

Email pitch to local media

The template below can be customized to mention local agencies, individuals and conditions.

SUBJECT LINE:

News you can use: what to know about this year's flu vaccine

Good morning!

I'm writing to share a timely message from the *[NAME OF LOCAL PUBLIC HEALTH AUTHORITY]* for your *[viewers/listeners/readers]*: make a plan to get the flu vaccine as soon as possible to avoid getting sick from the flu, to keep families healthy and to protect older people and those with preexisting conditions. *[As COVID-19 converges with flu season, the importance of getting the flu vaccine is more important than ever.]*

To support your news coverage *[of the coronavirus pandemic/of public health in Oregon]*, *[NAME AND TITLE]* from *[NAME OF LOCAL PUBLIC HEALTH AUTHORITY]* is available for interviews about the importance of the flu vaccine and where people in *[NAME OF LOCAL COMMUNITY]* can get it. Please let me know if you are interested in speaking with them and I will put you in touch.

[NAME OF LOCAL PUBLIC HEALTH OFFICIAL] notes: "While the flu vaccine isn't perfect at preventing the flu, it greatly reduces your risk of getting seriously sick. Even if you've never gotten sick from the flu, you can protect the young children and older people in your life by getting vaccinated."

Nearly everyone six months or older should get a flu vaccine. For children under two and people over 65 and those with asthma, diabetes or heart or lung disease, getting the flu vaccine is especially important for lowering their risk of severe illness. These groups are also more likely to get very sick from COVID-19, but when they and their families get vaccinated for the flu, they are less likely to get sick and go to the hospital.

It's also important that Oregonians know the flu vaccine is available to everyone at low or no cost, takes only a few minutes to get and is safe and effective. (It cannot give you the flu!) When side effects do occur, they are typically mild and tend to resolve quickly.

In Oregon, the vaccine is available at most healthcare provider offices or local pharmacies—be sure to call to confirm availability and make an appointment if necessary.

Finding locations to get the flu vaccine is easy:

Call 211 or visit VaccineFinder.org.

Upcoming vaccination events:

- *[LOCATION, DATE, TIME, CONTACT INFO]*

Thanks!

- *[NAME AND CONTACT INFORMATION]*

Press release for local media

The copy below can be customized to mention local agencies, individuals and conditions.

FOR IMMEDIATE RELEASE

[Month/Day/Year]

SUBJECT LINE:

Regular headline:

[NAME OF LOCAL PUBLIC HEALTH AUTHORITY]: This year, everyone in [NAME OF COUNTY OR REGION] should get the flu vaccine

COVID-19 headline:

[NAME OF LOCAL PUBLIC HEALTH AUTHORITY]: While Oregon continues to manage the spread of COVID-19, flu remains a serious health risk

This [season, i.e., fall, winter], [LOCAL AGENCY/ORGANIZATION] is reminding people that getting the flu vaccine is safe and easy—and the best way for families and our communities to avoid getting sick from the flu. [The vaccine is especially important this year, with COVID-19 altering our routines and creating new challenges for the community. The people who are most likely to get very sick from COVID-19 are also those who are most likely to get very sick from the flu.]

“I know many of us feel like the flu isn’t much worse than a bad cold, but it is a serious illness that can cause people to miss work or school or even put them in the hospital,” said [LOCAL HEALTH OFFICIAL]. “And for people over 65 and those with health conditions like asthma, diabetes or heart disease, the risk of getting very sick is particularly high. The thing to remember is that we all play a part in protecting our friends, neighbors and family members. When we get vaccinated, we can stop the spread of the flu and keep our families healthy.”

The flu vaccine is low to no cost, takes only a few minutes to get and is safe and effective. It cannot give you the flu, and side effects, if they occur, are typically mild and resolve quickly. Millions of people get the vaccine every year to stay healthy. In Oregon, the vaccine is available at any healthcare provider’s office or local pharmacy—be sure to call to confirm availability and make an appointment if necessary.

“While the flu vaccine isn’t perfect at preventing the flu, it greatly reduces your risk of getting seriously sick,” said [LOCAL HEALTH OFFICIAL]. “Even if you’ve never gotten sick from the flu, you can help keep the young children and older people in your life healthy by getting vaccinated.”

It is important to get the flu vaccine every year because the flu virus changes over time. *[Even with fewer people leaving home during the pandemic, the flu can still easily spread and affect vulnerable groups.]*

For more information, contact:

[LOCAL PUBLIC HEALTH AUTHORITY CONTACT]

For help finding a location to get the flu vaccine:

Call 211 or visit VaccineFinder.org.

Upcoming vaccination events:

- *[LOCATION, DATE, TIME, CONTACT INFO]*

Press release to announce flu clinic

The copy below can be customized to mention local agencies, individuals and conditions.

FOR IMMEDIATE RELEASE

[Month/Day/Year]

SUBJECT LINE:

Regular headline:

[NAME OF LOCAL PUBLIC HEALTH AUTHORITY] to host [free] flu vaccine clinic, making it easier to stay healthy this winter

COVID-19 headline:

[NAME OF LOCAL PUBLIC HEALTH AUTHORITY] to host [free] flu vaccine clinic to help people stay healthy while Oregon continues to manage the spread of COVID-19

Starting [DATE], [LOCAL AGENCY/ORGANIZATION] will be holding flu vaccine clinics at [LOCATIONS]. The clinics are open to [population, i.e., everyone, all county residents, all health system patients]. Getting the flu vaccine is safe and easy, and it is also the best way for families and our communities to avoid getting sick from the flu. [The vaccine clinics are especially important this year, with COVID-19 altering our routines and creating new challenges for the community. The people who are most likely to get very sick from COVID-19 are also those who are most likely to get very sick from the flu.]

“I know many people feel like the flu isn’t much worse than a bad cold, but it is a serious illness that can cause people to miss work or school or even put them in the hospital,” said [LOCAL HEALTH OFFICIAL]. “And for people over 65 and those with health conditions like asthma, diabetes or heart disease, the risk of getting very sick is particularly high. The thing to remember is that we all play a part in protecting our friends, neighbors and family members. When we get vaccinated, we can stop the spread of the flu to keep our families healthy.”

It is important to get the flu vaccine every year because the flu virus changes from year to year. It cannot give you the flu, and side effects, if they occur, are typically mild and resolve quickly. [Even with fewer people leaving home during the pandemic, the flu can still easily spread and affect vulnerable groups.]

“While the flu vaccine isn’t perfect at preventing the flu, it greatly reduces your risk of getting seriously sick,” said [LOCAL HEALTH OFFICIAL]. “Even if you’ve never gotten sick from the flu, you can help keep the young children and older people in your life healthy by getting vaccinated.”

Upcoming Health Clinic[s]:

[FACILITY]

[Date(s)]

[Time] | [Suite #, Room #]

[Street Address]

[City], OR [Zip]

For more information, contact:

[LOCAL PUBLIC HEALTH AUTHORITY CONTACT]

For help finding another location to get the flu vaccine:

Call 211 or visit VaccineFinder.org.