

NOW IS THE TIME

Let's Protect Ourselves and Our Community from the Flu

Why the Flu Vaccine is Essential this Year

During the pandemic, it is more important than ever to get the flu shot. Protect yourself, your family, and your community from flu. Here are three important reasons why:

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- To reduce the overall burden of respiratory illnesses.
 - To protect vulnerable populations at risk for severe illness.
 - To reduce the burden on the healthcare system. Hospitals in the state are already devoting medical resources to caring for patients with COVID-19 and need to continue to care for people with other conditions and life-threatening illnesses such as strokes, heart attacks and traumas.
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There's no better time than now to get the flu vaccine!

Community Health Engagement and Outreach, in partnership with Agriculture and Environment Extension, is providing this toolkit to help its partners communicate about the importance of the flu vaccine, particularly during COVID-19. The flu vaccine prevents thousands of flu related hospitalizations and deaths every year in Missouri. You can lower your risk of getting the flu by getting vaccinated today. This toolkit helps to provide action steps, digital and print resources, and social media content for individuals and organizations to promote the importance of flu vaccinations.

We hope this toolkit is helpful in providing one convenient location for resources which can be easily tailored to your audience.