

Seasonal Flu Vaccine for People Working on Farms

A COMMUNITY OUTREACH TOOLKIT

Farmworkers and farm owners, particularly those who work on poultry and dairy farms, may be exposed to H5N1 influenza (also called avian influenza or highly pathogenic avian influenza (HPAI)). Routine service providers for farms such as veterinarians, truck drivers, and hoof trimmers, as well as family members who live on the farm, may also be exposed to H5N1.

While the 2024-2025 seasonal flu vaccine does not specifically protect against H5N1, it can provide protection against other influenza infection, illness, and disease spread. We can get sick with more than one influenza virus at a time, and when that happens the different viruses can recombine into a new, and potentially more serious, virus.

It's especially important that people working and living on and around poultry and dairy farms get a seasonal flu vaccine this year.

What you can do

Using the resources available or linked in this toolkit, or other messaging you create, you can share the importance of seasonal flu vaccine and/or promote vaccine clinics to farmers, farmworkers, veterinarians, and others who may come into contact with poultry flocks or dairy herds through their daily activities.

Outreach resources included in this toolkit

Key Messages for Seasonal Flu Vaccine. These messages, available in English and Spanish, are created primarily for people working on farms, but you may find that several of the message options work for a broader audience. You are invited to use the phrases in the combinations that work best for you.

Flyers – English. A selection of flyers with various phrases and images to promote seasonal flu vaccination. The flyers all include an optional text box where you can add information about a specific clinic, a website, or other custom messaging you would like to share.

Flyers – Spanish. The Spanish language flyers have the same messages and optional text box as the English versions.

Additional MDH outreach resources available for download

The materials listed below can be found, along with other flu outreach items, at [Materials: Influenza \(https://www.health.state.mn.us/diseases/flu/poster.html\)](https://www.health.state.mn.us/diseases/flu/poster.html).

Social media images – English. Square images formatted for social media and messaging platforms with short promotional messages.

Social media images – Spanish. The Spanish language social media images have the same messages as the English versions.

Animated graphic. A short video showing a person getting a quick and easy vaccine from a health care professional in a community event setting.

Dairy and poultry farm workers resources. Information on personal protective equipment and health information for people in contact with dairy herds that are positive for H5N1.

Additional flu vaccine outreach materials

[Flu Resource Center \(Centers for Disease Control and Prevention\) \(https://www.cdc.gov/flu-resources/index.html\)](https://www.cdc.gov/flu-resources/index.html). This resource page for flu is designed for partners to access and use various materials to share about flu and flu vaccination. These resources cover a wide range of topics related to symptoms, treatment options, prevention strategies, and more. It provides partners and health care providers with engaging and informative content that they can easily incorporate into their own communication efforts to educate their audiences about flu and promote preventive measures. Spanish language materials available.

Minnesota Department of Health
Infectious Disease Epidemiology, Prevention and Control
PO Box 64975
St. Paul, MN 55164-0975
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10/16/2024

To obtain this information in a different format, call: 651-201-5414.

Key Messages for Seasonal Flu Vaccine

FOR PEOPLE WORKING ON FARMS

This document includes several key messages, in English and Spanish, for promoting seasonal flu vaccine for farmers, farmworkers, and people who may live on or visit a farm as part of their daily activities. It also includes examples of how those messages can be used effectively for a variety of platforms. You are invited to use the phrases in whatever ways and combinations work best for your community and the way you will be sharing the message.

Key messages

English	Spanish
You provide for your family. You can protect them, too.	Usted provee para su familia. Usted también puede protegerlos.
Getting a flu vaccine is quick and easy. And it's important, especially for farmers and farmworkers who work with poultry and dairy cows.	Ponerse una vacuna contra la gripe es rápido y fácil. Y es importante, especialmente para los agricultores y trabajadores agrícolas que trabajan con aves de corral y vacas lecheras.
It's always a good idea to get a seasonal flu vaccine, but this year it is even more important for farmworkers and others who work with poultry flocks and dairy herds.	Siempre es una buena idea ponerse la vacuna contra la gripe estacional, pero este año es aún más importante para los trabajadores agrícolas y otras personas que trabajan con bandadas de aves de corral y rebaños de ganado lechero.
Flu viruses can be shared between people and some animals, and we can get sick with more than one flu virus at a time. When that happens, the different flu viruses can combine into a new virus. That new virus can make us, and our flocks and herds, very sick.	Los virus de la gripe pueden ser compartidos entre personas y algunos animales y podemos enfermarnos con más de un virus de la gripe al mismo tiempo. Cuando eso ocurre, los diferentes virus de la gripe pueden combinarse en un nuevo virus. Ese nuevo virus puede enfermarnos gravemente, tanto a nosotros como a nuestras bandadas y rebaños.
Getting a flu vaccine can keep you and your family healthy for work, school, and play.	Ponerse la vacuna contra la gripe puede mantenerlo a usted y a su familia sanos para el trabajo, la escuela y el ocio.

