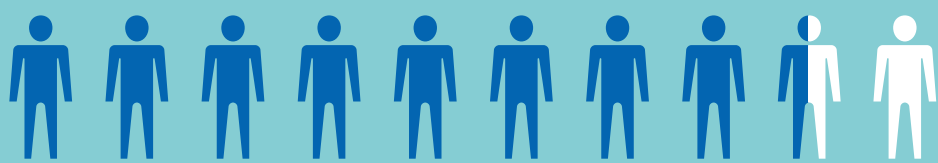
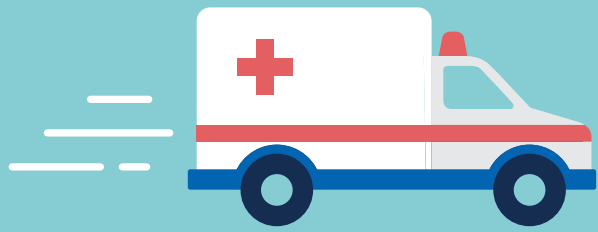


# Care For Older Adults? Care About Flu!


**Adults 65+**  
Are At Higher Risk

**50%-70%**  
of flu-related **HOSPITALIZATIONS**



**UP TO 85%**  
of flu-related **DEATHS**

  
**INCREASE**  
in the risk of **HEART ATTACK**  
**AND STROKE** – even weeks  
after recovery

  
**DECLINE**  
in general health and abilities  
**MAY BE PERMANENT**

  
Annual Vaccination Is Essential To  
Protect Adults 65+ Against Flu

## Boost Immune Response

Immune systems weaken with age, however  
**SPECIFICALLY-DESIGNED VACCINES** help  
**PROTECT OLDER ADULTS** against flu by  
creating a stronger immune response



## Talk To Your Patients



### **RECOMMEND VACCINATION**

Older adults are much more likely to get a flu shot when it is offered or recommended by a healthcare professional

### **DISCUSS OPTIONS**

Talk to patients 65+ about the importance of annual flu vaccination and specific vaccines most beneficial for them