The Centers for Disease Control and Prevention emphasizes the need for healthcare providers to SHARE a strong recommendation to vaccinate.

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SHARING HEALTH EDUCATION & AWARENESS

Here are the tips you can follow to help patients make informed decisions about vaccinations:

SHARE the reasons why the influenza vaccine is right for the patient given his or her age, health status, lifestyle, occupation, or other risk factors.

HIGHLIGHT positive experiences with influenza vaccines (personal or in your practice), as appropriate, to reinforce the benefits and strengthen confidence in influenza vaccination.

ADDRESS patient questions and any concerns about the influenza vaccine, including side effects, safety, and vaccine effectiveness in plain and understandable language.

REMIND patients that influenza vaccines protect them and their loved ones from serious influenza illness and influenza-related complications.

EXPLAIN the potential costs of getting influenza, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

Source: Centers for Disease Control and Prevention. https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm

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