

## Making a Strong Flu Vaccine Recommendation (SHARE)

CDC suggests using the **SHARE** method to make a strong vaccine recommendation and provide important information to help members make informed decisions about vaccinations:



**SHARE the reasons** why the influenza vaccine is right for the member given his or her age, health status, lifestyle, occupation, or other risk factors.

*“This vaccine can protect you and your family from getting sick from flu. By getting the vaccine today, you’ll be protecting yourself and the people around you who may be more vulnerable to serious flu illness, like your children and parents.”*

**HIGHLIGHT positive experiences** with influenza vaccines (personal or professionally), as appropriate, to reinforce the benefits and strengthen confidence in influenza vaccination.

*Tell your members that CDC and you recommend they get an influenza vaccine each year.*

**ADDRESS member questions** and any concerns about the influenza vaccine, including side effects, safety, and vaccine effectiveness in plain and understandable language.

*“A flu vaccine cannot cause flu infection. The most common side effects of an influenza vaccine are mild, like redness, swelling, soreness, or a low-grade fever for a flu shot. This should go away within a few days.”*

[Influenza: Questions and Answers](#)

**REMIND members that influenza vaccines protect them and their loved ones** from serious influenza illness and influenza-related complications.

*“Flu activity is going to start to pick up, and CDC says to expect more cases in the coming months. That is why I want to make sure I help protect you and your loved ones.”*

**EXPLAIN the potential costs of getting influenza**, including serious health effects, time lost (such as missing work or family obligations), and financial costs.

*“It’s important to get vaccinated this season because flu vaccination can reduce potential flu illnesses, doctor visits, and missed work and school due to flu.”*

Adapted from <https://www.cdc.gov/flu/professionals/vaccination/flu-vaccine-recommendation.htm> (CDC, 2019)