



Flu Vaccine Resources from the Centers for Medicare & Medicaid Services

We received the information below from CMS.

Every year, the Centers for Medicare & Medicaid Services (CMS) takes action to protect the health and safety of our nation's patients and providers to help keep you updated on the latest influenza (flu) vaccine resources from the Department of Health and Human Services (HHS), the Centers for Disease Control and Prevention (CDC) and CMS.

Due to the ongoing COVID-19 pandemic, the flu vaccination is critical this year. You can receive both the flu and COVID-19 vaccines at the same time ([also called co-administration](#)). Help encourage your members, staff, and communities to receive both.

With information coming from many different sources, we have compiled resources, materials, and upcoming events to help you communicate with the people that you serve:

Resources and Materials

- **Web Resources**
 - [CMS Flu Vaccine page](#)
 - [2021-2022 CDC Flu Season FAQ](#)
 - [CDC Key Facts About Flu Vaccines](#)
 - [CMS Flu Vaccine and Partner Toolkit page](#)
 - [CMS Information for Providers](#)
 - [CMS Health Equity Resources](#)
 - [CDC Webinar: 2021-2022 Flu Vaccination Recommendations and Guidance on Coadministration with COVID-19 Vaccines](#)
 - [RIC Webinar: Promising Practices For Promoting Flu Vaccinations For Dually Eligible Beneficiaries During COVID-19](#)
- **CDC Digital Campaign Materials**
 - [Digital Media Toolkit](#) (will be continually updated throughout the season)
 - [Social Media Toolkit](#)
 - [I Get It Frames](#)
 - [Spanish Social Media Toolkit](#)
- **Multi-Language Resources:**
 - [Multi-Language Factsheets](#)
 - [Spanish Communication Resources](#)

Events and Webinars

We invite you to tune in to the following media events and webinars taking place during the month of October:

- Join the [2021 Annual NFID Influenza/Pneumococcal News Conference](#) on **Thursday, October 7, 2021** from **9:30–10:30 AM ET** via webcast. **Please register in advance at: www.workcast.com/register?cpak=3107969164829071**. The national media event brings together government, non-profit and private sectors, medical societies, and advocacy groups to launch the influenza season and communicate critical public health messages. Supporting organizations help to convey a strong and unified commitment to disease prevention and reinforce the importance of influenza and pneumococcal vaccination—particularly critical this season, during the COVID-19 pandemic. Confirmed panelists include:
 - **Rochelle P. Walensky, MD, MPH** (Keynote), CDC Director
 - **William Schaffner, MD** (Moderator), NFID Medical Director
 - **Laura E. Riley, MD**, Obstetrician and Gynecologist-in-Chief, New York-Presbyterian/Weill Cornell Medical Center; Chair, Department of Obstetrics and Gynecology, Weill Cornell Medicine
 - **Cedric “Jamie” Rutland, MD**, CEO of West Coast Lung and COVID-19 Medical Director, Private Health Management
 - **Patricia A. (Patsy) Stinchfield, MS, CPNP**, NFID President-Elect; Pediatric Nurse Practitioner, Children’s Minnesota
- Tune in to the **Ad Council’s No Time for Flu 2021-2022 flu vaccine campaign partner webinar** on **Thursday, October 14, 2021** (*additional details to follow*). The Ad Council, the American Medical Association (AMA), the Centers for Disease Control and Prevention (CDC) and the CDC Foundation are continuing the second year of the campaign, **No One Has Time for Flu**, to encourage Americans to get vaccinated against flu. New resources will be made available for partners to use and share to promote influenza vaccination, including TV and Radio PSAs, customizable social media graphics, and Out of Home Advertising. Links to these resources will be added to the Ad Council toolkit webpage: <https://getmyflushot.adcouncilkit.org/>.