



POWER *to* PROTECT AGAINST THE FLU

New Jersey



NJ Influenza Action Group



State of New Jersey
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Commissioner

September 29, 2020

Dear Community Partner,

First and foremost, thank you for your engagement not only during this flu season, but also as a valued member of your own community. As you are aware, the COVID-19 pandemic has devastated our state and taken the lives of thousands of New Jersey residents. Thanks to the efforts of our essential and frontline workers, businesses, and community partners like yourself, we have made great strides in reducing the transmission of COVID-19 in New Jersey--but the fight is not over. As the Fall approaches, we face the threat of two epidemics at the same time with the overlap of COVID-19 and flu.

While there is currently no vaccine to prevent infection with COVID-19 virus, **there is a vaccine to prevent flu**. 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 every year in the United States. Despite the benefits of flu vaccination, coverage remains low in our State and nationwide. In 2017-2018, only an estimated 1 out of every 2 New Jersey residents ages six months and older received a flu vaccine. Increasing flu vaccination coverage among New Jersey residents is needed and is even more important amid COVID-19.

Although the flu vaccine will not protect against COVID-19, the flu vaccine reduces the risk of flu illness, hospitalization and even death. Additionally, flu vaccination can help reduce the overall impact of respiratory illnesses on the population and thus lessen the burden on our health care system, which is already overwhelmed by the COVID-19 pandemic.

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

I want to personally thank all hospitals, physicians, non-profit organizations, schools, and other community organizations who are serving as members of the New Jersey Influenza Action Group (NJIAG). In the coming weeks and months, I encourage you to actively participate in the online meetings, engage with the communities you serve, and share the social media messaging and wealth of resources available in this toolkit. Through your support and collaboration, we will be able to help increase flu vaccination coverage and to help better protect the health of New Jersey residents. We are in this together!

Yours in Good Health,

Judith M. Persichilli, R.N., B.S.N., M.A.,
Commissioner
Department of Health

Power to Protect New Jersey

Every year, influenza flu viruses send thousands of New Jersey residents to seek medical care, with some requiring hospitalizations and tragically dying. While we have made progress in reducing the transmission of COVID-19 in NJ, as we approach flu season there is a concern of once again straining our health care systems and seeing unprecedented respiratory illness while both influenza and SARS-CoV-2 viruses are co-circulating. With funding from the New Jersey Department of Health, the Partnership for Maternal and Child Health of Northern New Jersey has developed a mass communications campaign throughout New Jersey to promote flu vaccination for those 6 months of age 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:

- Digital, print, and billboard advertisements placed throughout the state highlighting the importance of protecting yourself and others by getting a flu shot.
- 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. The group meets virtually on a regular basis to share new resources, provide updates on flu vaccine uptake, and gather feedback on vaccination efforts throughout NJ.

Please join us in raising awareness about this critical public health issue as we face new challenges in addressing the COVID-19 pandemic during this flu season.

To learn more, please 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 your 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 www.powertoprotectnj.org
- Change the banner on your Facebook page during October and November to highlight the flu campaign.
- Schedule weekly or bi-weekly posts on your social media channels – Instagram, Facebook, Twitter, 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 in common areas, disseminate to your clients, or share in the waiting room of your office.
- 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.](#)**
- 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](#)

Twitter: [@power2protectnj](#)

Snapchat: [@power2protectnj](#)

Social Media.



Facebook Banner



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To view all other languages: powertoprotectnj.org/toolkit



Myself and my Baby.



I Have The Power To Protect
Myself and my Baby.

Get a Flu Shot.



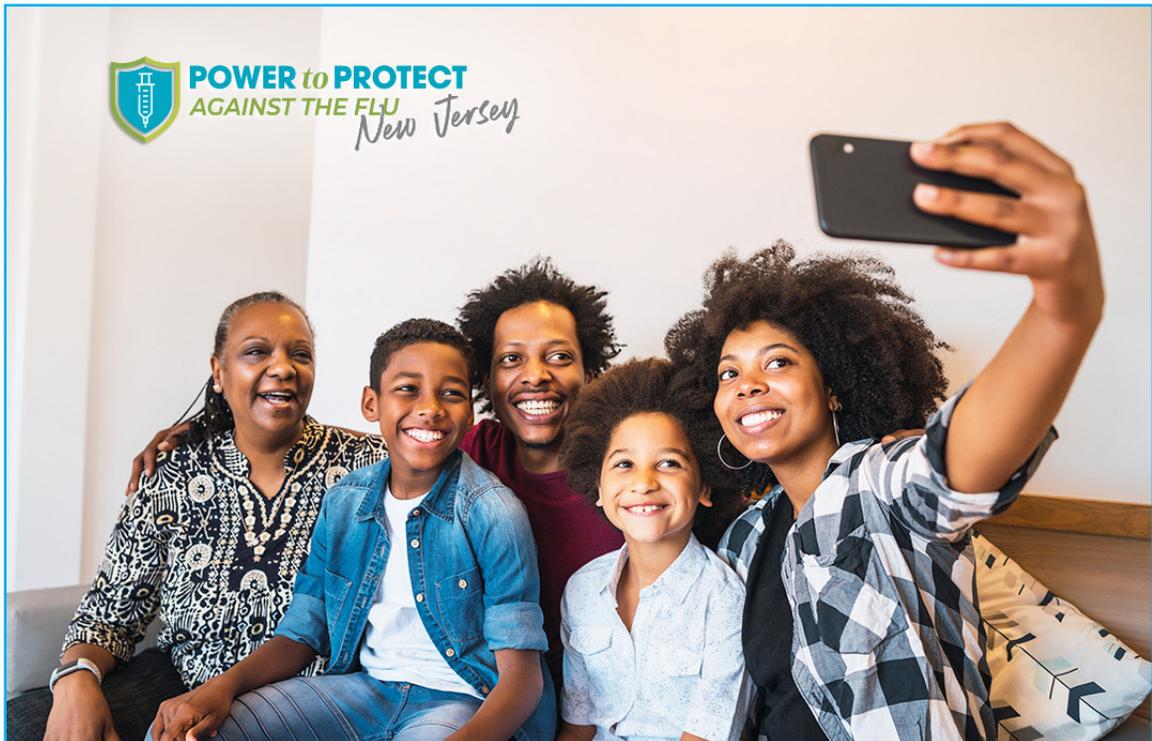
[PowerToProtectNJ.org](https://www.powertoprotectnj.org)

