

Flu Messaging and Resources

There are early signs that this upcoming flu season in the U.S. could be severe, according to recent [CDC data](#). Flu hospitalizations are on the rise, and they are higher than usual at this time in the season. Flu is one of several respiratory illnesses circulating, including RSV and COVID-19.

The best way to prevent the flu is by getting a flu vaccine. **Effective, consistent communications strategies** are critical to ensure that people have the information they need to take necessary actions to prevent the spread of flu.

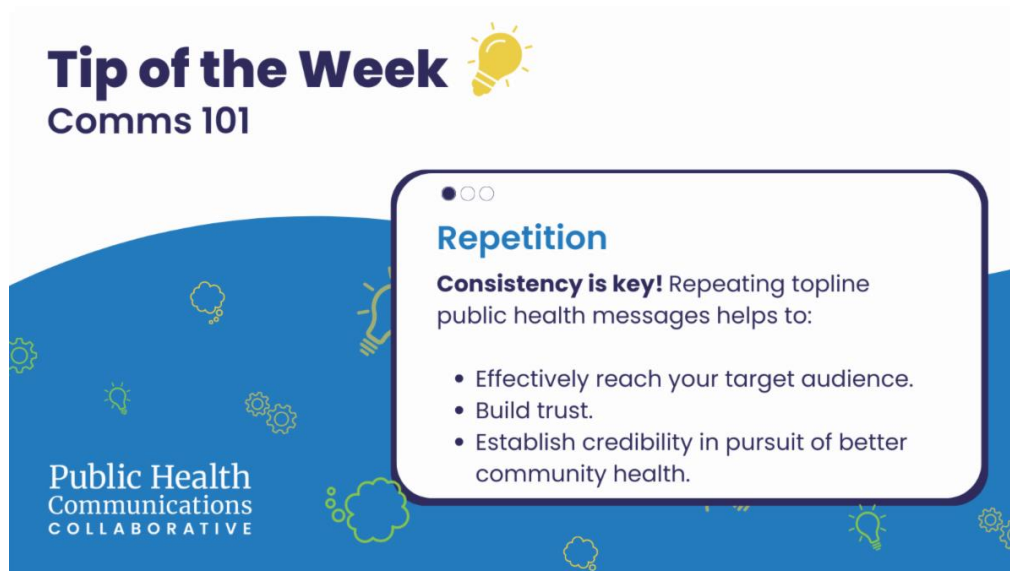
With the possibility of a severe flu season ahead, we've updated our [Answers to Tough Questions](#) with new messaging to help you answer questions like "Is it too late in the season to get a flu shot if I haven't yet?" and "Can I get my flu shot and COVID-19 booster the same day?" You will also find outreach materials in English and Spanish and other messaging resources to support your flu communications efforts.

Flu Messaging and Resources

PHCC #TipOfTheWeek

This week's #TipOfTheWeek is focused on the **value of repetition in public health communications**. When encouraging public health support and action from your community, repeating topline messages is key to building trust, establishing credibility, and reaching your target audience.

[Read on](#) for tips on effective use of repetition in your comms strategy, and be sure to head over to Twitter [@PH_Comms](#) and [LinkedIn](#) every Thursday for our newly released comms tips!



Tip of the Week

PHCC at APHA 2022

Are you attending APHA 2022? PHCC will present at [APHA's 2022 Annual Meeting and Expo](#) on Monday, November 7, 4:30-6:00pm ET. The session, ***Lightning Training: A Collaborative Approach to Public Health Communications to Increase the Capacity of your Department***, will offer actionable tips and tactics for public health communicators to implement in their own work—from preparing for media interviews to developing effective messaging and visuals.

This session will feature **Pierce Nelson**, Vice President for Communications, CDC Foundation; **Rhea Farberman**, Director of Strategic Communications and Policy Research, Trust for America's Health; **Mark Miller**, Vice President of Communications at de Beaumont Foundation; and **Matthew Lara**, Communications Director, Kansas Department of Health and Environment. If you're attending APHA 2022, we hope to see you on Monday!

PHCC @ APHA 2022

Monday, November 7, 4:30 – 6:00pm ET

Session: Lightning Training on Public Health Communications

- About PHCC
- Tips for Working with the Media
- Effective Messaging and Communications Strategies
- Examples from the Field

Public Health
Communications
COLLABORATIVE



Pierce Nelson
Vice President for Communications
CDC Foundation



Rhea Farberman
Director of Strategic
Communications and Policy Research
Trust for America's Health



Mark Miller
Vice President of Communications
de Beaumont Foundation



Matthew Lara
Communications Director
KS Dept. of Health and Environment

publichealthcollaborative.org [@PH_Comms](https://twitter.com/PH_Comms)

On Our Radar

Virtual Briefing on [COVID-19 Vaccine Hesitancy held on 11/15](#) (CDC and California Dept. of Public Health)

Article: [Here's what you need to know about RSV, which is surging among children](#) (The Hill)

Toolkit: [Updated COVID-19 Vaccination Social Media Graphics](#) (CDC)

Blog: [Thinking Through the Holidays This Year](#) (Your Local Epidemiologist)

More from PHCC

[Messaging: The State of the Pandemic](#)

[Comms Crash Course: Social Media for Public Health](#)

[Toolkit: Booster Doses](#)

[Resource: Communicating Through COVID-19 and Beyond](#)

[Misinformation Alerts](#)

To get the latest updates and resources from the Public Health Communications Collaborative and our partners, follow us on Twitter at [@PH_Comms](https://twitter.com/PH_Comms) and [LinkedIn](#).

Sincerely,

J. Nadine Gracia, MD, MSCE, Trust for America's Health

Brian C. Castrucci, DrPH, de Beaumont Foundation

Judy Monroe, MD, CDC Foundation

Monica Valdes Lupi, JD, MPH, Managing Director, Health, The Kresge Foundation

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