



# ***RISK LESS. DO MORE. CAMPAIGN*** **TOOLKIT FOR CAREGIVER NATION NETWORK**

## **ABOUT THIS TOOLKIT:**

The National Alliance for Caregiving is excited to partner with the U.S. Department of Health and Human Services' (HHS) national public health campaign, *Risk Less. Do More.* This educational campaign aims to increase awareness of important vaccines that can reduce the risk of serious illness from flu, COVID-19, and RSV and to limit the spread of these viruses.

With 53 million family caregivers as the cornerstone of our healthcare system and economy, and many caring for loved ones who are at high risk for severe illness, our participation in this campaign is a step towards empowering caregivers. By increasing access to information about these vaccines, we aim to support and protect both caregivers and those they care for.

We invite you to join us in ensuring that all caregivers have the information and tools they need to make informed decisions about vaccines.

## **RESOURCES:**

- [Social media post copy and graphics](#)
- [Newsletter copy](#)
- [Posters](#)

## SOCIAL MEDIA POST COPY AND GRAPHICS

Use these sample social media posts to encourage your community to get this season's flu, COVID-19, and RSV vaccines.

Please feel free to tag the National Alliance for Caregiving - all of our handles are below:

- [Facebook](#)
- [X \(@NA4Caregiving\)](#)
- [Linkedin](#)
- [Instagram](#)

Post #1

**Graphic #1 - [Download here!](#)**



**Post Copy #1:**

According to NAC/AARP's Caregiving in the U.S. 2020 report, 1 in 4 family caregivers find it difficult to take care of their own health. By prioritizing their own health and getting vaccinated, caregivers can continue their critical work while protecting themselves and their communities.

This season's vaccines can help keep caregivers from getting seriously ill with flu, COVID-19, and RSV.

We encourage all caregivers to protect yourself and get vaccinated so you can risk less and do more. Learn more at [cdc.gov/RiskLessDoMore](https://www.cdc.gov/RiskLessDoMore)

#RiskLessDoMore

## Post #2

**Graphic #2- [Download here!](#)**



### **Post Copy #2:**

Do you care for an older adult? You're not alone. According to NAC/AARP's Caregiving in the U.S. 2020 report, 79 percent of our country's 53 million family caregivers in the U.S. care for an adult age 50 or older.

When you help your older loved one get vaccinated, you're helping protect them from getting very sick from flu, COVID-19, and RSV.

Get started at [vaccines.gov](https://vaccines.gov)

#RiskLessDoMore

## NEWSLETTER COPY

*Use this sample newsletter copy as is or use it as inspiration for your own messages to encourage your community to get this season's flu, COVID-19, and RSV vaccines.*

### **Flu, COVID-19, and RSV Vaccines: Reasons to Get Vaccinated This Season**

Family caregivers are so often focused on the needs of their care recipients that they neglect their own health. As we enter the colder months, respiratory illnesses like flu, COVID-19, and RSV become more prevalent. Some people are at higher risk of getting seriously sick or ending up in the hospital if they get infected with one of these viruses, which is why it's critical for family caregivers to protect their own health as well as the health of their loved ones.

The good news is that flu, COVID-19, and RSV vaccines boost your protection against severe illness and hospitalization.

**Who's at high risk for a severe case of flu or COVID-19?** People 65 years and older, people with certain medical conditions, and people with weakened immune systems.

**Who's at high risk for a severe case of RSV?** People 75 years and older, people 60 and older who live in nursing homes, and people 60 and older with certain medical conditions.

**What if I'm pregnant?** Vaccinating against flu and COVID-19 during your pregnancy can help keep you from getting very sick and can even help protect your baby. A doctor may also recommend that you get an RSV vaccine while pregnant to help protect your baby from serious RSV disease.

One way to protect yourself from severe flu, COVID-19, or RSV illness is to get vaccinated. Don't wait! Talk to a doctor about what vaccines are right for you, so you can make a vaccine appointment today.

