UNBRANDED MATERIALS GUIDE

This marketing guide features all disease state resources available for you to use to help reach your immunization campaign goals.

A variety of assets is available, including educational and marketing materials for both HCPs and patients. The goal is to raise awareness of flu, COVID-19, shingles, whooping cough, RSV, meningitis, and other preventable diseases, highlighting the importance of vaccination.

Please reach out to your representative or the VaxServe marketing team for more information at VaxServeMarketing@VaxServe.com.

01 PATIENT FACING MATERIALS

02 HEALTHCARE PROFESSIONAL FACING MATERIALS

Tap or click each section to see materials available.

01

PATIENT FACING MATERIALS

FLU

01

PATIENT FACING MATERIALS

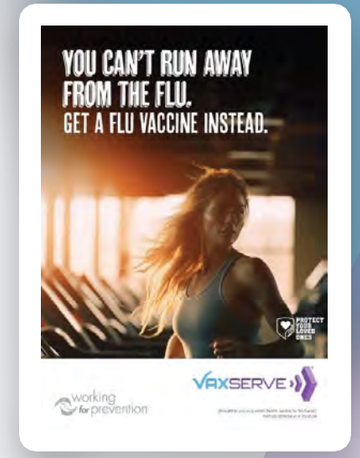
Flu: Working for Prevention Flashcards

Target Audience: Parents or guardians of children, elderly individuals, families planning vacations, individuals with specific outing plans who are eligible for the flu vaccine.

Objective: These flashcards raise awareness about influenza by providing key information on symptoms, risks, and the importance of timely vaccination.

Click on the image to download the asset.

Front Cover Options



Back Side of Flashcard

FLU

01

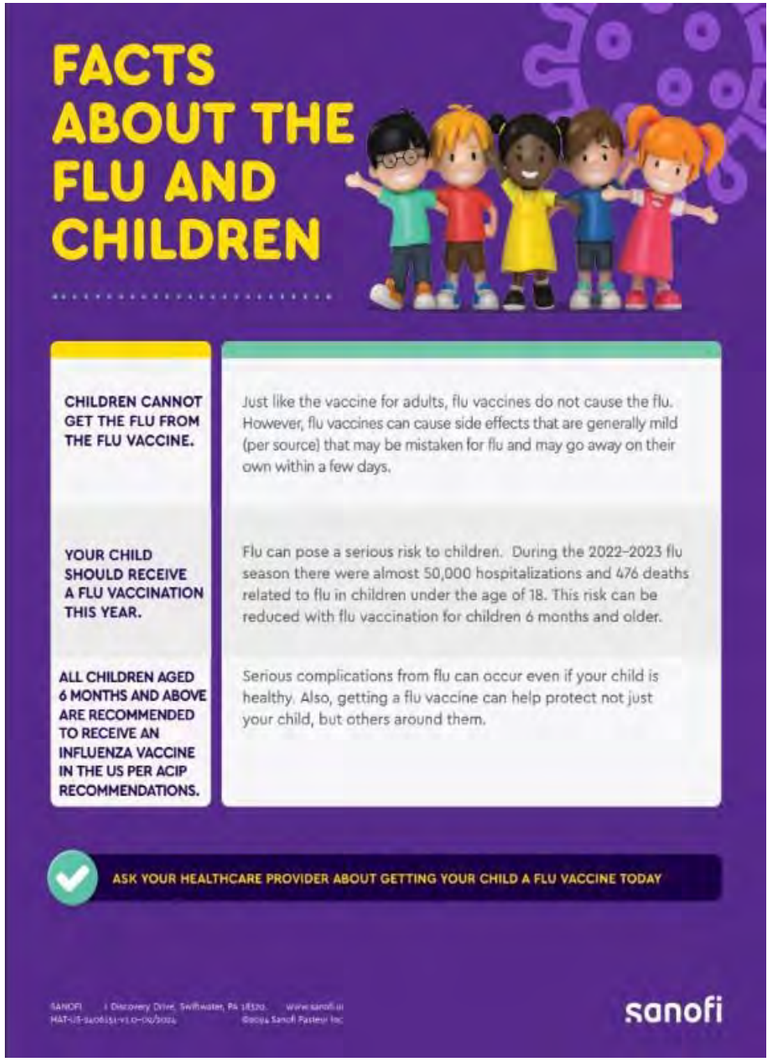
PATIENT FACING MATERIALS

Flu Myth-Busters Flashcard

Target Audience: People who might be considering a flu vaccine but would like to learn more.

Objective: Use this flashcard to help educate patients on common misconceptions about flu and flu vaccines.

Click on the image to download the asset.



FLU

01

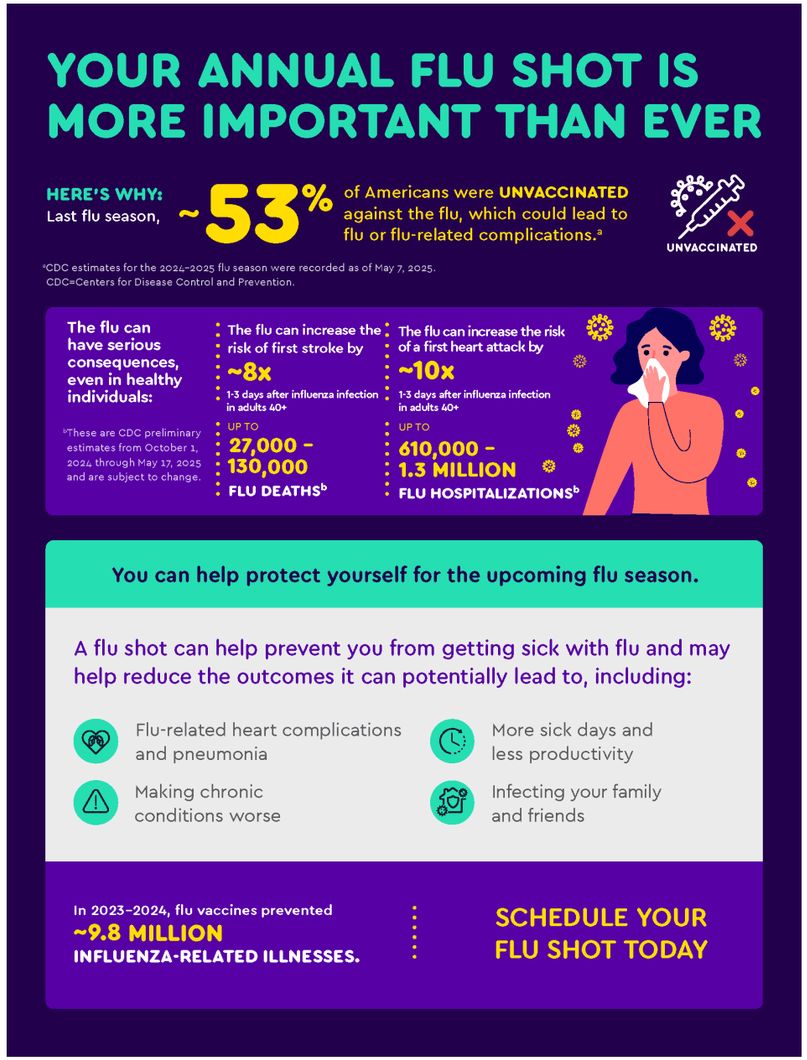
PATIENT FACING MATERIALS

Retail Flu Shot Importance Flashcard

Target Audience: Eligible patients who may not think they need a flu shot every year.

