



# How Caregivers Can be a Flu Vaccine Ambassador

The American Lung Association is asking for your help. Keep your community safe by becoming a flu vaccine ambassador. Encourage others to get their seasonal flu shot and be the leader your long-term care facility needs.

## Become a flu vaccine ambassador for your LTCF community to help:

- Protect the 65 and older population that you care for, and
- Reduce the number of flu infections in your facility and help avoid a flu outbreak among residents and staff.

## Become a flu vaccine ambassador by:

- Visiting the Lung Association's [influenza webpages](#) to become familiar with the *Fend off Flu* campaign.
- Visiting the Center for Disease Control and Prevention's (CDC) [influenza webpages](#) for more information and resources.

## As a flu vaccine ambassador, you should:

- Educate yourself about the importance of flu vaccination, how it works and your facility's policy.
- Share science-based facts about the importance of flu vaccination with your community.
- Consider culturally sensitive messages and talking points when engaging with family, friends and community members.
- Identify the most effective ways to promote flu vaccination within your community. This may include posters, flyers, social media, emails, etc.
- Participate in a flu vaccine outreach campaign that is culturally sensitive and embraces family, friends and loved ones within your community.

Some people in your community may be less open or approachable to the idea of getting a flu shot. They may have concerns such as experiencing side effects from the flu shot, believing the flu shot doesn't work or hesitant about a potential allergic reaction. Be an empathetic listener and respond to people's questions and concerns with facts, science and credible sources.

Vaccine ambassadors learn and share their knowledge about flu related symptoms, flu vaccination and common questions about safety and effectiveness. There is no one-size-fits-all approach since each community is unique.

**Here are some ways to get started as a flu vaccine ambassador.**

## Share with Social Networks

- Follow the Lung Association's social media channels – [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#). Share our posts on vaccine education and awareness.
- Promote flu vaccination by sharing social media photos from the employer toolkit on your website, social channels and newsletters using the hashtags #FendOffFlu, #flu, #SleeveUp, #flushot, #LatherUp, #SpeakUp and tagging the Lung Association.
- Create a social media post and include a photo or video (15–60 seconds) sharing why you get a flu shot. Use the hashtag #FendOffFlu. Your content can include a photo of you being vaccinated, your bandage or vaccination card (cross out personal information on the picture). Amplify your posts by using the hashtags #FendOffFlu, #SleeveUp and #flushot.

- Create vaccine FAQ TikTok videos (tag @americanlungassociation) with key messages taken from the *Fend Off Flu* campaign.
- Encourage your network and followers to engage and share your content.

## Engagement Action Items

- Recruit another vaccine ambassador to support your efforts.
- Reach out to five family members, friends or community members to have a conversation about vaccines. Use the [Six Facts about Flu Shots](#) or your own talking points based on the web page information.
- Write a letter or draft an op-ed to the editor of your local newspaper and mention the *Fend Off Flu* campaign and other resources available at [lung.org](#).
- Sign up for our [Lung Action Network](#) and get involved in Lung Association advocacy initiatives.

## Community Outreach

- Join efforts in your community such as sharing clinic locations, helping at a clinic site, transporting those who need help to the clinic site, etc.
- ALWAYS serve as a role model and practice the five ways to fend off flu.
  - Wash your hands often.
  - Don't touch your eyes, nose or mouth.
  - Cover your cough and sneeze with a tissue or your elbow if a tissue is available.