



Help us fight the flu

CCA is highly committed to our members' wellness and preventive health initiatives. We are encouraging all our members to receive a flu shot if they are eligible. We need your help to meet our goal of 80% of members vaccinated against the flu this season.

Why do members need to get the flu shot?

The Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) are recommending an increased number of people receive the flu vaccine this year. The rising number of COVID variants and prevalence of RSV may also contribute to co-infections, which could lead to more severe symptoms and complications.

When should members get the flu shot?

The CDC recommends people receive a flu vaccine by the end of October, especially for older adults, to build as robust an immune response as possible to protect throughout the flu season. However, getting the flu shot later in the season is still better than not getting it at all.

Who should receive a flu shot?

The CDC recommends annual influenza vaccinations for everyone age 6 months or older. Vaccinations are especially important for people with chronic medical conditions and older adults.

What do members want to know about the flu shot?

CCA member focus groups identified the following information most requested about the flu shot.

- Members want assurance that flu shots do not cause them to get sick -- the mild symptoms they might feel are actually the body doing its job and not a sign that they are sick with the flu.
- Members want to understand the benefits of getting the flu shot – most importantly, it can keep them from getting sick with the flu. If they do get the flu, they will likely have less severe symptoms and a lower risk of being hospitalized with complications.
- Members want to understand how the flu vaccine works in the body – the vaccine causes the body to make antibodies. About two weeks after getting vaccinated, a person's body will have made enough antibodies to protect them against infection.



Addressing vaccine hesitancy with your patients

- Ask open-ended questions about why they feel the way they do and where they got their information.
- Try to understand the reason for their fears, doubts or hesitancy, and be sure to address those in a non-judgmental way.
- Correct any misinformation or lack of information – remember that you are their trusted source for information.

If your office practice is NOT administering the flu vaccine, please encourage patients to go to their local pharmacies or community flu clinics. If members are homebound or have barriers to receiving the flu shot, CCA can help. Give us a call at 866-333-3530.