Objective: This flashcard helps educate patients on the importance of annual flu vaccination and highlights the option of co-administration of vaccines.

Click on the image to download the asset.



COVID

01

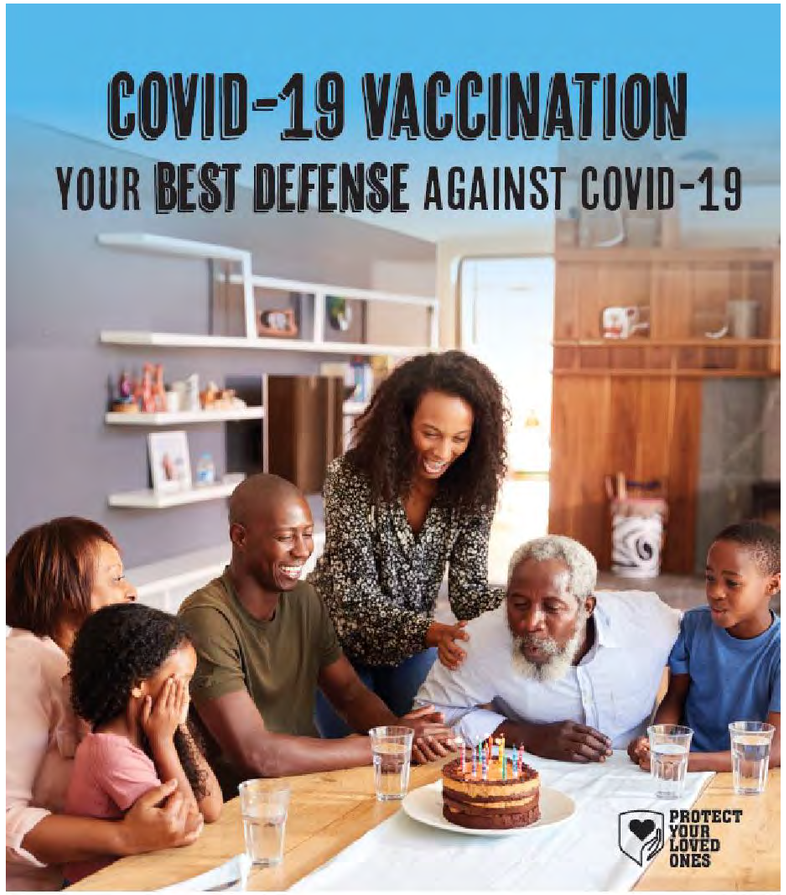
PATIENT FACING MATERIALS

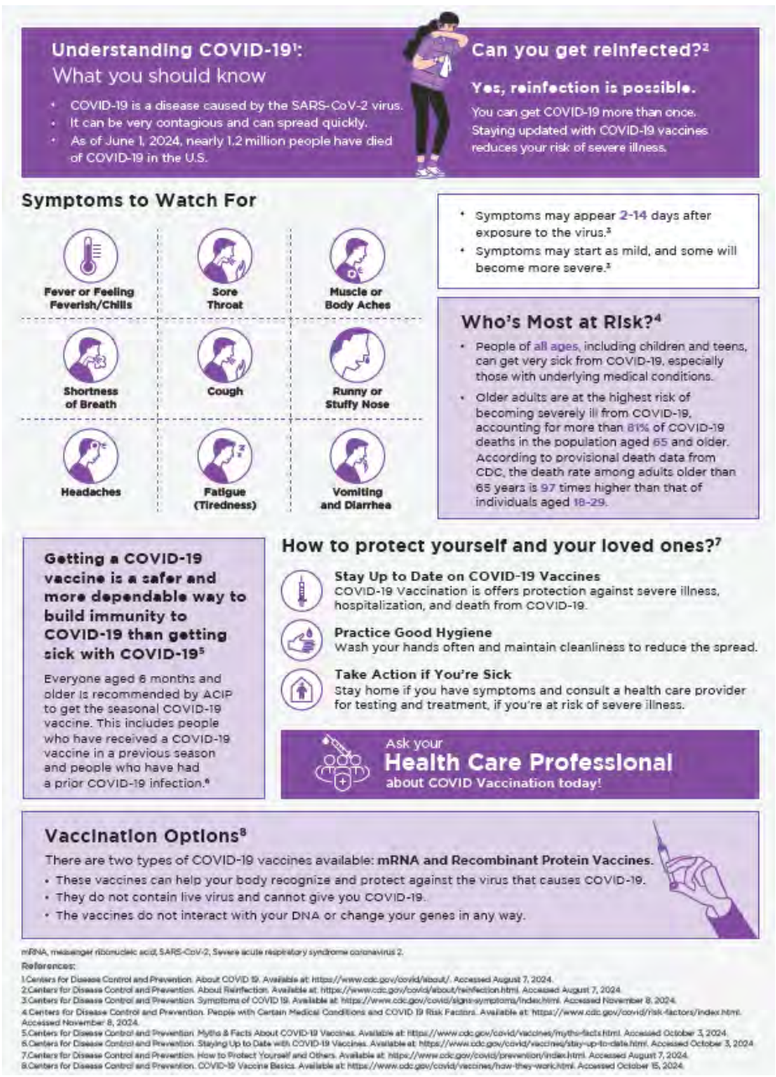
COVID Working for Prevention

Target Audience: Families uncertain about why COVID-19 vaccination is important.

Objective: This material educates families on how COVID-19 spreads and how vaccination can help protect themselves and loves ones.

Click on the image to download the asset.





