



Fend Off Flu Vaccine Ambassador – Give it a shot!

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 isn't available.
 - Stay home if you think you have the flu.
 - Most importantly, get a flu shot.
- Hold a Zoom party – Invite friends and family to have the discussion about making informed decisions using the *Fend Off Flu* campaign materials at [Fend Off Flu](#).

Faith Leaders

- Host virtual information/Q&A sessions, share materials/videos in newsletters and bulletins and partner with local health departments/pharmacies to schedule a vaccination clinic at a nearby church or somewhere else in the community.
- Help connect members to credible vaccination information by including information on your website and other communications.
- Discuss flu vaccination before or after weekly studies, meetings or other activities.

Health Care Professionals

- Talk with your patients and colleagues about the importance and benefits of flu vaccination.
- Familiarize yourself with talking points or the FAQ in the caregiver toolkit prior to starting a conversation.
- If the visit is in person, print and give these resources to your patient.
- Listen to the webcast, *The Critical Role Healthcare Providers Play in Fending Off Flu* on the [Fend Off Flu website](#) for helpful tips to talk to your patients.