



POWER to PROTECT

AGAINST THE FLU

New Jersey



NJ Influenza Action Group Toolkit 2023





State of New Jersey
DEPARTMENT OF HEALTH
COMMUNICABLE DISEASE SERVICE
PO BOX 369
TRENTON, N.J. 08625-0369
www.nj.gov/health

PHILIP D. MURPHY
Governor

TAHESHA L. WAY
Lt. Governor

KAITLAN BASTON, MD, MSc, DFASAM
Acting Commissioner

Dear Influenza Action Group Member

Thank you for engaging and being a valued community member during this flu season. We continue to see how critical vaccines are to protecting community health.

Centers for Disease Control and Prevention (CDC) estimates that from October 1, 2022- April 30, 2023, there have been 27-54 million flu illnesses, 12-26 million flu medical visits, 300,000- 600,500 flu hospitalizations, and 19,000-58,000 flu deaths.

The flu is preventable. The flu vaccine is safe, effective, and widely available. The vaccine prevents millions of illnesses, hundreds of thousands of hospitalizations, and tens of thousands of deaths yearly in the United States. Despite the benefits of flu vaccination, coverage still needs to be improved in our state and nationwide. In 2021-2022, only 57% of adults (18 and older) and 67.7% of children (6 months –17 years old) in New Jersey received a flu vaccine. Increasing flu vaccination coverage among New Jersey residents is needed and is even more critical with increases in COVID-19 cases.

Each of us has the *Power to Protect* – ourselves, our families, and our communities – with a flu vaccination. Our duty as community representatives, healthcare professionals, and public health advocates is to encourage every New Jersey resident to get the flu vaccine.

I am truly grateful to all the hospitals, physicians, non-profit organizations, schools, and other community organizations serving as members of the New Jersey Influenza Action Group. In the coming weeks and months, I encourage you to actively participate in online meetings, engage with the communities you serve, and share new social media messages and the wealth of resources available in this updated toolkit. Through your continued collaboration, we will increase flu vaccination coverage and better protect the health of New Jersey residents.

Yours in Good Health,

A handwritten signature in black ink, appearing to read "Kaitlan Baston".

Kaitlan Baston, MD, MSc, DFASAM
Acting Commissioner



Every year, influenza flu viruses send thousands of New Jersey residents to seek medical care, with some requiring hospitalizations and tragically dying. The flu vaccine has been critical to reducing transmission, keeping New Jersey residents healthy, and saving lives. We must share the importance of the flu vaccine and bolster public understanding of vaccines' vital role in keeping our communities healthy. With funding from the New Jersey Department of Health, the Partnership for Maternal and Child Health of Northern New Jersey is pleased to continue the Power to Protect New Jersey campaign. This statewide campaign will promote flu vaccination for those six months and older.

The **Power to Protect New Jersey** campaign aims to raise awareness that every person has the power to protect themselves, their family, their co-workers, and their community from the flu. Only half of New Jersey residents have received a flu vaccine in recent years, and this year, it's more important than ever to protect the health of our communities against flu by getting vaccinated. Pregnant women, young children, older adults, people with chronic health conditions, front-line workers, and health care workers are all high-risk populations for flu complications, including hospitalization and death.

The **Power to Protect New Jersey** campaign aims to emphasize the importance of flu vaccination and prevention for all New Jersey residents through:

- A digital toolkit of resources, including shareable graphics and messaging for social media use, available in English, Spanish, Arabic, Chinese, and Haitian Creole. These visual messages target community members, young families, students, essential front-line and health care workers, educators, expecting families, and caregivers. These images are meant to be shared widely across the state to spread awareness about flu prevention.
- Powertoprotectnj.org is a resource for explaining the health risks posed by influenza and the benefits of vaccination. The website serves as a resource where the public can learn vaccine facts and instructions on how to access a flu vaccine in New Jersey.

A statewide NJ Influenza Action Group of organizations has committed to sharing the campaign messages on their websites, social media channels, and distributing flu prevention information to their contacts.

To learn more, visit powertoprotectnj.org.

Using this Toolkit

As a New Jersey Influenza Action Group member, your efforts in increasing public awareness this flu season will help keep New Jersey healthy. Please use these social media images, flu facts, available resources, and email messages to encourage patients, clients, families, and children you serve to get a flu shot this year.