**Get started at [vaccines.gov](https://www.vaccines.gov)**

**RISK LESS.  
DO MORE.**  
Get this season's vaccines



A campaign to increase awareness and uptake of vaccines for flu, COVID-19, and RSV in at-risk populations.

# POSTERS

Print out these posters to share with your community or send them virtually.

## Flu & COVID-19 Posters

### Poster #1 (English)

[Download here!](#)

**Flu and COVID-19: What You Should Know**

Flu and COVID-19 are illnesses caused by viruses that can spread through the air. Did you know...?

- People who are 65 and older, who are pregnant, who have certain medical conditions like lung disease, obesity, diabetes, or heart disease; or who have a weakened immune system are more likely to get very sick or need hospital care from flu and COVID-19.
- Everyone 6 months and older should get this season's flu and COVID-19 vaccines.
- Flu and COVID-19 vaccines keep your symptoms mild if you do get infected.
- Prevention is ALWAYS the best option—vaccines can help you risk less and do more!

Get started at [vaccines.gov](https://vaccines.gov)

**RISK LESS. DO MORE.**  
Get the season's vaccines

### Poster #2 (Spanish)

[Download here!](#)

**La gripe y el COVID-19: Lo que debes saber**

La gripe y el COVID-19 son enfermedades causadas por virus que pueden propagarse por el aire. ¿Sabías que...?

- Las personas de 65 años o más, las personas embarazadas, o aquellas que tienen ciertas condiciones médicas como enfermedades pulmonares, obesidad, diabetes o enfermedades cardíacas, o que tienen sistemas inmunitarios debilitados, son más propensas a enfermarse gravemente o necesitar atención hospitalaria por la gripe y el COVID-19.
- Todas las personas, a partir de los 6 meses de edad, deberían vacunarse contra la gripe y el COVID-19 esta temporada.
- Las vacunas contra la gripe y el COVID-19 mantienen los síntomas leves si te contagias.
- La prevención SIEMPRE es la mejor opción: las vacunas pueden ayudarte a fortalecer menos y hacer más!

Empieza en [vaccinas.gov](https://vaccinas.gov)

**ARRIESGA MENOS. HAZ MÁS.**  
Para la salud de la temporada.

## RSV Posters

### Poster #1 (English)

[Download here!](#)

**What is RSV and do you need an RSV vaccine?**

RSV is a common respiratory virus that usually causes mild, cold-like symptoms. But for older adults and infants, RSV can cause disease deep in their lungs.

That's why an RSV vaccine is recommended for anyone:

- Age 75 or older
- Ages 60-74 with conditions such as heart or lung disease, obesity, or diabetes
- Age 60 or older in a nursing home
- 32-36 weeks pregnant during RSV season (September 1-January 31) to protect the baby from severe RSV disease in their first 6 months

Get started at [vaccines.gov](https://vaccines.gov)

**RISK LESS. DO MORE.**  
Get the season's vaccines

### Poster #2 (Spanish)

[Download here!](#)

**¿Qué es el VRS? ¿Necesitas una vacuna contra el VRS?**

El virus respiratorio sincitial, o VRS (RSV, por sus siglas en inglés), es un virus respiratorio común que suele causar síntomas similares a los de un resfriado leve. Pero en los adultos mayores y los bebés, el VRS puede causar infecciones graves en los pulmones.

Por eso se recomienda una vacuna contra el VRS para cualquier persona:

- de 75 años o más,
- de 60 a 74 años con condiciones como enfermedades cardíacas, pulmonares, obesidad o diabetes,
- de 80 años o más que vive en un hogar para adultos mayores,
- de 32 a 36 semanas de embarazo durante la temporada del VRS (del 1 de septiembre al 31 de enero) para proteger al bebé de enfermarse gravemente del VRS en sus primeros 6 meses.

Empieza en [vaccinas.gov](https://vaccinas.gov)

**ARRIESGA MENOS. HAZ MÁS.**  
Para la salud de la temporada.