

SOCIAL MEDIA BLURBS:

The following content can be used to promote the images found on the following webpage:
[Campaign Images: Flu, RSV, and COVID | Migrant Clinicians Network](#)

ADULTS 60+

1	Cookout	If you're 65 or older, your risk of ending up in the hospital due to COVID-19 is much higher than the risk for folks under 65. Vaccines help keep you cooking.
2	One-of-a-kind winter	75% of adults hospitalized for flu or COVID-19 last year were 65 or older. Vaccines help you stay one in a million, and not one of the million.
3	Game night	Flu, COVID-19, and RSV vaccines cut the risk of hospitalization nearly in half for people in long-term care. So update your vaccines and game on.
4	Next hike	If you're 65 or older, you've got 10x the risk of hospitalization from flu, COVID-19, or RSV than those 50 and younger. So get vaccinated and stay out there.
5	Be there for them	Get vaccinated for extra protection against flu and COVID-19 hospitalization.
6	Be there to savor	If you are 65 or older, severe flu or COVID-19 can put you in the hospital. Get vaccinated so you can be there for every moment.
7	Best defense	Older adults are at higher risk for a severe case of flu, COVID-19, and RSV.
8	Be there	Older adults are at greater risk for severe flu and COVID-19. Vaccines can prevent them from keeping you down.
9	Matters most	If you're 75 or older, or 60 or older with certain health conditions, you should get an RSV vaccine.
10	Basketball	Severe flu, COVID-19, or RSV can get you really sick. But vaccines lower your risk and their side effects are usually mild and temporary.
11	Little talks	Flu and COVID-19 vaccines lower your risk of being hospitalized if you get sick. So get your vaccines and keep flu and COVID-19 from interrupting you.
12	Cooking up laughs	75+? Or 60+ with health conditions like heart disease or diabetes? An RSV vaccine can protect you from serious illness so you can keep stirring things up.

13	Fact is brothers	If you're 75 or older, RSV can be a serious health threat. To help protect yourself from severe illness or hospitalization, you should get an RSV vaccine. Talk to your doctor today.
14	Fact is couple	If you're 75+ or 60+ with diabetes or obesity, you're at higher risk for severe RSV. Protect yourself by getting vaccinated today.
15	Best times	RSV is a serious respiratory disease for people 75+ or 60+ with health conditions such as heart or lung disease. Talk to your doctor about an RSV vaccine.
16	Memories	If you're 75 or older, or 60 or older with conditions such as diabetes or obesity, you should get an RSV vaccine.
17	Good times	If you're 75 or older, or 60 or older with conditions such as heart or lung disease, an RSV vaccine can help keep symptoms mild.
18	Dancing couple	If you're 75 or older, you have a higher risk of serious illness from RSV. Vaccines help keep you from missing a beat.
19	Can't predict	RSV can be a serious health threat. Get an RSV vaccine and get serious protection.

CAREGIVERS

1	Wheel barrow	If someone you love is 65+, talk with them about vaccines and help protect your family treasures.
2	Irreplaceable	If someone you love is 65+, talk with them about vaccines that could help lower their risk.
3	Cut his risk	If someone you love is in long-term care, talk with them about flu, COVID-19, and RSV vaccines that could cut their risk of hospitalization by about 50%.
4	Your next walk	Adults 65+ are 10x more likely than people under 50 to be hospitalized by flu, COVID-19, or RSV. So talk with her about vaccines.
5	A moment missed	The older your loved one is, the higher their risk of severe respiratory illness. Talk with them about getting flu, COVID-19, and RSV vaccines.
6	Protect them	For older people living in long-term care, vaccines can reduce the risk of hospitalization for respiratory infections by nearly half. Talk with your loved one about vaccines.
7	Be there every hug	Flu, COVID-19, and RSV can lead to severe illness and hospitalization for older adults. Help them get vaccinated, and don't miss your next hug.
8	There for them	Flu and COVID-19 can lead to severe illness and hospitalization for adults ages 65 and older. Help them get vaccinated.
9	Help	Encourage your loved one to talk to their doctor about flu and COVID-19 vaccines.
10	Getting together	Keep your older loved ones protected by helping them get this season's flu, COVID-19, and RSV vaccines.
11	Longterm care	If your loved one is in a nursing home, they're at higher risk for respiratory viruses. Help them get an RSV vaccine.
12	Come on by	Let him know an RSV vaccine lowers the risk of serious illness for anyone 75+ or 60+ with certain health conditions.
13	Stretching	Talk to your mom about getting vaccinated for flu and COVID-19 so she can keep up with her other routines.
14	Fact is mother daughter	RSV can be dangerous for those 75+ and those 60+ with conditions such as obesity or diabetes. Protect someone you love—encourage them to talk to their doctor about an RSV vaccine.
15	Fact is grandparent	RSV can be severe for those 75 and older. Help them get an RSV vaccine and protect your time together.