KEY MESSAGES FOR SEASONAL FLU VACCINE

English	Spanish
Staying healthy means fewer days off work, allowing you to focus on what matters most.	Mantenerse sano significa menos días libres del trabajo, permitiéndole centrarse en lo que más importa.
Getting the flu vaccine is the best way to keep your family, your herd or flock, and yourself healthy.	Ponerse la vacuna contra la gripe es la mejor manera de mantener saludable a su familia, su bandada o rebaño y a si mismo.
Protect yourself and those around you by getting a flu vaccine.	Protéjase a sí mismo y a los que le rodean poniéndose la vacuna contra la gripe.
Young children, elders, and others who are at risk for getting very sick from the flu depend on you to do your part to help keep us all healthy.	Los niños pequeños, los ancianos y otras personas que están en riesgo de enfermarse gravemente por la gripe dependen de que usted haga su parte para ayudar a mantenernos a todos saludables.
Anyone can get the flu, and it can make you very sick.	Cualquiera puede contraer la gripe, y puede enfermar gravemente.
Everyone 6 months of age and older should get a flu vaccine every year.	Todas las personas mayores de 6 meses deben recibir una vacuna contra la gripe cada año.
Protect your family.	Proteja a su familia.
Protect your flock.	Proteja a su bandada.
Protect your herd.	Proteja a su rebaño.
Insurance is not required.	No se requiere seguro.
Vaccines are free.	Las vacunas son gratuitas.
Get your flu shot.	Póngase la vacuna contra la gripe.
The flu vaccine is safe.	La vacuna contra la gripe es segura.
You cannot get the flu from the flu vaccine.	No puede contraer la gripe por la vacuna contra la gripe.

KEY MESSAGES FOR SEASONAL FLU VACCINE

English	Spanish
Flu is caused by a virus that attacks the nose, throat, and lungs. It can cause mild to severe illness and at times can lead to death.	La gripe es causada por un virus que ataca la nariz, la garganta y los pulmones. Puede causar enfermedades leves a graves y, en ocasiones, puede llevar a la muerte.
Find a flu vaccine near you:	Encuentre una vacuna de la gripe cerca de usted:

Example uses

Short article for newsletter or email

English	Spanish
<p>It's always a good idea to get a seasonal flu vaccine, but this year it is even more important for farmworkers and others who work with poultry flocks and dairy herds.</p> <p>Flu viruses can be shared between people and some animals, and we can get sick with more than one flu virus at a time. When that happens, the different flu viruses can combine into a new virus. That new virus can make us, and our flocks and herds, very sick.</p> <p>You provide for your family. You can protect them, too. Young children, elders, and others who are at risk for getting very sick from the flu depend on you to do your part to help keep us all healthy.</p>	<p>Siempre es una buena idea ponerse la vacuna contra la gripe estacional, pero este año es aún más importante para los trabajadores agrícolas y otras personas que trabajan con bandadas de aves de corral y rebaños de ganado lechero.</p> <p>Los virus de la gripe pueden ser compartidos entre personas y algunos animales y podemos enfermarnos con más de un virus de la gripe al mismo tiempo. Cuando eso ocurre, los diferentes virus de la gripe pueden combinarse en un nuevo virus. Ese nuevo virus puede enfermarnos gravemente, tanto a nosotros como a nuestras bandadas y rebaños.</p> <p>Usted provee para su familia. Usted también puede protegerlos. Los niños pequeños, los ancianos y otras personas que están en riesgo de enfermarse gravemente por la gripe dependen de que usted haga su parte para ayudar a mantenernos a todos saludables.</p>

Social media

This text can accompany one of the provided social media images or the short, animated video.

English	Spanish
<p>Getting a flu vaccine is quick and easy. And it's important, especially for farmers and farmworkers who work with poultry and dairy cows.</p> <p>Find a flu vaccine near you: [insert MDH Where to Get Vaccinated website* or information about a clinic in your community]</p>	<p>Ponerse una vacuna contra la gripe es rápido y fácil. Y es importante, especialmente para los agricultores y trabajadores agrícolas que trabajan con aves de corral y vacas lecheras.</p> <p>Encuentre una vacuna de la gripe cerca de usted:</p>
<p>You provide for your family. You can protect them, too. Young children, elders, and others who are at risk for getting very sick from the flu depend on you to do your part to help keep us all healthy.</p> <p>Get your flu shot.</p>	<p>Usted provee para su familia. Usted también puede protegerlos. Los niños pequeños, los ancianos y otras personas que están en riesgo de enfermarse gravemente por la gripe dependen de que usted haga su parte para ayudar a mantenernos a todos saludables.</p> <p>Póngase la vacuna contra la gripe.</p>
<p>Staying healthy means fewer days off work, allowing you to focus on what matters most.</p> <p>Protect your family.</p> <p>Protect your herd.</p> <p>Get your flu shot.</p>	<p>Mantenerse sano significa menos días libres del trabajo, permitiéndole centrarse en lo que más importa.</p> <p>Proteja a su familia.</p> <p>Proteja a su rebaño.</p> <p>Póngase la vacuna contra la gripe.</p>

*[Where to Get Vaccinated \(MDH\): https://www.health.state.mn.us/people/immunize/basics/vaxfinder.html](https://www.health.state.mn.us/people/immunize/basics/vaxfinder.html)

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Find out more about where to get vaccinated

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Protect your family.

Protect your flock.

Get your flu shot.

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Flu viruses can be shared between people and some animals, and we can get sick with more than one flu virus at a time. When that happens, the different flu viruses can combine into a new virus. That new virus can make us, and our flocks and herds, very sick. Find out more about where to get vaccinated:

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Insurance is not required.
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Usted provee para su familia. Usted también puede protegerlos. Póngase la vacuna contra la gripe.

Encuentre una vacuna de la gripe cerca de usted:
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Usted también puede protegerlos.
Póngase la vacuna contra la gripe.**



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Proteja a su familia.

Proteja a su bandada.

Póngase la vacuna contra la gripe.

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Proteja a su familia.

Proteja a su bandada.

Póngase la vacuna contra la gripe.

No se requiere seguro.

Las vacunas son gratuitas.

Encuentre una vacuna de la gripe cerca de usted:

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Proteja a su familia.

Proteja a su rebaño.

Póngase la vacuna contra la gripe.

No se requiere seguro.

Las vacunas son gratuitas.

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