



2023 Fall-Winter Updated COVID-19/PanResp Vaccines Push

Background

The Biden-Harris Administration has made historic progress in our nation's ability to manage COVID-19 so that it no longer meaningfully disrupts the way we live our lives. We're in our strongest position yet to fight COVID-19 and the viruses responsible for the majority of fall and winter hospitalizations – flu, COVID and RSV.

With winter and holiday gatherings right around the corner, more Americans getting their updated vaccine will help avoid COVID-19's worst outcomes. Over the next two months, HHS will focus on reaching Americans through stakeholder, community, and media engagements, with a special focus on seniors and other vulnerable populations, encouraging people to get vaccinated and stay protected.

We encourage Americans to get their COVID-19 vaccine in addition to their annual flu shot, and if you're over 60, your RSV vaccination. New parents should also talk to their doctors about an RSV immunization for their infants. And anyone who is high-risk and hasn't already received the latest vaccine should get one now. It's the safest way to protect oneself from severe disease and hospitalization. Visit [vaccines.gov](https://www.vaccines.gov) for more information.

United together, America can act to prevent the worst outcomes of COVID and protect our loved ones and community through getting an updated COVID-19 vaccine. Using this social media toolkit, we invite you to join us in our effort and post our sample social media messages and graphics to spread the word to your followers!

Talking Points

- As we head into the holiday season when families will be gathering, we will be encouraging Americans, particularly older adults, to get their COVID-19 vaccine in addition to their annual flu shot, and the RSV immunization.
- The Biden-Harris Administration has made historic progress in our nation's ability to manage COVID-19 so that it no longer meaningfully disrupts the way we live our lives.
- We have more tools and systems available to help protect yourself and your family as you head into the holidays, including:

- Safe vaccines for all three major fall and winter respiratory viruses – COVID, flu, and RSV – go to [vaccines.gov](https://www.vaccines.gov) to find one near you
- Widely available at-home COVID tests –available at [COVIDTests.gov](https://www.covidtests.gov)
- And widely available, effective COVID treatments
- It is a priority for this Administration to ensure that Americans – regardless of their income or health insurance status – can access vaccines free of charge, including the uninsured through the Bridge Access Program.
- COVID-19 vaccine distribution, which has shifted to the private market, is a lot different than it was last year and we need everyone to step up and do their part to get vaccinated.
- Since the updated COVID-19 vaccines rollout through the commercial market, we have made the following progress to keep Americans protected this respiratory virus season:
 - **Over 17 million** Americans have received the updated COVID-19 vaccine.
 - **26.2 million** vaccines have shipped to pharmacies and other locations, within **94% of Americans 12 years and older living within 5-miles** of a vaccination site.
 - **1.2 million vaccines** have been ordered through CDC’s Vaccines for Children (VFC) program, which provides vaccines to half of American children. Over 37,000 orders for pediatric Covid-19 vaccines have been placed by VFC providers.
 - **54 million tests** have been delivered to U.S. households so far thanks to [COVIDTests.gov](https://www.covidtests.gov)
- Protect yourself and your loved ones – your parents and your grandparents – by getting vaccinated!
- Go to [vaccines.gov](https://www.vaccines.gov) to find a vaccine near you.

Key Messages

To help protect yourself and your loved ones as you gather for the holidays, here are the tools that are available to you right now:

1 Get Vaccinated: For the first time, you can get vaccines for all three major fall and winter respiratory viruses – COVID-19, flu, and RSV. Visit [vaccines.gov](https://www.vaccines.gov) for more information.

2 Get Tested: Widely available at-home antigen tests can help you detect a COVID-19 infection and prevent you from unknowingly spreading the virus to your loved ones. Order yours at [COVIDTests.gov](https://www.covidtests.gov).

Tags

#VaxUp #NoMissedShots #FreeVaccinesforFall #GetYourShots

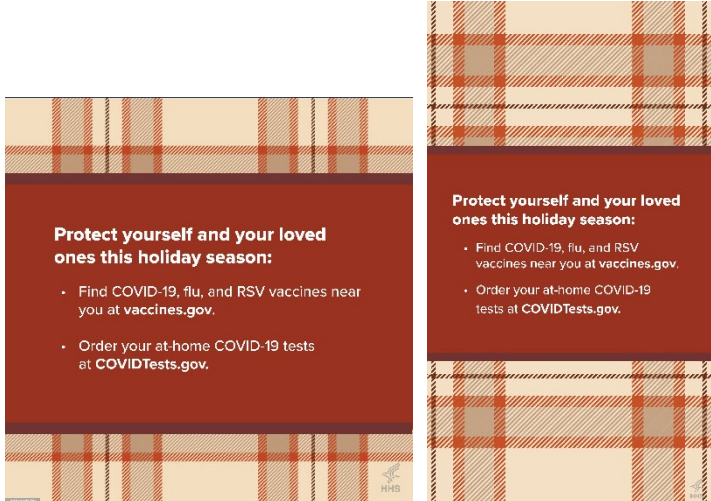
Assets

Available to download [here](#).