16	Fact is long-term care	RSV can spread in long-term care homes and put residents at risk for severe illness. Help your older loved one get an RSV vaccine.
17	Avoid	If your loved one is 75 or older, or 60 or older living in a long-term care home, help them get an RSV vaccine.
18	Caring	RSV is a serious respiratory disease. Your loved one 75 or older should get an RSV vaccine to reduce the risk of severe illness.
19	Relief	Ask your loved one 75 or older, or 60 or older with certain medical conditions, to talk to a doctor about an RSV vaccine.
20	Mom time	People 75 and older are at higher risk of serious illness from RSV, but vaccines help lower their risk and keep them at their very best.
21	Protects like you would	An RSV vaccine helps lower their risk of severe disease. Help keep your loved one protected long past visiting hours.

PREGNANT PEOPLE

1	For two	Infants have a higher risk of hospitalization from respiratory viruses, but your flu and COVID-19 vaccines help protect you both.
2	Bonding time	RSV is the #1 cause of infant hospitalization. Talk to your doctor about an RSV vaccine now, because you won't ever want to let them out of your arms.
3	You worry	Newborns have a higher risk of hospitalization from respiratory viruses. But your flu, COVID-19, and RSV vaccines protect them too.
4	Pregnant people belly	RSV is the number one cause of infant hospitalization. Talk to your doctor about a maternal RSV vaccine.
5	Pregnant people laugh	RSV is the number one cause of infant hospitalization. Talk to your doctor about a maternal RSV vaccine.

ADULTS 18-64

1	Defense	Protect yourself this season with the flu vaccine. Last year, vaccines prevented nearly 9 million flu cases. Get your flu shot today!
2	Better together	Double up on your protection this season with both flu and COVID-19 vaccines for the best defense against getting really sick. Last year, vaccines prevented nearly 9 million flu cases and cut COVID-19 hospitalizations in half.
3	More protection	Vaccines are your best defense, and if you're worried about side effects, they're almost always mild. A bad case of flu or COVID-19 is much worse.
4	Be there capture	Get your flu and COVID-19 vaccines today. Keep yourself healthy, so you can capture and share every moment.
5	Be there play	Skipping the flu vaccine could make you miss out on family time. Don't miss the action – get vaccinated today.
6	Be there every step	Take steps to reduce your risk of hospitalization by getting your COVID-19 vaccine today.
7	Doing more	Great conversation + great coffee = Great reasons to get your flu vaccine.
8	Cup coffee	Protect yourself with the flu and COVID-19 vaccines, so you don't miss out.
9	At home	Protect yourself from flu and COVID-19 with this season's vaccines.

LONG-TERM CARE RESIDENTS

1	Shared spaces	Vaccines are the best protection against severe respiratory illness.
2	UP for activities	In long-term care, your risk for severe flu, COVID-19, or RSV is higher - vaccines help keep serious illness out of your plans.
3	Plot twist	Most residents in long-term care live with a health issue that raises their risk of severe flu, COVID-19, or RSV. Talk to them about getting their vaccines.
4	Visitors list	RSV can spread quickly in long-term care homes, but an RSV vaccine lowers your risk of serious illness.
5	Staying close	If you're 75 or older, or 60 or older and living in a long-term care home, ask about an RSV vaccine.
6	Shared space	Residents in long-term care homes face a higher risk of severe RSV. Protect yourself and those around you—talk to your doctor about getting vaccinated.