COVID

01

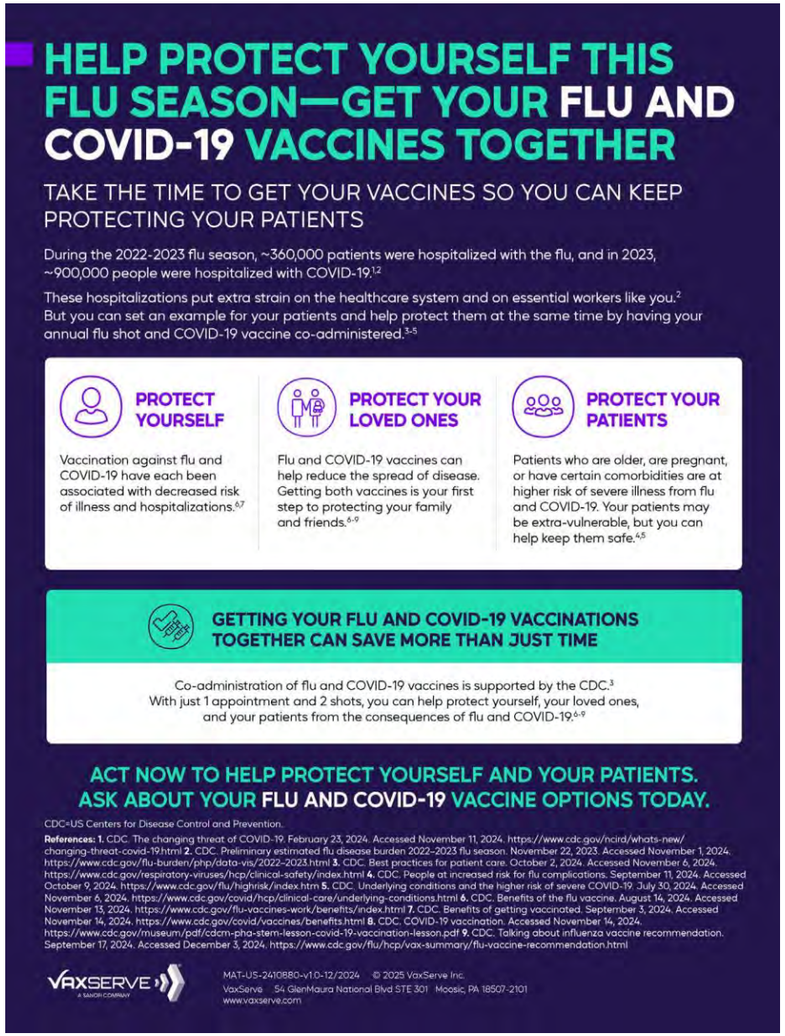
PATIENT FACING MATERIALS

Unbranded COVID & Flu Handout for Healthcare Employees

Target Audience: Healthcare workers, especially those in direct patient care, who face a higher risk of exposure to flu and COVID-19.

Objective: This material encourages healthcare workers to get both flu and COVID-19 vaccines to help protect themselves, their patients, and families, highlighting the possibility of co-administration.

Click on the image to download the asset.



RSV

01

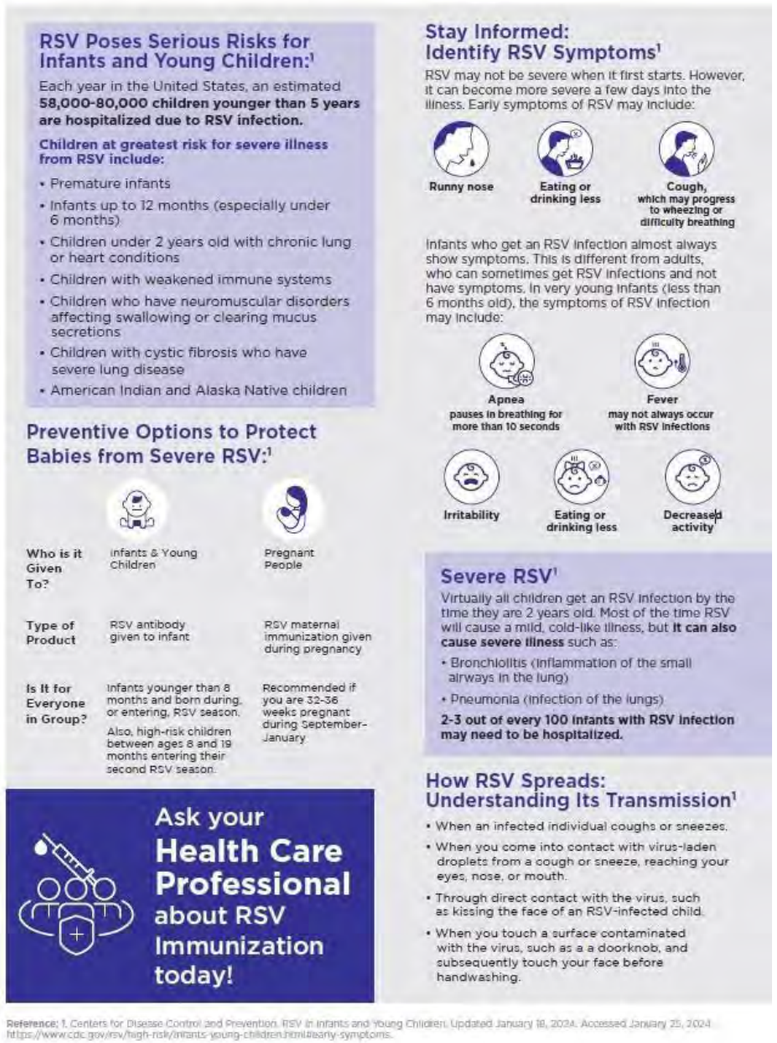
PATIENT FACING MATERIALS

RSV Infants

Target Audience: Parents, caregivers of young children, and expectant mothers.

Objective: This material informs about RSV risks, symptoms, transmission, and prevention.

Click on the image to download the asset.



