

Flu Shot
Awareness
TOOLKIT

floridakidcare.org



WELCOME

Partners,

Flu season, which typically occurs between October and May, is coupled this year with the threat posed by COVID-19, making the urgency for flu shots more critical than ever. As a trusted Florida KidCare partner and champion for children's health, you can help raise awareness for flu shot vaccinations among parents in your community - and we can help you!

The following resources we've developed, and links from the Florida Department of Health and Centers for Disease Control and Prevention (CDC) give you the tools you need to successfully promote this important benefit among Florida KidCare families and families currently living without health insurance for their children.

Thank you for being a champion for children's health!

Sincerely,

ASHLEY CARR
Chief Marketing Officer
Florida Healthy Kids Corporation
A Florida KidCare Partner



RESOURCES

Flyer



DID YOU KNOW YOUR
CHILD'S FLU SHOT IS
COMPLETELY FREE*
WITH FLORIDA
KIDCARE?

*Not a Florida
KidCare family?*

Apply for free now at
floridakidcare.org.

*You may be subject to a \$5 office visit copay.
Talk to your child's doctor for more information.

Fl♥**rida KidCare**
HEALTH AND DENTAL INSURANCE

[DOWNLOAD](#)

Email

SUBJECT LINE	Be flu protected, get the flu shot
PREHEADER COPY	Did you know a child's flu shot is free with Florida KidCare?
BODY COPY	<p>As you gear up for flu season, did you know that you can get a free* flu shot with Florida KidCare? That's right - there is absolutely no cost to you.</p> <p>So make sure your kids are protected and schedule your appointment with us today by calling [XXX-XXX-XXXX] or visiting our website/patient portal at [LINK TO CLINIC SITE.]</p> <p>Not a Florida KidCare family? With year-round enrollment, the time to apply is always now. Apply for free at floridakidcare.org.</p> <p><small>*You may be subject to a \$5 office visit copay. Talk to your child's doctor for more information.</small></p>

Social Media Content

ENGLISH

TWITTER (140 characters)

- As you gear up for flu season, did you know that you can get a free* flu shot with Florida KidCare? Click <http://bit.ly/FLKidCare> to learn more. [\[link to video\]](#)
- Protect your kids this season with the flu shot. It's free with Florida KidCare. Not a Florida KidCare family? Apply at <http://bit.ly/FLKidCare> [\[link to video\]](#)

FACEBOOK

- As you gear up for flu season, did you know that you can get a free* flu shot with Florida KidCare? Click <http://bit.ly/FLKidCare> to learn more. [\[link to video\]](#)
- Protect your child this season with the flu shot. With Florida KidCare, there is no cost to you. Not a Florida KidCare family? Apply now at <http://bit.ly/FLKidCare> [\[post video\]](#)

INSTAGRAM

We recommend you temporarily update your link in bio to drive users to <http://bit.ly/FLKidCare> to learn more.

- As you gear up for flu season, did you know that you can get a free* flu shot with Florida KidCare? Apply for free now. [🔗 in bio. \[post video\]](#)
- Protect your child this season with the flu shot. With Florida KidCare, there is no cost to you. Not a Florida KidCare family? Apply for free now. [🔗 in bio. \[post video\]](#)

*You may be subject to a \$5 office visit copay. Talk to your child's doctor for more information.

TWITTER (140 characters)



- *Mientras se prepara para la temporada de gripe, ¿sabía que puede vacunarse gratis* contra la gripe con Florida KidCare? Haga clic en <http://bit.ly/FLKidCare> para obtener más información. [link to video]*
- *Proteja a sus hijos esta temporada con la vacuna contra la gripe. Es gratis con Florida KidCare. ¿No ia de Florida KidCare? Inscríbese en <http://bit.ly/FLKidCare> [link to video]*

FACEBOOK

- *Mientras se prepara para la temporada de gripe, ¿sabía que puede vacunarse gratis* contra la gripe con Florida KidCare? Haga clic en <http://bit.ly/FLKidCare> para obtener más información. [link to video]*
- *Proteja a sus hijos esta temporada con la vacuna contra la gripe. Con Florida KidCare, no hay ningún costo para usted. ¿No es miembro de la familia de Florida KidCare? Inscríbese ahora en <http://bit.ly/FLKidCare> [post video]*

INSTAGRAM

Le recomendamos que actualice temporalmente su enlace en bio para llevar a los usuarios a <http://bit.ly/FLKidCare> para conocer más.

- *Mientras se prepara para la temporada de gripe, ¿sabía que puede vacunarse gratis* contra la gripe con Florida KidCare? Solicítelo gratis ahora.  in bio. [post video]*
- *Proteja a sus hijos esta temporada con la vacuna contra la gripe. Con Florida KidCare, no hay ningún costo para usted. ¿No es miembro de la familia de Florida KidCare? Solicítelo gratis ahora.  in bio. [post video]*

**Puede estar sujeto a un copago de 5 dólares por visita al consultorio. Hable con el médico de su hijo para obtener más información.*

TWITTER (140 characters)

- Pandan w ap prepare pou sezon grip la, èske ou konnen ou kapab resevwa yon vaksen gratis avèk Florida KidCare? Klike sou <http://bit.ly/FLKidCare> pou jwenn plis enfòmasyon. **[link to video]**
- Pwoteje pitit ou pou sezon sa a avèk vaksen kont grip la. Li gratis avèk Florida KidCare. Ou pa yon fanmi Florida Kid Care? Aplike sou sitwèb <http://bit.ly/FLKidCare> **[link to video]**

