



Resources to Support Patient Outreach and Communications on Respiratory Illness Vaccinations

America's Physician Groups (APG) has partnered with [Champions for Vaccine Education, Equity and Progress \(CVEEP\)](#) to provide APG members with guideline-based educational materials and messaging designed to reduce vaccine hesitancy and increase vaccine uptake ahead of the fall and winter respiratory virus season. These consumer-friendly materials, available in both English and Spanish, were developed by CVEEP and are being shared with APG member organizations so that physician groups can easily adapt and integrate them into their own patient communications and outreach.

About CVEEP

Founded in December 2020, CVEEP is a trusted source of information committed to raising awareness and building confidence in recommended vaccines and available treatment options for infectious respiratory diseases, including COVID-19, influenza, pertussis, respiratory syncytial virus, measles, and pneumococcal disease. This toolkit was compiled from CVEEP resources and derived from the Centers for Disease Control and Prevention's recommendations and guidelines to address the importance of vaccines in preventing illness. CVEEP's current [Stay Updated Campaign](#) on COVID-19 booster vaccinations provides multiple forms of patient outreach and message templates. You can find sample resources below and additional materials [here](#).

Resources

Physicians know that vaccines help protect against life-threatening diseases and have saved millions of lives for decades. However, misinformation and vaccine hesitancy has steadily increased over recent years, making it more important than ever to provide patients with plain language, evidence-based educational materials that outline [vaccine guidelines and recommendations](#).

CVEEP's [Resource Content Hub](#) contains fact sheets, webinars, videos, posters, vaccination guidance and more related to several infectious respiratory diseases, and specific to key populations, such as children, older adults, and pregnant people. Below are several different types of materials that can be used to inform and engage patients.

1. General Videos and Companion Introductory Messages About Vaccines:

General Stay Updated Explainer Videos	Proposed Patient Messages
Explainer Video 1: How New Vaccines Are Developed	"Vaccines aren't made overnight. They're built on science, tested for safety, and reviewed by experts. The FDA's gold-standard review process has kept communities healthy for decades—and it still does. Learn more from @CVEEPSocial and cveep.org/stayupdated "
Explainer Video 2: How Vaccines Work	"Your immune system is strong—but vaccines make it stronger. Vaccines train your body to recognize and fight illnesses before they make you seriously sick. Help protect yourself from serious respiratory illness: get vaccinated. Learn more with @CVEEPSocial at cveep.org/stayupdated "
Explainer Video 3: How Viruses Change	"Viruses like COVID-19 and flu change over time—so vaccines need to keep up. That's why updated vaccines matter—they're designed to help protect you from changing viruses. Stay protected by staying up to date. More info @CVEEPSocial and cveep.org/stayupdated "

2. Sample Social Media or Email Messages to Patients About Respiratory Viral Vaccines:

- **General:** “Vaccines are a powerful tool to keep you healthy. They teach your immune system to fight disease—without the dangers of full-blown infection. Much like eating a balanced diet, exercising on a regular basis, and going for annual check-ups, staying up to date with recommended vaccines is an essential part of a healthy, prevention-focused lifestyle.”
- **Influenza (Flu):** “Everyone is vulnerable to the flu, and the best way to help prevent it is by getting vaccinated. CDC recommends that everyone—with rare exceptions—6 months and older, including pregnant people, receive an updated flu vaccine each year. According to CDC, flu vaccines reduce the risk of severe disease by about 50%.”
- **Pertussis (Whooping Cough):** “CDC recommends that everyone — including infants, children, preteens, adults, and pregnant people — stay up to date with their whooping cough vaccines. Because whooping cough is particularly dangerous for babies, vaccines are important for anyone who is around babies, including parents, siblings, grandparents, caregivers, and friends of the family.”

3. Sample Social Media or Email Messages About COVID-19 Boosters:

Link to downloadable social media graphics: <https://app.box.com/s/noi0dqd5wjir7qj86yjcvmxc1qopoy>

Stay Updated Campaign Ads

“If you're 65 and older or have a weakened immune system, you're eligible for another dose of the 2024-25 COVID-19 vaccine. It's a simple step that can help prevent severe illness—especially ahead of summer gatherings. Visit cveep.org/stayprotected and @CVEEPSocial to learn more.”

“Si tienes 65 años o más, o si tienes un sistema inmunitario debilitado, eres elegible para otra dosis de la vacuna contra el COVID-19 durante la temporada 2024–25. Es un paso sencillo que puede ayudarte a prevenir una enfermedad grave, especialmente antes de las reuniones del verano. Visita cveep.org/mantente protegido y sigue a @CVEEPSocial para más información.”