RSV

01

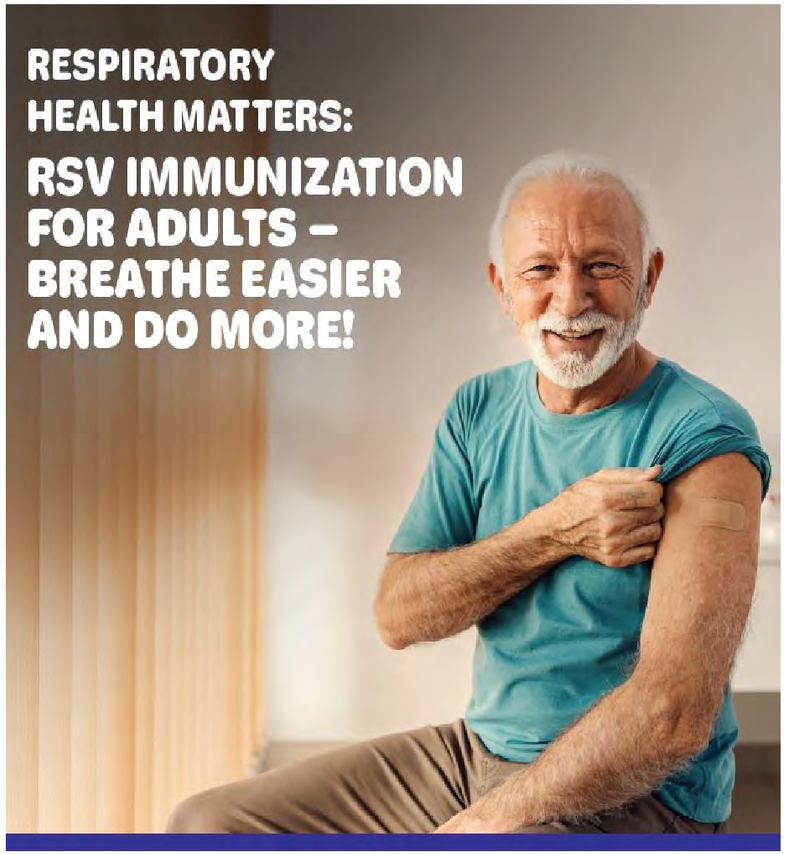
PATIENT FACING MATERIALS

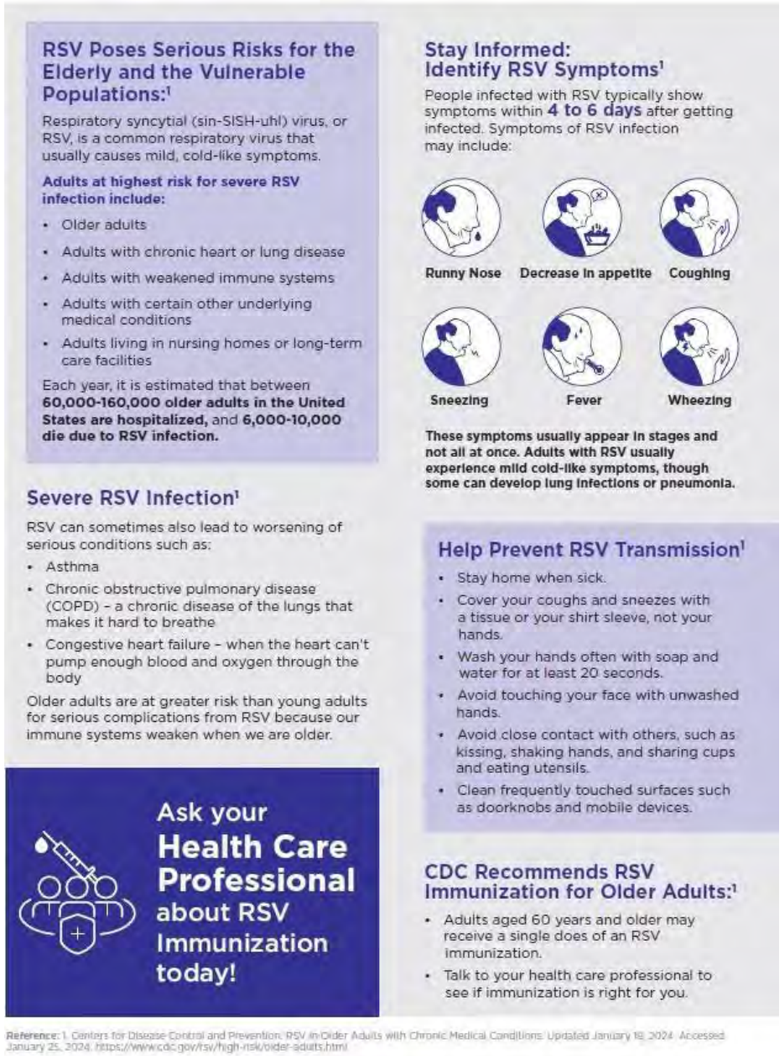
RSV Older Adults

Target Audience: Older adults and individuals with chronic medical conditions or weakened immune systems.

Objective: This material educates older adults on RSV risks, symptoms, complications, and the importance of vaccination.

Click on the image to download the asset.





RSV

01

PATIENT FACING MATERIALS

RSV Social Posts

Target Audience: Parents and caregivers of infants under 12 months, especially new or expecting parents and those approaching RSV season.

Objective: This material raises awareness of RSV risks in infants, highlights seasonal relevance, and encourages parents to talk to healthcare providers about immunization.

Click on the image to download the asset.

TRAVEL

01

PATIENT FACING MATERIALS

Before You Travel

Target Audience: International travelers, including families, students, volunteers, and those with health concerns.

Objective: This material encourages travelers to get recommended vaccines before departure to help stay protected from preventable diseases abroad.

Click on the image to download the asset.

TRAVEL

01

PATIENT FACING MATERIALS

Travel Corporate Poster

Target Audience: Business professionals, executives, and employees traveling internationally for work.

Objective: This material encourages business travelers to consult healthcare providers about required vaccines to help stay protected during international trips.

Click on the image to download the asset.

