

## Flu Prevention: Encouraging Members and Communities to Protect Themselves This Flu Season

As the flu season is upon us, we support your efforts in helping the people in our communities stay safe and healthy. Due to the potential overlapping of influenza and COVID-19, our member and community outreach is focused on reducing the number of office and emergency room visits, hospitalizations and deaths this flu season. Our hope is to keep health care systems and providers from being overwhelmed during the pandemic.

### Vaccinations Strongly Encouraged

We are continuing educational outreach to our members and the community. Everyone who is clinically eligible to get the flu shot is encouraged to do so as soon as possible this year. We are targeting high-risk members, including senior citizens, children, pregnant women and those with pre-existing conditions, such as COPD, lung diseases, high blood pressure or heart failure, kidney disease, diabetes, sickle cell disease or a cancer diagnosis.

Additionally, we are reminding our members to call their provider and make sure they are current on all vaccinations, including pneumonia and shingles for older adults. Parents are also encouraged to make sure their children are current on all vaccinations, including measles.

### Where Members Can Get Flu Shots

If our members are unable to schedule their flu vaccine with you, please direct them to in-network pharmacies, including Publix, Walgreens, Walmart or Winn-Dixie.

### Member and Community Outreach

To increase awareness and support for this educational initiative, we are reaching out in the following ways:

- **Comprehensive, targeted awareness campaigns.** Reaching out to members through multi-media campaigns including direct mail, newsletters, blog posts, social media, interviews with news outlets and live webinars through our member Better You wellness program. This is in addition to our work with the Florida Medical Association, the Florida Hospital Association and the Florida Chapter of American Academy of Pediatrics to promote flu vaccinations.
- **A Minute with Dr. Kelli.** With some restrictions now lifted in Florida, it is more important than ever to do what we can to keep our communities safe and healthy. We are continuing to encourage our members and communities to be mindful of the best ways to prevent further spread of COVID-19 and to get them back to the care they need. To do this, we are sharing videos from Dr. Kelli Tice Wells, Florida Blue's senior medical director of medical affairs. These [quick videos](#) help people stay up to date on topics including keeping families safe during the pandemic, the importance of getting vaccinations, ways to keep health and wellness on track, and tips on caring for a loved one. You can find these videos on our [provider COVID-19 web page](#) under the Florida Blue Resources section.

### Working Together

Together, we can encourage more people to get their flu vaccinations and continue to take the recommended precautions so patients, members, families and communities have a safer, healthier fall and winter.