COVID-19 is a Year-Round Threat

“Unlike other respiratory illnesses, #COVID19 doesn't just surge in the winter. Past summers brought major waves—showing that it's a year-round threat. @CVEEPSocial explores the trends and how high-risk individuals can #stayprotected: bit.ly/3Y7Uhw2”

A diferencia de otras enfermedades respiratorias, el #COVID19 no solo aumenta en el invierno. Los veranos pasados trajeron grandes aumentos, lo que demuestra que es una amenaza durante todo el año. @CVEEPSocial analiza estas tendencias y cómo las personas con alto riesgo pueden #mantenerse protegidas: bit.ly/42x94lb”

Adults 65+ Remain At-Risk

“COVID-19 poses a greater risk to the older adults we love—our parents, grandparents, friends, and neighbors. To help keep them safe, adults 65+ are recommended to receive an additional dose of the 2024-25 COVID-19 vaccine. Check out @CVEEPSocial's new resource for older adults to learn more: bit.ly/3YGnxdp”

“El COVID-19 representa un mayor riesgo para los adultos mayores que queremos: nuestros padres, abuelos, amistades y vecinos. Para ayudar a mantenerlos seguros, se recomienda que los adultos de 65 años o más reciban una dosis adicional de la vacuna contra el COVID-19 2024–25. Consulta el nuevo recurso para adultos mayores de @CVEEPSocial para saber más: bit.ly/441aFSL”

Immunocompromised Adults Remain At-Risk (version 1)

“Do You Know? If you have a weakened immune system, COVID-19 can lead to more serious illness? Staying up to date with recommended vaccines offers extra protection. @CVEEPSocial breaks down why an additional dose is recommended for high-risk individuals: bit.ly/3RW4SXF”

“¿Sabías que si tienes un sistema inmunitario debilitado, el COVID-19 puede causar una enfermedad más grave? Mantenerse al día con las vacunas recomendadas te brinda protección adicional. @CVEEPSocial te explica por qué se recomienda una dosis adicional para las personas con alto riesgo: bit.ly/4ipuDKv”

Immunocompromised Adults Remain At-Risk (version 2)

“When your immune system is weakened—because of a medical condition, or medications or treatments that suppress it—you're considered immunocompromised. That means it's harder to fight off infections like COVID-19. Extra vaccine protection can help. @CVEEPSocial explains why: bit.ly/3RW4SXF”

“Cuando tu sistema inmunitario está debilitado—ya sea por una afección médica o por medicamentos o tratamientos que lo suprimen— se considera que estás inmunocomprometido. Eso significa que es más difícil defenderte contra infecciones como el COVID-19. Una protección adicional con la vacuna puede ayudarte. @CVEEPSocial explica por qué: bit.ly/4ipuDK”v

4. Posters and PDF Documents From The [Stay Updated Campaign](#) on COVID-19 Booster Vaccination:

Posters & Risk Explainer PDFs	
English	Spanish
Posters: Stay Protected with an Additional COVID-19 Vaccine Dose	Pósters: Mantente protegido con otra dosis de la vacuna contra el COVID-19
COVID-19 is a Year-Round Threat	El COVID-19 es una amenaza durante todo el año
Adults 65+ Remain At-Risk	Los adultos de 65 años o más siguen en riesgo
Immunocompromised Adults Remain At-Risk	Los adultos inmunocomprometidos siguen en riesgo

5. Template Newsletter Copy On The Importance Of COVID-19 Boosters:

Don't Let COVID-19 Spoil Your Season (English)

“Did you know that older adults (65+) and individuals who are moderately or severely immunocompromised are more likely to get very sick from COVID-19?

“The good news? You can reduce your risk of severe illness by receiving recommended vaccines. Because protection from COVID-19 vaccines wanes over time, it is recommended that high-risk individuals receive another dose of the 2024-25 COVID-19 vaccine six months after their first dose. This includes anyone who is immunocompromised, as well as adults 65 years and older.

“While COVID-19 cases often increase during the winter, history shows that surges can happen any time of year. With travel, large gatherings, and events on the rise this time of year, it's important to remember COVID-19 is a year-round threat.

Visit cveep.org/stayprotected to read more about vaccine recommendations and how to stay protected all year long.

No dejes que el COVID-19 arruine tu temporada (Spanish)

¿Sabías que las personas mayores (65+) y aquellas con un sistema inmunitario moderado o gravemente comprometido tienen más probabilidades de contraer el COVID-19 grave?

¿La buena noticia? Puedes reducir el riesgo de enfermarte gravemente al recibir las vacunas recomendadas. Debido a que la protección de las vacunas contra el COVID-19 disminuye con el tiempo, se recomienda que las personas con alto riesgo reciban otra dosis de la vacuna contra el COVID-19 durante la temporada 2024-25 seis meses después de su primera dosis. Esto incluye a cualquier persona inmunocomprometida, así como a los adultos de 65 años o más. Aunque los casos de COVID-19 suelen incrementar durante el invierno, hemos visto que los aumentos pueden ocurrir en cualquier momento del año. Con los viajes, las reuniones grandes y más eventos durante esta temporada, es importante recordar que el COVID-19 representa una amenaza durante todo el año.

Como miembro de CVEEP, nos alegra compartir nuevos recursos de la campaña Mantente al Día sobre la importancia de recibir otra dosis de la vacuna actualizada contra el COVID-19 para los grupos de alto riesgo.

Visita cveep.org/mantenteprotegido para leer más sobre las recomendaciones de vacunas y cómo mantenerte protegido durante todo el año.

About America's Physician Groups

APG's approximately 340 physician groups comprise nearly 260,00 physicians and other clinicians providing care to nearly 90 million patients, including about 1 in 4 Americans and 1 in 3 Medicare Advantage enrollees. APG's motto, 'Taking Responsibility for America's Health,' represents our members' commitment to clinically integrated, coordinated, value-based health care in which physician groups are accountable for the costs and quality of patient care. Visit us at www.apg.org.###