TRAVEL

01

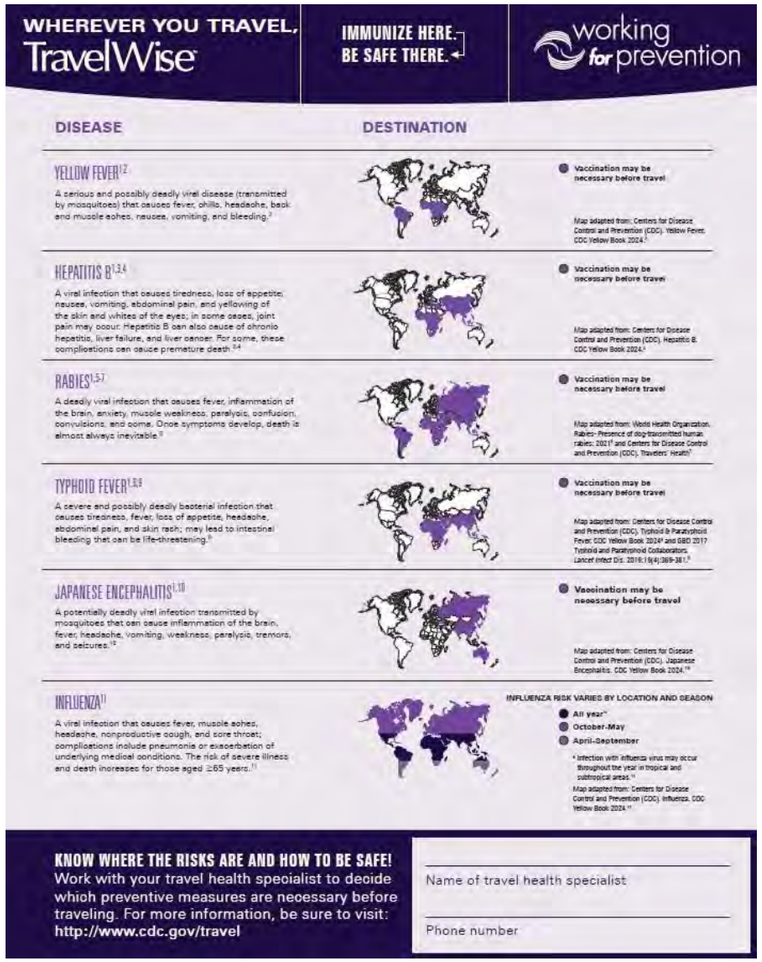
PATIENT FACING MATERIALS

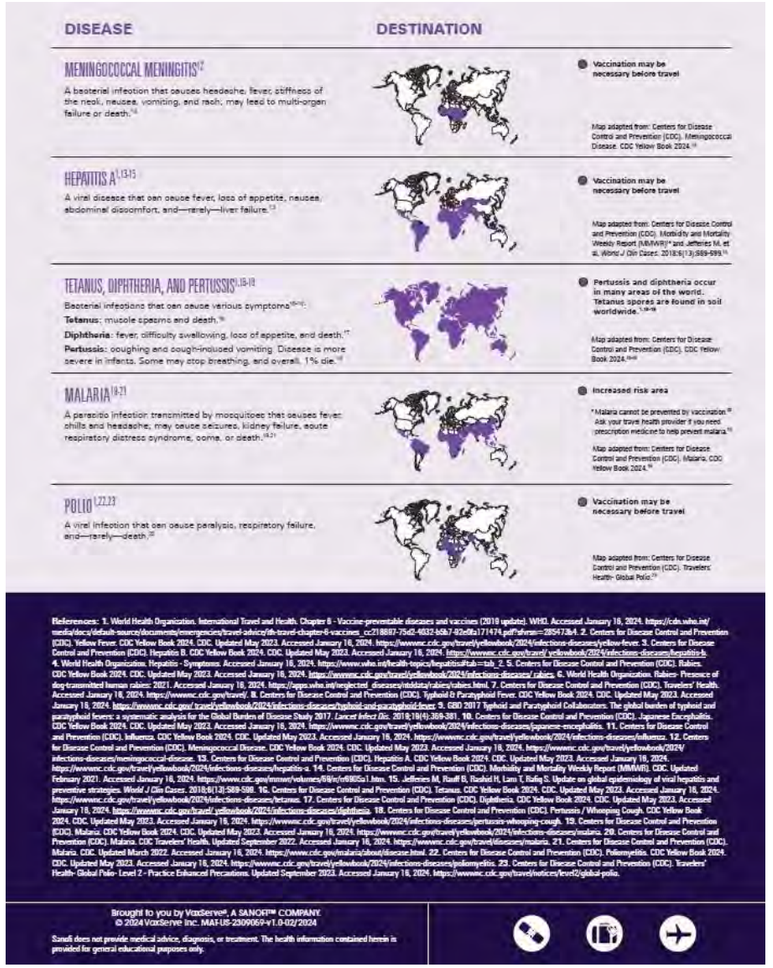
Travel Disease Map Flashcard

Target Audience: International travelers, especially those visiting regions with a high risk of infectious diseases, to help them understand the importance of pre-travel vaccination.

Objective: This material informs travelers about destination-specific health risks and vaccines. It offers expert contact information for personalized travel health advice.

Click on the image to download the asset.





TRAVEL

01

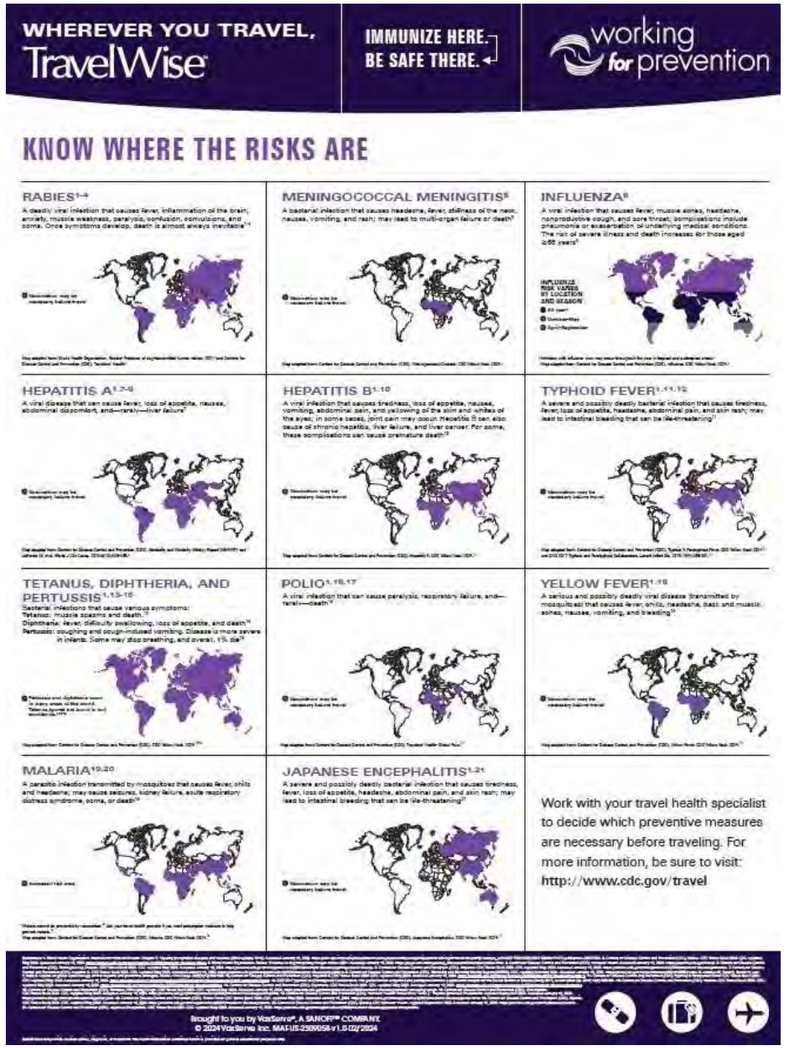
PATIENT FACING MATERIALS

Travel Disease Map Poster

Target Audience: Health-conscious travelers concerned about safety and well-being during travel.

Objective: To encourage travelers to consult a travel health specialist to identify necessary vaccines, medications, and precautions before their trip.

Click on the image to download the asset.



TRAVEL

01

PATIENT FACING MATERIALS

Travel Patient Information

Target Audience: International travelers, particularly those visiting high-risk regions.

Objective: The material informs travelers about health risks, offers essential tips, emphasizes the importance of vaccinations, and promotes preventive steps for a safe and healthy trip.

Click on the image to download the asset.

TRAVEL

01

PATIENT FACING MATERIALS

Travel Poster Protect Their Health

Target Audience: International travelers, particularly those visiting high-risk regions who seek to protect themselves and others.

Objective: This poster highlights the importance of pre-travel vaccination to help protect travelers and prevent the spread of disease during and after international trips.

Click on the image to download the asset.

TRAVEL

01

PATIENT FACING MATERIALS

Travel Vaccinate 1 Month in Advance

Target Audience: International vacationers, families, and health-conscious travelers visiting destinations with health risks.

Objective: This material reminds travelers to get vaccinated at least one month before departure to help stay protected during their trip.

Click on the image to download the asset.

