African American and Hispanic Flu Outreach

Second Outreach
Dear [Patient Name],

Did you know there are many myths about influenza vaccines that persist from year to year? Here are a few:

**MYTH:** The side effects of the vaccine are worse than the flu itself.
**FACT:** The flu is much more serious! The CDC estimates that between 12,000 – 52,000 people die annually in the U.S of the flu. While most people will recover within a few weeks, some can develop complications including sinus and ear infections, pneumonia, and heart or brain inflammation.

**MYTH:** The vaccine doesn’t work – my friend got the vaccine and then got the flu.
**FACT:** The vaccine targets specific strains of the flu, but several flu virus strains are circulating all the time. However, being vaccinated improves your chances of being protected from the flu.

Third Outreach
Dear [Patient Name],

Did you know that flu vaccination coverage is lowest amongst the African American and Hispanic adult populations? Only 40.4% of African Americans and 38.6% of Hispanics received a vaccination during the 2020-2021 flu season. In addition, both groups are more likely to be hospitalized for flu-related complications compared to non-Hispanic Whites. This is challenged further by the fact that these communities suffer more from chronic health conditions such as asthma, diabetes, heart disease and obesity.