

SAMPLE ARTICLES FOR COMMUNITY PARTNER NEWSLETTERS

For community groups with direct outreach to underserved populations:

People in [INSERT COMMUNITY NAME] are hospitalized, lose their independence, or even die from the flu each year. These serious complications are preventable, and it's time we take notice. In [INSERT FLU SEASON], more than [INSERT APPROPRIATE #] Americans died because of flu, and most of them did not have a flu shot, which is the best defense against the flu.

Even if people who receive the flu shot get the flu, it is often less severe. This is especially important for people with heart disease, diabetes, asthma and COPD, who are at greater risk for serious complications. People with heart disease have a ten times increased risk of heart attack within three days of getting the flu.

[INSERT ORGANIZATION] supports a new program by [HEALTH PROVIDER] to help ensure that [COMMUNITY NAME] is protected this flu season. [INSERT DETAILS ON HOW TO ACCESS FLU VACCINATION.]

For community partners:

Urgent Need For [insert community name] to Protect Themselves with Flu Vaccine

Every year, the flu threatens the health, functioning, and independence of all who contract it. The impact can be especially serious for older adults and those living with chronic health conditions such as lung disease, heart disease or diabetes. This affects more than half of the adult population. In fact, sixty percent of adults in the US have at least one chronic health condition. Older adults who do not have a chronic health condition are also at increased risk, as the immune system weakens with age.

[HEALTH PROVIDER] is partnering with the Center for Sustainable Healthcare Quality and Equity (SHC), a wholly owned subsidiary of the National Minority Quality Forum (NMQF), on a new health initiative aimed at improving flu vaccination rates, which are our best defense against the flu. For the health and well-being of [INSERT COMMUNITY NAME], it is a problem that cannot be ignored.

- During the [INSERT FLU SEASON] US influenza (flu) season, nearly [INSERT APPROPRIATE #] people died and more than [INSERT APPROPRIATE #] people were hospitalized due to flu and flu-related complications.
- The 30+ million adults with diabetes in the US are at increased risk of heart attack or stroke, health complications, hospitalization, and death due to flu-related complications.
- The 15+ million US individuals living with heart disease are ten times more likely to have a heart attack within three days of flu infection and are still at increased risk of heart attack for several weeks following acute flu infection.
- During the [INSERT FLU SEASON] flu season, less than [INSERT APPROPRIATE #] US adults were vaccinated against flu.

Sample Articles

For individuals with chronic health conditions, annual flu vaccination significantly reduces hospital admission rates for stroke and heart failure, as well as death. But key barriers to improving health outcomes, including broad awareness and access to flu vaccination, remain. [INSERT HEALTH PROVIDER] wants to help break down those barriers by encouraging every adult to get vaccinated. Flu vaccination is available at [insert local health department/pharmacy, etc.]. If you are a community organization, share this information with your members and patrons and insist that they take the life-saving steps to get vaccinated this year and every year.

More information is available at [INSERT WEBSITE].