TRAVEL

01

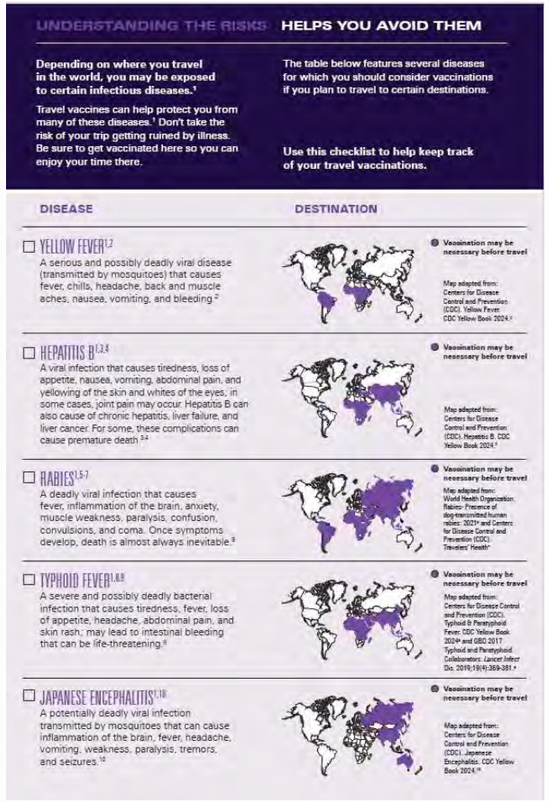
PATIENT FACING MATERIALS

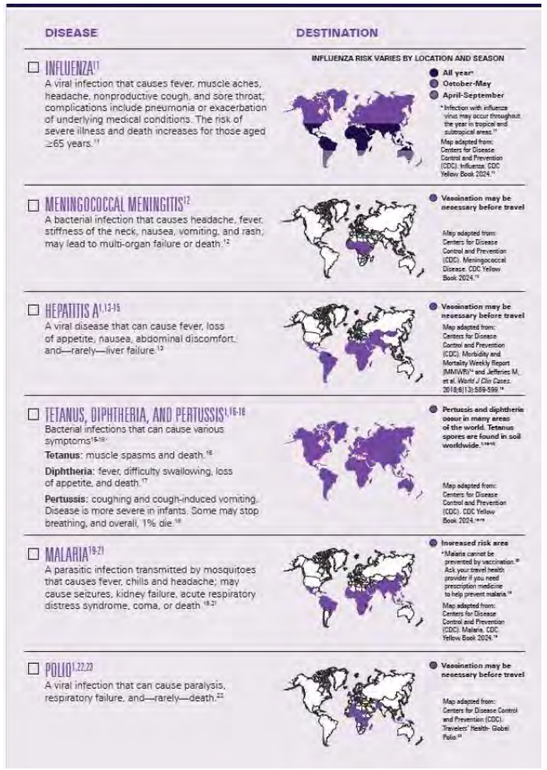
Travel Vaccine Information

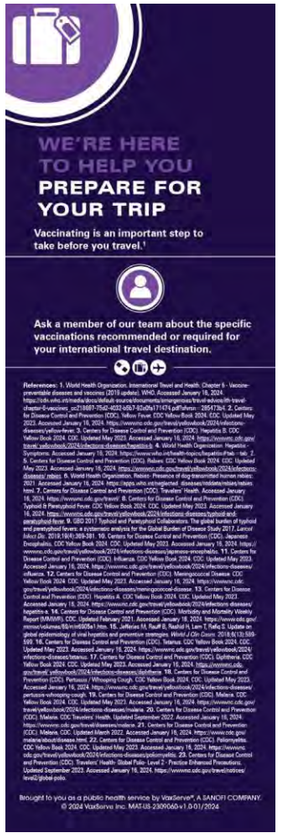
Target Audience: International travelers—tourists, business travelers, and visitors to high-risk areas—who want to protect themselves and local communities.

Objective: This brochure aims to inform travelers about health risks and the importance of destination-based vaccinations, encouraging proactive steps for a healthy, hassle-free trip.

Click on the image to download the asset.







BACK TO SCHOOL

01

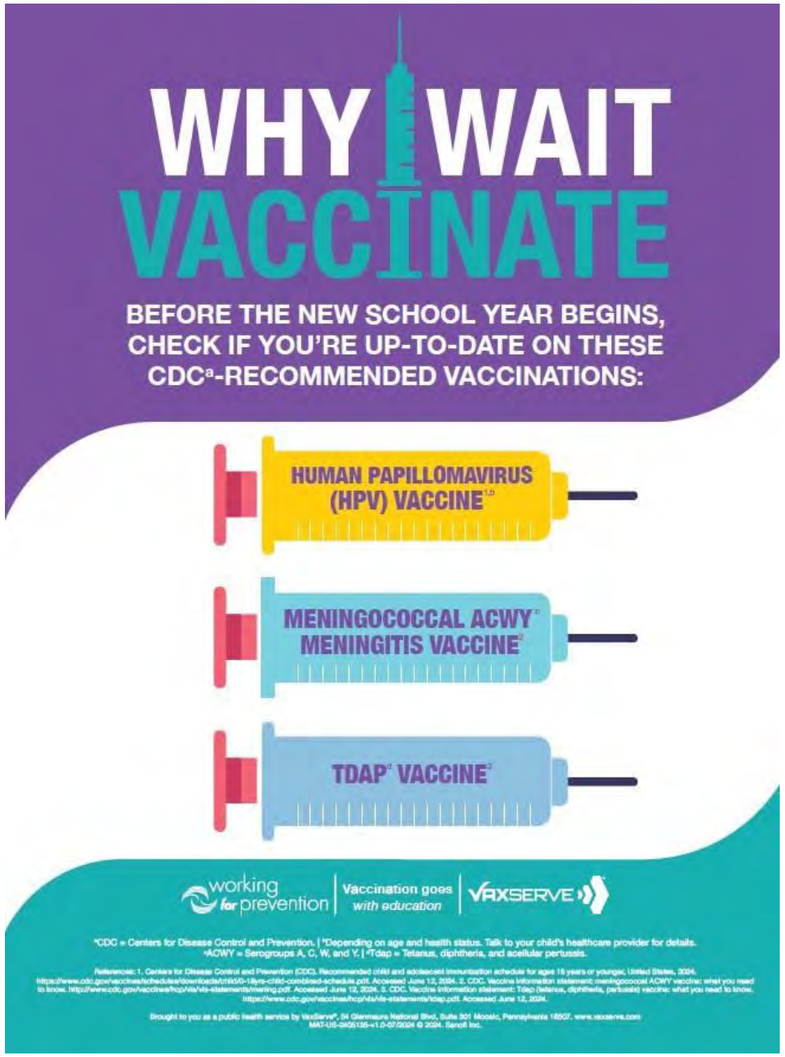
PATIENT FACING MATERIALS

Working for Prevention Back to School Poster

Target Audience: Parents and caregivers of school-aged children, adolescents, and young adults entering or returning to school.

Objective: The material is to encourage timely vaccination before the school year to protect against preventable diseases, supporting individual and public health in school communities.

Click on the image to download the asset.