Share Your Photos

If you are getting an updated COVID-19 vaccine, make sure to post a picture on social media, use a suggested hashtag, and tag HHS (@HHSGov) so we can uplift it!

Sample Social Media

Format/Channel	Copy	Assets
General Graphic 1:1 for FB/X/IG 9:16 for FB/IG story	<ul style="list-style-type: none">• The holiday season is upon us! Getting protected this winter season means more time for joy, love, and family. Plan ahead and get your vaccination against COVID-19, flu, and RSV (if you're 60+). Visit vaccines.gov to find a vaccine near you.• Add COVID-19 tests to your holiday shopping list! You can get free COVID-19 tests mailed right to your door. Order today at covidtests.gov.	

Format/Channel	Copy	Assets
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General Graphic
 1:1 for FB/X/IG
 9:16 for FB/IG
 story

- Planning for COVID-19 protection makes for a safer, healthier holiday season. Get yourself and your loved ones vaccinated and stay up to date on your immunizations. Find updated vaccines at [vaccines.gov](https://www.vaccines.gov).
- As we head into the holiday season and plan gatherings with our families, it's the perfect time to get vaccinated against COVID-19, flu, and RSV. Go to [vaccines.gov](https://www.vaccines.gov) to find one near you.
- Remember: Even if you're uninsured, you can still get a free COVID-19 vaccine before the holidays through the Bridge Access Program. Learn more: <https://www.cdc.gov/vaccines/programs/bridge/index.html>



Format/Channel	Copy	Assets
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General Graphic
1:1 for FB/X/IG
9:16 for FB/IG story


- If you're 60+, you're at higher risks of severe infection and complication from COVID-19, flu, and RSV compared with young, healthy adults. Vaccinations can keep you out of the hospital and home with family this holiday season. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).
- Flu, COVID-19, and RSV can be especially dangerous for adults 60 and older. Vaccination can help you have a healthy holiday season with your loved ones. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).



General Graphic
1:1 for FB/X/IG
9:16 for FB/IG story

- @CDCgov recommends everyone 6 months and older get their COVID-19 and flu vaccination. Let's turn the holiday spirit up and keep the flu and COVID cases down. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).
- The only thing we want you to spread this holiday season is love and cheer. Prevent the spread of #flu, #COVID, and #RSV by getting vaccinated. Visit [vaccines.gov](https://www.vaccines.gov) to find a vaccine near you.



Format/Channel	Copy	Assets
General Graphic 1:1 for FB/X/IG 9:16 for FB/IG story	<ul style="list-style-type: none">• Presents aren't the only thing that can be delivered to your home this holiday season. Get free COVID tests delivered to your home. Visit COVIDtests.gov to place your order.• 'Tis the season for joy and family. Now is the time to get vaccinated against COVID-19, flu, and RSV before you see your loved ones again. Visit vaccines.gov to find vaccines near you.	

Graphic ALT Text:

- Protect yourself and your loved ones this holiday season:
 - Find COVID-19, flu, and RSV vaccines near you at [vaccines.gov](https://www.vaccines.gov).
 - Order your at-home COVID-19 tests at [COVIDTests.gov](https://www.covidtests.gov).
- Keep your holiday plans. Get vaccinated. Stay protected. Find vaccines near you at [vaccines.gov](https://www.vaccines.gov).
- Getting vaccinated means spending more time with the ones you love this holiday season.
- Protect yourself and the ones you love this holiday season. Get your COVID-19 vaccine and annual flu shot.
- Give the gift of a safe and healthy holiday season. Find Vaccines near you at [vaccines.gov](https://www.vaccines.gov).

Links to Learn More

- Statements on Authorization and Approval of Updated COVID-19 Vaccines
 - [FDA approval](#)
 - [CDC recommendation](#)
 - [Secretary Becerra statement](#)
 - [POTUS statement](#)
- Statements on Authorization and Approval of RSV Vaccine for Older Adults
 - [FDA approval](#)
 - [CDC recommendation](#)
 - [Secretary Becerra statement](#)
- Statements on Authorization and Approval of RSV Vaccine for Pregnant Individuals
 - [FDA approval](#)
 - [CDC recommendation](#)
- Bridge Access Program
 - [Bridge Access Program | CDC](#) Web page
 - [Bridge Access Promotional Materials](#) (fact sheet, social media graphics in English and Spanish)
 - [Bridge Access Program Resources](#), includes a Communications Toolkit to help partners and providers promote the Program (in [English](#) and [Spanish](#))
 - Frequently Asked Questions about the Bridge Access Program (in [English](#) and [Spanish](#))
- Influenza
 - [People at Higher Risk of Flu Complications](#)
 - [CDC Flu Digital Media Toolkit: 2023-2024 Flu Season](#)
 - [CDC Flu Social Media Toolkit \(English\)](#)
 - [CDC Flu Social Media Toolkit \(Spanish\)](#)
 - [Wild to Mild Flu Campaign](#)
 - [Flu & People 65 Years and Older](#)