

Partner With Families

Protect Children From Influenza



VACCINE
PROTECTION
STARTS
WITH YOU

Employing effective vaccine recommendations in pediatric care

Influenza remains a serious, preventable threat to children.

Your recommendation and vaccination at every visit save lives.



Strong Recommendation: Example Language

I recommend the influenza vaccine for your child today because it helps protect against serious illness. What questions do you have?

CHILDREN AT HIGHER RISK FOR SEVERE INFLUENZA



Children <5 years
(especially <2 years)



Chronic lung
disease
(eg, asthma)



Congenital
heart disease



Immunocompromised
conditions



Neurologic
conditions



Hemoglobin
disorders



Severe obesity
(BMI ≥40)



Many other chronic
medical conditions
(eg, diabetes)



HOW HCPs CAN MAKE THE DIFFERENCE

Address Confidence: Strongly recommend the flu vaccine to every parent/caregiver.

- Use presumptive recommendations.
- Address questions and misinformation.

Address Complacency:

- Educate about benefits and safety.
- Reduce missed opportunities.

Address Convenience:

- Partner with schools, communities, and pharmacies to improve access.
- Leverage standing orders, EMR alerts, and reminder/recall systems.
- Arrange vaccination if administration cannot occur that day.



Your recommendation today
protects their tomorrow.



THE BOTTOM LINE

Influenza vaccination is safe, effective, and our best tool to prevent severe illness, hospitalization, and death in children.

More protection. Fewer illnesses. Stronger communities.

Sources: CDC. 2024–25 U.S. Flu Season Burden; FluVaxView: 2024–25 Influenza Vaccination Coverage; CDC. 2025–26 Influenza Season; MMWR. 2024–25 Influenza–Associated Pediatric Deaths.



Scan QR code for more information or visit:
Deceraclinical.com/PowerUpFluVaxProgram

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