BACK TO SCHOOL

01

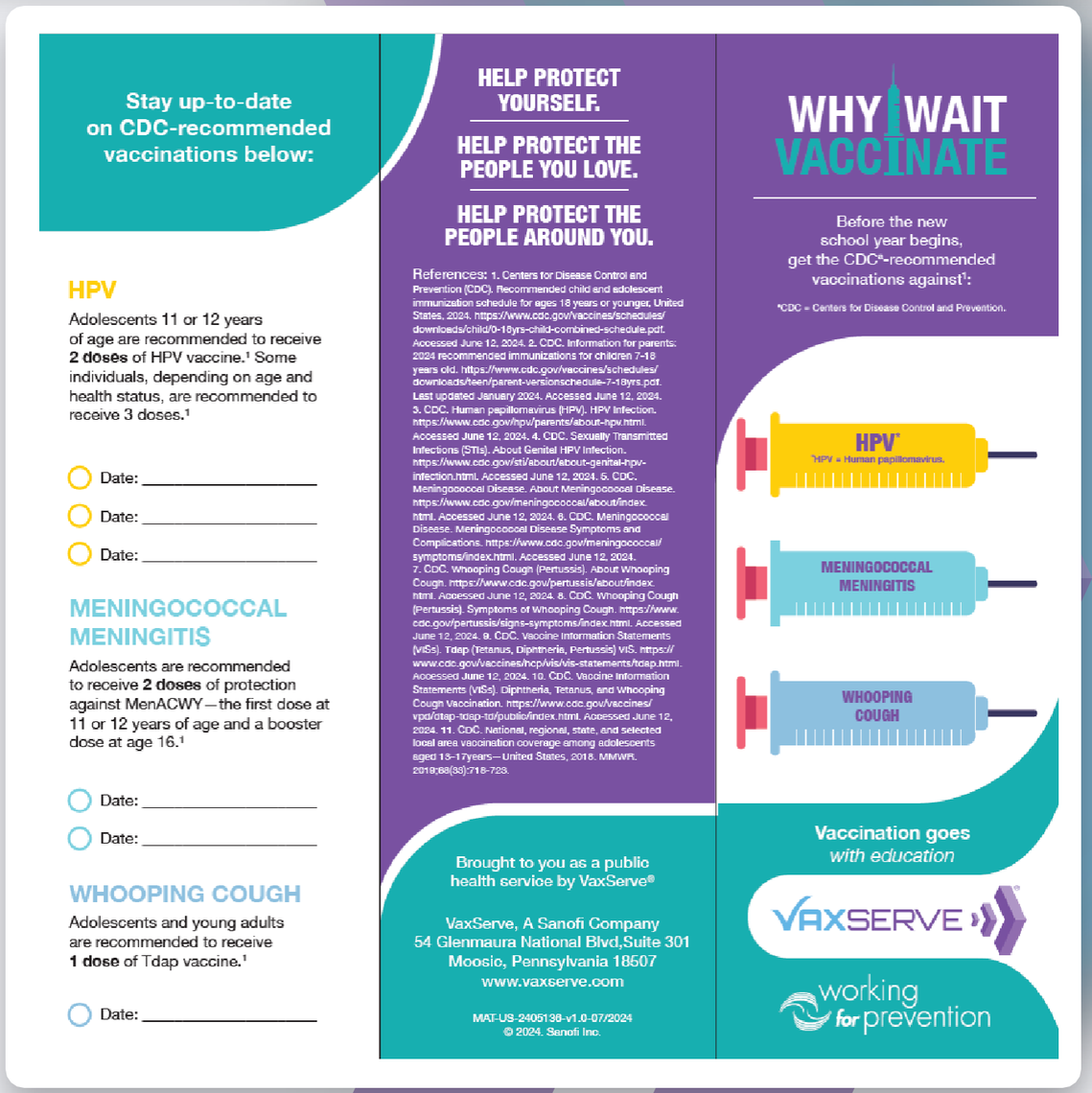
PATIENT FACING MATERIALS

Working for Prevention Back to School Brochure

Target Audience: Parents and caregivers of school-aged children, adolescents, and young adults entering or returning to school.

Objective: The material encourages timely vaccination against HPV, meningococcal meningitis, and whooping cough to ensure protection and compliance with CDC recommendations before the school year begins.

Click on the image to download the asset.



OTHERS

01

PATIENT FACING MATERIALS

Meninge Flashcard

Target Audience: Parents of children and teenagers, particularly those preparing for school or travel.

Objective: This piece provides key information on the disease and underscores vaccination as a vital step to help protect children's health and prevent complications.

Click on the image to download the asset.

OTHERS

01

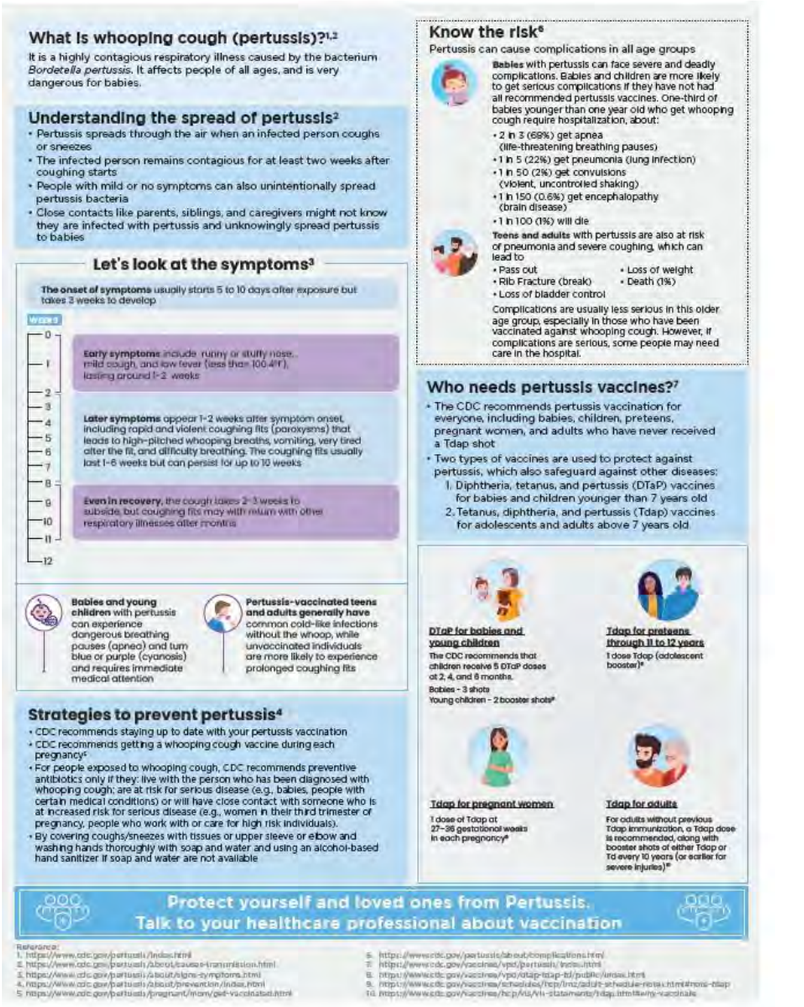
PATIENT FACING MATERIALS

Pertussis Flashcard

Target Audience: Adults, parents, caregivers, and those in close contact with infants or vulnerable individuals.

Objective: This piece highlights pertussis risks and the importance of vaccination, urging individuals to consult healthcare providers for protection.

Click on the image to download the asset.