Here are a few suggested ways to participate in the campaign:

- Post the “New Jersey Influenza Action Group Member” badge on your website and link to powertoprotectnj.org
- Change the banner on your Facebook page during October and November to highlight the flu campaign.
- Schedule weekly or bi-weekly flu awareness posts on your social media channels – Instagram, Facebook, and other social channels you use.
- Don't forget to use our hashtags - #PowerToProtectNJ and #FightTheFluNJ
- Share flu prevention videos, post a flu fact, or use the content included in this toolkit to keep your social media posts interesting.
- Print the poster and hand out copies, post it in common areas, disseminate it to your clients, and/or share it in the waiting room of your office. You can order printed posters and download copies to fill in your flu fair information.
- Host flu education events. Contact us for resources and speakers.
- Ask everyone in your organization to update their email signature to promote “Power To Protect NJ” **Here's a sample tagline: Protect Yourself, Protect Others, Get a Flu Shot.** Learn more at powertoprotectnj.org
- Attend our monthly Action Group meetings to keep up-to-date with flu compliance rates in our area and learn from expert speakers.

Follow our social media accounts to easily share the latest flu news and updates.

Facebook: @powertoprotectnj

Instagram: @powertoprotectnj

Social Media Shareables

Every New Jersey resident has the power to protect their loved ones and community from the flu. We've created a series of social media shareables that represent various communities - families, health care providers, caregivers, those who are pregnant, and more. Choose the images that best match your audience and please share them across your social media channels.

- My Family
- My Friends
- My Community
- My Patients
- My Students
- Myself and My Baby
- Those I care for



Visit powertoprotectnj.org/toolkit to access the images. Images are available in 5 languages - English, Spanish, Chinese, Creole, and Arabic. Click to open an image and then right click to save that image.

Suggested Social Media Posts

- Everyone six months and older should get a flu shot yearly. Protect yourself, protect others – get a flu shot! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- According to the CDC, you can get your flu and new 2023-24 COVID vaccines at the same time. Protect yourself and others! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- Flu season starts in October, and getting a flu shot and being protected before the flu spreads in your community is essential. Protect yourself, protect others – get a flu shot! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- The New Jersey Vaccines for Children Program (VFC) ensures that providers can offer no-cost or low-cost flu vaccines for Medicaid-eligible, uninsured, and underinsured children. Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- The flu vaccine reduces your risk of serious complications, including hospitalization and death. Protect yourself, protect others – get a flu shot today! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- Do your part! Avoid exposing those around you to the flu, especially those unable to get a flu vaccine, by getting a flu shot. Protect yourself, protect others – get a flu shot! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- It's time for a flu shot! Flu activity is typically high in the winter. Get your flu shot by the end of October to be protected during flu season. Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- No insurance? No problem. Flu shots are available at low or no cost. Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- The flu vaccine is safe for those who are pregnant. Get your flu shot today to protect you and your baby. Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- Reduce your risk of catching the flu by washing your hands, wearing a mask, and getting your flu shot. Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**
- Even healthy children and adults can be hospitalized or die from the flu. Getting a flu vaccine significantly reduces your chances of getting sick. Get a flu shot! Learn more at powertoprotectnj.org **#PowerToProtectNJ #FightTheFluNJ**

Resources

- New Jersey Department of Health: “Is it a Cold or the Flu?”
nj.gov/health/cd/documents/flu/is_it_a_cold_the_flu.pdf
- Centers for Disease Control and Prevention: “What are the Benefits of Flu Vaccination?”
cdc.gov/flu/vaccines-work
- American Academy of Pediatrics: “Flu vaccination more important than ever as flu and SARS-CoV-2 coexist”
publications.aap.org/aapnews/news/7218/AAP-Flu-vaccination-more-important-than-ever-as
- American College of Obstetricians and Gynecologists: “The Flu Vaccine and Pregnancy”
acog.org/patientresources/faqs/pregnancy/the-flu-vaccine-and-pregnancy
- National Foundation for Infectious Diseases: “Influenza and Children”
nfid.org/infectious-diseases/influenza-and-children
- Centers for Disease Control and Prevention: “Misconceptions about Seasonal Flu and Flu Vaccines”
cdc.gov/flu/prevent/misconceptions.htm
- Families Fighting Flu: “Family Stories” familiesfightingflu.org/family-stories
- American Lung Association: “Preventing Flu”
lung.org/lung-health-diseases/lung-disease-lookup/influenza/preventing-influenza
- National Foundation for Infectious Diseases: “Influenza and Older Adults”
nfid.org/infectious-diseases/influenza-and-older-adults
- U.S. Department of Health and Human Services (HHS): “Immunizations and African Americans”
minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&lvlid=22

Contact Us

Melisa Hart, Program Manager

Partnership for Maternal and Child Health of Northern New Jersey

973-268-2280

njfluaction@pmch.org