines and plan for the season.