**Key Messages/Talking Points**

**Audience: Providers/Staff**

**Key Message to Staff:**

The first step in protecting yourself and your residents means rolling up your sleeves. Get your fall vaccinations now!

Did you know? Getting vaccinated is a proactive step toward preserving your health, supporting the well-being of residents, and maintaining high standards of care.

Here are other reasons to get vaccinated this fall:

* Flu, COVID-19, and RSV (Respiratory Syncytial Virus)
	+ This fall, the risk of respiratory illnesses is heighted. By getting vaccinated against these viruses, you decrease the chance of getting seriously ill, hospitalized, or dying should you become infected by any of them.
* Reduced Hospitalization Risk
	+ Vaccines significantly lower the risk of severe illness and hospitalizations due to COVID-19, flu, and RSV. Getting vaccinated means preventing a trip to the hospital, reducing the strain on health care resources, and maintaining your ability to care for loved ones and residents.
* Comprehensive Protection
	+ Save time by getting vaccinated against COVID-19, flu, and RSV all at once. Doing so provides you with a comprehensive shield against multiple respiratory illnesses, which can help reduce the risk of contracting these viruses, significantly reducing the risk of getting seriously ill, and spreading them to others.
* Protecting Vulnerable Residents
	+ By getting vaccinated you create a safer environment for the vulnerable residents under your care. It is a crucial step in preventing outbreaks within the center.
	+ As long term caregivers, we must continue to keep our guard up and follow other infection prevention measures (proper hand hygiene, wearing masks when necessary). But the vaccines are a key tool in our toolbox.
* Personal Well-Being
	+ Vaccination is a crucial step in safeguarding your own health. By getting vaccinated, you reduce the chances of falling seriously ill and experiencing severe symptoms that could impact your well-being.
* Continuity of Care
	+ As essential caregivers, your well-being is vital for providing consistent and quality care to residents. Vaccination helps prevent you from becoming seriously ill or hospitalized, so you are available to fulfill your caregiving responsibilities.
* Setting an Example
	+ Your decision to get vaccinated sets a positive example for residents, their families, and your colleagues. It demonstrates your commitment to health and safety and encourages others to follow your example.
* Professional Integrity
	+ Prioritizing your health through vaccination reflects your dedication to the profession and your commitment to providing exceptional care to residents.

* Contributing to Community Health
	+ Your choice to get vaccinated supports the broader effort to help reduce the impact of getting seriously ill. Your contribution helps protect not only the center but also the larger community.

* Reducing Workplace Disruption
	+ Vaccinations can help you avoid having to use up sick days and take unplanned absences.
	+ Encourage your colleagues to get vaccinated too! Together, we help maintain a stable workplace and ensure that residents continue to receive the care they depend on.

* Protecting Loved Ones
	+ By getting vaccinated, you can help protect not only yourself but also reduce the risk to your family members and friends. It is a way of showing care for those you hold dear.

* Expert Recommendations
	+ Leading health organizations and medical experts endorse these vaccines as effective tools in preventing severe illness.

**Audience: Residents/Family Members**

**Key Message to Residents:**

Don’t fall behind on your vaccinations. Reduce the risk of getting seriously sick this fall with COVID, flu, and RSV. Be sure to get vaccinated!

Did you know? Older adults and those with underlying conditions are at greater risk of severe illness from COVID-19, the flu, and RSV. But vaccines are proven to significantly reduce that risk. Protect yourself from a trip to the hospital this fall/winter.

Here are other reasons to get vaccinated this fall:

* Triple Protection
	+ This fall, getting vaccinated means you are taking a crucial step to help protect yourself against not just one, but three serious respiratory illnesses: COVID-19, the flu and RSV.
* Doctor Recommended
	+ Doctors and medical experts recommend these vaccines to protect individuals from these viruses and reduce serious illness and hospitalizations. Following their guidance ensures you are making informed choices for your health.
* Personal Safety
	+ Vaccinations offer a powerful shield against severe illnesses from the flu, COVID, and RSV. By getting vaccinated you significantly lower the risk of experiencing severe symptoms that could impact your health.
* Continued Independence
	+ Staying healthy by getting vaccinated enables you to maintain your independence and enjoy a higher quality of life. Vaccines help you stay active and engaged in the activities you love.
* Protecting Loved Ones
	+ Your decision to get vaccinated safeguards not only your well-being but also the health of your fellow long term care residents, the staff, and your family members and friends. You are creating a safer environment for everyone you care about.
* Maintaining Connections
	+ Staying healthy ensures you can continue to enjoy visits from loved ones, social events at the facility, and engagements with the community. Vaccinations supports your ability to stay connected.
* Empowering your Health
	+ By choosing to get vaccinated, you are taking an empowered step toward preserving your health and well-being. You are actively participating in your own safety.
* Contributing to Community Health
	+ Your decision to get vaccinated supports the well-being of the entire community. It is an essential step in preventing the spread of infections among residents and staff.
* Minimizing Disruptions
	+ Vaccinations help prevent disruptions in your daily life caused by illness. By reducing the risk of severe symptoms, you can continue enjoying the activities and routines you cherish.