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To view all other languages and dimensions: [powertoprotectnj.org/toolkit](https://www.powertoprotectnj.org/toolkit)



Those I Care For.



I Have The
Power To Protect *Those I Care For.*

Get a Flu Shot.



PowerToProtectNJ.org

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To view all other languages and dimensions: powertoprotectnj.org/toolkit

My Friends.



I Have The
Power To Protect *My Friends.*

Get a Flu Shot.



[PowerToProtectNJ.org](https://www.powertoprotectnj.org)

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My Family.



I Have The
Power To Protect *My Family.*

Get a Flu Shot.



PowerToProtectNJ.org

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To view all other languages and dimensions: powertoprotectnj.org/toolkit



My Students.



I Have The
Power To Protect *My Students.*

Get a Flu Shot.



PowerToProtectNJ.org

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To view all other languages and dimensions: powertoprotectnj.org/toolkit



My Patients.



I Have The
Power To Protect *My Patients.*

Get a Flu Shot.



PowerToProtectNJ.org

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To view all other languages and dimensions: powertoprotectnj.org/toolkit



My Community.



I Have The
Power To Protect *My Community.*

Get a Flu Shot.



PowerToProtectNJ.org

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To view all other languages and dimensions: powertoprotectnj.org/toolkit

Social Media Tagline Suggestions

- Someone infected with the flu can spread germs up to 6 feet away. Get your flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- There's no vaccine for COVID-19 yet, but there is one for the flu. Get your flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- No insurance? No problem. Get your flu shot at low or no cost.
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Pregnant? The flu shot can help protect you and your baby. Get yours today!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Reduce your risk of catching the flu. Wash your hands. Wear a mask. Get your flu shot.
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Protect yourself, protect others, get a flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Feeling helpless during the pandemic? You have the power to protect your community, healthcare workers, and New Jersey. Get a flu shot!
Learn more at www.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 www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Only 1 in 2 people in New Jersey got a flu shot last year. We can do better! Protect yourself, protect others, get a flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- Jersey strong means staying strong. Get your flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ
- You don't have to wear a cape to be a hero. Protect yourself and your community. Get a flu shot!
Learn more at www.powertoprotectnj.org #PowerToProtectNJ #FightTheFluNJ

Resources

- Families Fighting Flu: *"What is Flu?"*
https://www.familiesfightingflu.org/flu-facts-what-is-flu/?gclid=EA1aIQobChMI4bjh26ml6wIV-QiICR2nVgOXEAAYASAAEgIKDPD_BwE
- Centers for Disease Control and Prevention: *"What are the Benefits of Flu Vaccination?"*
<https://www.cdc.gov/flu/prevent/vaccine-benefits.htm>
- New Jersey Department of Health: *"Is it a Cold or the Flu?"*
https://www.nj.gov/health/cd/documents/flu/is_it_a_cold_the_flu.pdf
- American Academy of Pediatrics: *"Flu vaccination more important than ever as flu and SARS-CoV-2 co-exist"*
<https://www.aappublications.org/news/2020/09/08/flupolicy090820>
- American College of Obstetricians and Gynecologists: *"The Flu Vaccine and Pregnancy"*
<https://www.acog.org/patient-resources/faqs/pregnancy/the-flu-vaccine-and-pregnancy>
- National Foundation for Infectious Diseases: *"Influenza and Children"*
<https://www.nfid.org/infectious-diseases/influenza-and-children/>
- Centers for Disease Control and Prevention: *"Influenza Vaccination Information for Health Care Workers"*
<https://www.cdc.gov/flu/professionals/healthcareworkers.htm>
- Centers for Disease Control and Prevention: *"Misconceptions about Seasonal Flu and Flu Vaccines"*
<https://www.cdc.gov/flu/prevent/misconceptions.htm>
- Families Fighting Flu: *"Family Stories"*
<https://www.familiesfightingflu.org/family-stories/>
- American Lung Association: *"Preventing Flu"*
<https://www.lung.org/lung-health-diseases/lung-disease-lookup/influenza/preventing-influenza>
- National Foundation for Infectious Diseases: *"Influenza and Older Adults"*
<https://www.nfid.org/infectious-diseases/influenza-and-older-adults/>
- Food and Drug Administration (FDA): *"FDA's Critical Role in Ensuring Supply of Influenza Vaccine"*
<https://www.fda.gov/consumers/consumer-updates/fdas-critical-role-ensuring-supply-influenza-vaccine>
- U.S. Department of Health and Human Services (HHS): *"Immunizations and African Americans"*
<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=4&lvlid=22>
- Shots Heard: *"Shots Heard Round the World"*
<https://www.shotsheard.org/>
- American Academy of Pediatrics: *"Social Media Response Assessment and Management Guide"*
<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/immunizations/Practice-Management/Pages/Assessing-and-Managing-Comments.aspx>