

ENCOURAGING FLU SHOTS IN COMMUNITIES OF COLOR:

Addressing Barriers and Myths
about the seasonal flu vaccine



For many communities, getting a seasonal flu shot is out of the norm. Many distrust the government's and pharmaceutical companies' competence and motives.

This flu season, with COVID-19 cases higher than ever; it's imperative that everyone receives a flu shot. Given that our case numbers and death rates are disproportionately higher than that of other communities.



REACHING OUR COMMUNITIES

01

Culturally competent messaging, and dissemination.

02

Address myths, misconceptions & barriers.

03

Cross cultural conversations.

04

Inter-agency dissemination.



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Why You Should Get a Flu Shot.

Encouraging our communities to stay
healthy & fight the flu!



Some people may be at a higher risk for flu complications

If they meet one or more of the following:

- You are an adult aged 65 years or older
- You are an older Adult with chronic health conditions
- Pregnant women and women up to two weeks postpartum
- Children younger than 5 years old
- People with HIV
- People with Cancer
- Children of any age with neurological conditions
- People with chronic diseases
- People of color



People who should seek alternative options for protection against the Flu:

- Children younger than 6 months
- People with severe life threatening allergies to flu vaccine or any of its ingredients
- People with history of Gillian Barre Syndrome



TYPES OF FLU SHOTS



Quadrivalent flu vaccines protect against four different flu viruses



The **High dose** vaccine contains 4 times the amount of antigen as a regular shot and is licensed specifically for people 65 years and older



Cell-Based flu vaccines are grown in cultured cells of mammalian origin instead of in hens' eggs.



Recombinant flu vaccines are produced using a method that does not require an egg-grown virus.



Live attenuated Influenza vaccine (LAIV) is given via nasal spray

Benefits of the Flu Shot:

- To keep you and your family healthy
- To lessen the risk of severe complications and hospitalizations
- To stop the spread of disease to the most vulnerable populations
- To keep the community healthy
- The flu can spread at the same time as COVID-19, contracting both at the same time can result in an extremely weakened immune system, and extreme complications



Center For Multicultural Health

Flu Shot Mixed Media Campaign

Our 2 part campaign comprehensive media campaign features talking points tailored specifically for communities of color.

Featuring;

- language that is straight forward and easy to understand,
- translations; Tigrinya, Swahili, Khmer, Marshallese, Amharic
- delivered by persons relevant to the community.

01

Videos:
"Mythbusting" Q&A with nurses.

02

Infographics:
"Mythbusting" facts, and list of Sites offering flu shots

03

Shareable across multiple platforms; Facebook, text messages, whats app, Instagram & other websites

FIGHT THE FLU

THE TRUTH ABOUT FACE MASKS
Protect our communities.



MYTH

The flu shot is dangerous/
I can get the flu from the
flu shot



TRUTH

The flu shot can't protect you
from all viruses. But, it will
protect you from most strains of
the flu. You **CANNOT** get the flu
from a flu shot. Flu viruses used
in the vaccine are inactivated
(either killed or weakened) and
cannot cause infection.



MYTH

Flu Shots are
expensive, and hard to
get without insurance,
and a primary
physician.



TRUTH

There are many community
clinics, and pharmacies
that offer low-cost, or free
flu shots.



FLU & COVID-19

This Year getting your yearly flu shot is more important than
ever. The flu can spread at the same time as COVID-19,
contracting both at the same time can result in an extremely
weakened immune system, and extreme complications.

For a list of sites offering free flu shots visit our Facebook!

CMCH Facebook

APICAT

STAY HEALTHY CAMPAIGN

Developed to:

- Encourage AANHPI community to get their flu shot
- For more information visit;
<https://www.facebook.com/APICAT4HealthyCommunities>
- Translate; Chinese, Korean, Vietnamese, Samoan, Tongan, Spanish
- Will have copies available on our website for anyone to access.



STAY HEALTHY

GET YOUR FLU SHOT

The flu vaccine is safe and helps protect you and others from getting sick. Take extra care during COVID-19 to stay healthy.

FOR MORE INFORMATION, VISIT:

kingcounty.gov/depts/health/communicable-diseases/disease-control/influenza.aspx



WEAR A MASK

A clean, fitted mask can stop the spread of viruses.



WASH YOUR HANDS

Scrub thoroughly with soap and water for at least 20 seconds.



MAINTAIN PHYSICAL DISTANCING

Keep at least six feet away from other people.

TOGETHER WE CAN MAKE A DIFFERENCE

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