FACEBOOK

- Pandan w ap prepare pou sezon grip la, èske ou konnen ou kapab resevwa yon vaksen gratis avèk Florida KidCare? Klike sou <http://bit.ly/FLKidCare> pou jwenn plis enfòmasyon. **[link to video]**
- Pwoteje pitit ou pou sezon sa a avèk vaksen kont grip la. Avèk Florida KidCare, pa gen depans pou fè. Ou Pa yon fanmi Florida Kid Care? Aplike kounye a sou sitwèb <http://bit.ly/FLKidCare> **[post video]**

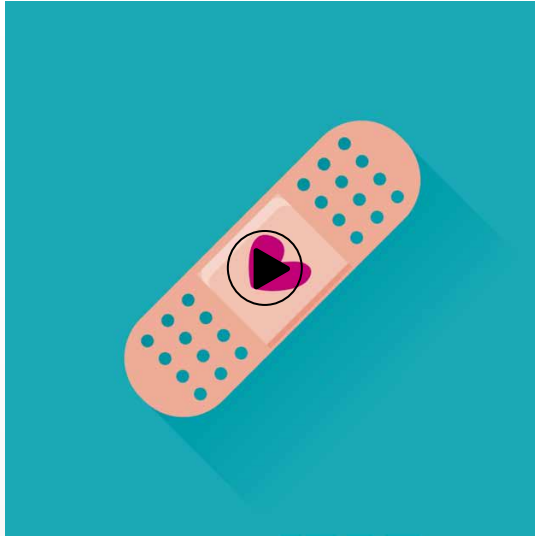
INSTAGRAM

Nou rekòmande ou pou modifye lyen ou pou yon tita nan byo pou gide itilizatè yo nan <http://bit.ly/FLKidCare> pou jwenn plis enfòmasyon.

- Pandan w ap prepare pou sezon grip la, èske ou konnen ou kapab resevwa yon vaksen gratis avèk Florida KidCare? Aplike pou gratis kounye a. 📍 nan byo. **[post video]**
- Pwoteje pitit ou pou sezon sa a avèk vaksen kont grip la. Avèk Florida KidCare, pa gen depans pou fè. Ou Pa yon fanmi Florida Kid Care? Aplike pou gratis kounye a. 📍 nan byo. **[post video]**

*Ou ka gen pou peye yon kopeman \$5 nan klinik lan. Pale avèk doktè pitit ou pou jwenn plis enfòmasyon.

Social Media Video



[DOWNLOAD](#)

Window Cling



[DOWNLOAD](#)

Text Message Script

Deploy this text message to your database of patients. Don't forget to edit this copy by populating the phone number to your office.

ENGLISH

Did you know a child's flu shot is free* with Florida KidCare? Call [XXX-XXX-XXXX] to schedule. Not a Florida KidCare family? Apply now at floridakidcare.org. *You may be subject to a \$5 office visit copay.

SPANISH

¿Sabía que la vacuna contra la gripe de un niño es gratis* con Florida KidCare? Llame al [XXX-XXX-XXXX] para programarla. ¿No es miembro de la familia de Florida KidCare? Solicítelo ahora en floridakidcare.org. *Puede que esté sujeto a un copago de \$5 por visita al consultorio.

CREOLE

Èske ou konnen yon vaksen kont grip pou pitit ou gratis* avèk Florida KidCare? Rele nimewo [XXX-XXX-XXXX] pou pran yon randevou. Ou pa yon fanmi Florida Kidcare? Aplike kounye a sou sitwèb floridakidcare.org. *Ou ka gen pou peye yon kopeman \$5 nan vizit ou nan klinik lan.

ADDITIONAL RESOURCES

More Resources from the Florida Department of Health
floridahealth.gov



FLORIDA SHOTS
Managing immunizations has never been easier or more secure.



OPPORTUNITIES TO VACCINATE FLYER (CHILD)



FLU SHOT LOCATOR



OPPORTUNITIES TO VACCINATE FLYER (ADOLESCENTS)



IMMUNIZING PROVIDERS



FIGHT THE FLU. IT STARTS WITH YOU.



DON'T GET THE FLU, VACCINE BEFORE HALLOWEEN



KEEP VACCINE BETWEEN YOUR BABY & DISEASE IMMUNIZATION REQUIREMENTS (BIRTH - 18)



POWER TO PROTECT WEBSITE



KEEP VACCINE BETWEEN YOUR CHILD & DISEASE (7-18)

More Resources from the Centers for Disease Control and Prevention (CDC) • [cdc.gov](https://www.cdc.gov)



SEASONAL FLU SHOT INFORMATION



FLU INFORMATION FOR PARENTS (WITH ACTIVITY SHEET FOR KIDS)



SIMILARITIES AND DIFFERENCES BETWEEN INFLUENZA (FLU) AND COVID-19



TALKING TO CHILDREN ABOUT FLU



VACCINE FOR THE INFLUENZA (FLU)



FLU FACT - SOCIAL MEDIA IMAGE



INFLUENZA (FLU) AND CHILDREN



TAKE 3 ACTIONS TO FIGHT THE FLU



READY WRIGLEY PREPARES FOR FLU SEASON



ANIMATED GIF



FLU: A GUIDE FOR PARENTS OF CHILDREN OR ADOLESCENTS WITH CHRONIC HEALTH CONDITIONS



ADDRESSING PARENTS MISCONCEPTIONS ABOUT THE FLU