HEALTH CARE PROVIDERS

1	Wise guy	The risk of flu, COVID-19, or RSV hospitalizing one of your patients 75 or older is double the risk for adults ages 65–74. It's a risk many don't know they're living with, so remind them—vaccines lower their risk.
2	Living with risk urgent care	Urgent care doctors can help lower hospitalizations every day even for patients they don't see every day. Let your patients know how much vaccines help lower their risk.
3	Living with risk	Last year, 90% of adults hospitalized for COVID-19 had one thing in common—their vaccine wasn't up to date. Let your patients know—staying up to date beats staying in a hospital.
4	Great start	Let her know—maternal vaccines for flu, COVID-19, and RSV can reduce the risk of severe illness for her baby.
5	Update your patients	Most adults say their doctor's opinion is their #1 motivator for getting flu, COVID-19, and RSV vaccines.
6	Big time	Flu, COVID-19, and RSV vaccines help prevent serious illness for patients with existing health conditions.
7	Help keep infants	Let your moms-to-be know that their flu, COVID-19, and RSV vaccine protect their babies.
8	Bring down its risks	Your patients 75+ or 60+ with conditions such as lung disease or diabetes might not know – RSV puts them at serious risk.
9	Make the rounds	Educating patients can help raise vaccination rates and lower the number of infections.
10	Older Patients	--
11	Patients	--

GENERAL AUDIENCES

1	Pregnant protect yourself and baby	Getting vaccinated against RSV during pregnancy can help protect your baby during their first 6 months. #RiskLessDoMore
2	RSV pregnant your vaccine	Getting vaccinated against RSV during pregnancy can help protect your baby during their first 6 months. #RiskLessDoMore
3	Pregnant getting vaccinated	If you're pregnant, flu and COVID-19 can be dangerous. #RiskLessDoMore by getting this season's vaccines, and the RSV vaccine to protect your baby.
4	Health navigator talk to loved one	When you help your older loved one get vaccinated, you're helping protect them from getting very sick from flu, COVID-19, and RSV. #RiskLessDoMore.
5	Health navigator your loved one	Your older loved one may be at higher risk for getting very sick from flu, COVID-19, and RSV. Help them get vaccinated. #RiskLessDoMore.
6	Vaccines recommended	Respiratory viruses like flu, COVID-19, and RSV can spread in long-term care homes. Vaccines help you stay protected. #RiskLessDoMore.
7	Prv season older adults 60 plus	If you're 60+, you're at higher risk of getting very sick from flu, COVID-19, and RSV. Get this season's vaccines so you can #RiskLessDoMore.
8	Older adults to do list	You've got a lot to do—so don't let flu, COVID-19, or RSV get in your way. Get vaccinated so you can risk less and do more.
9	Older adults medical conditions	For older adults, some medical conditions can put you at higher risk of getting very sick from flu or COVID-19. Get this season's vaccines.
10	Older adults if 60 plus	#RiskLessDoMore when you get this season's vaccines for flu, COVID-19, and RSV.
11	Older adults higher risk	Getting an RSV vaccine is recommended for adults 75+ and those 60–74 with certain conditions. Find out if it's right for you. #RiskLessDoMore.
12	Ask your nurse	Learn how you can #RiskLessDoMore when you ask your nurse about getting vaccinated for flu, COVID-19, and RSV.
13	Talk to patients	Talk to your patients about this season's vaccines for flu, COVID-19, and RSV so they can risk less and do more.
14	Your pharmacist	Vaccines can help keep you from getting seriously ill with flu, COVID-19, and RSV. Stop by a pharmacy to learn more, so you can #RiskLessDoMore.
15	Living long-term care	If you live in a long-term care home, ask your health care provider about vaccines that help protect you from flu, COVID-19, and RSV. #RiskLessDoMore

16	Your patients depend on you	Your patients trust you with their health. Talk to them about why you recommend this season's vaccines for flu, COVID-19, and RSV so they can risk less and do more.
17	Get ahead respiratory infections	Respiratory illnesses such as flu, COVID-19, and RSV can spread in long-term care homes. Residents who are vaccinated are less likely to get very sick from these diseases.