OTHERS

01

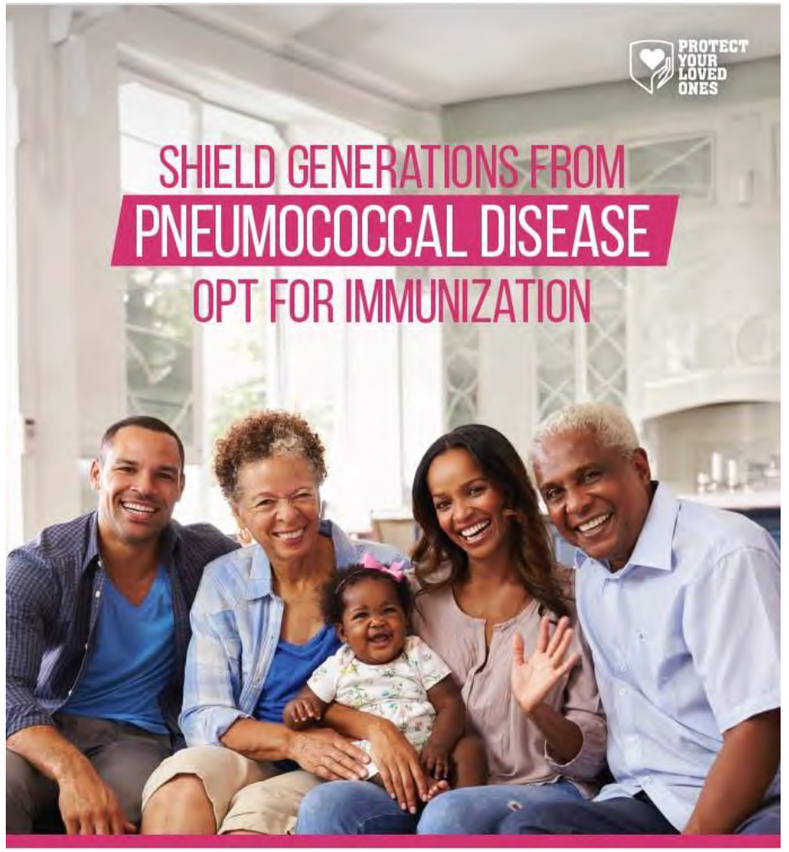
PATIENT FACING MATERIALS

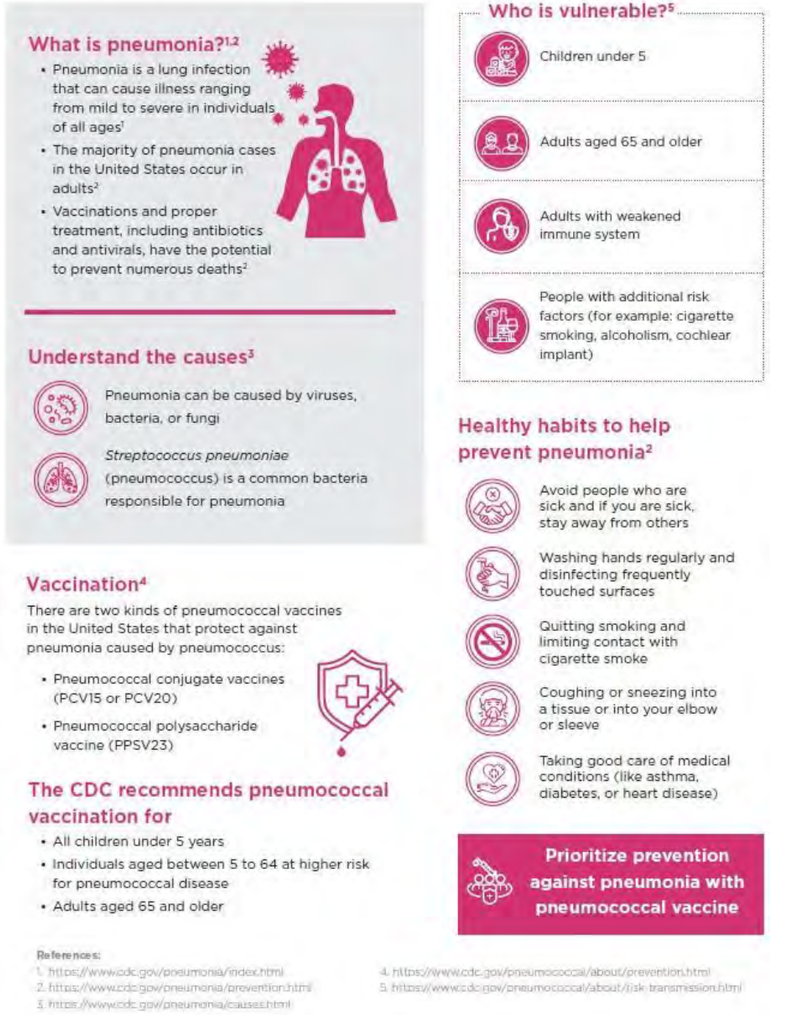
Pneumo Flashcard

Target Audience: Adults with young children, elderly, or immunocompromised family members.

Objective: This flashcard raises awareness of pneumococcal disease and encourages vaccination to help protect both individuals and those around them.

Click on the image to download the asset.





OTHERS

01

PATIENT FACING MATERIALS

Shingles Flashcard

Target Audience: Adults aged 50 and older.

Objective: The piece aims to raise awareness about shingles and encourage individuals to consult their healthcare provider about vaccination.

Click on the image to download the asset.

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

FLU

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu: Working for Prevention Flashcards

Target Audience: HCPs in primary care, pediatrics, geriatrics, and chronic disease management, including vaccinators.

Objective: To empower HCPs to advocate for annual flu vaccination in all eligible individuals (≥6 months), while prioritizing high-risk groups such as young children (≤5 years), older adults (≥65 years), and patients with chronic conditions.

Click on the image to download the asset.

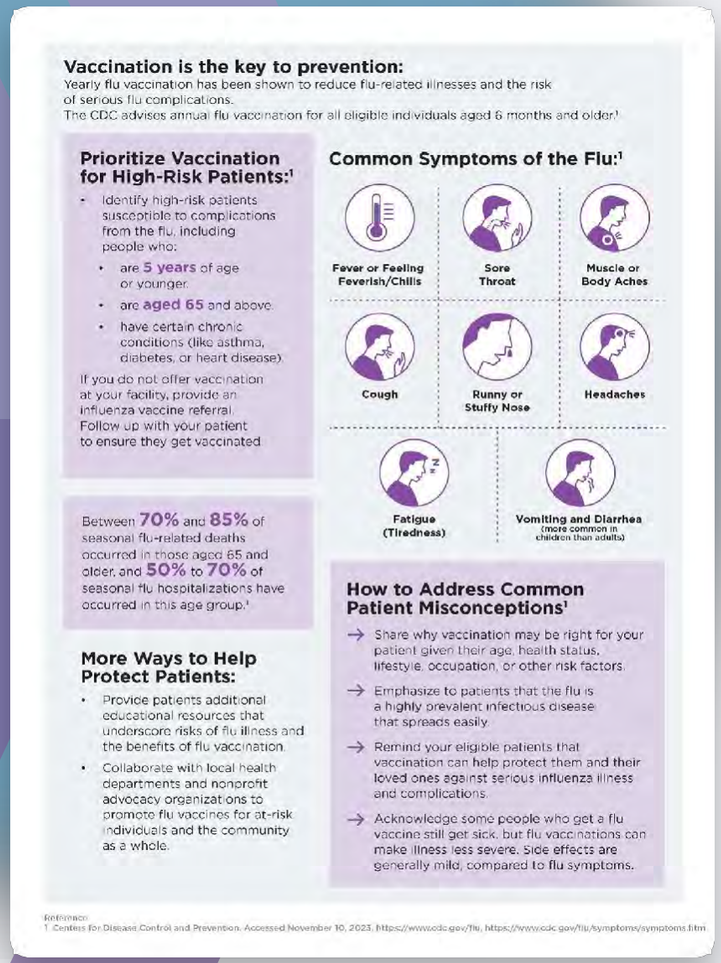
Front Cover Options

Flu: Working for Prevention – Flu Fighter (Infant)

Flu: Working for Prevention – Flu Fighter (Senior)

Flu: Working for Prevention – Flu Fighter (Adult and Child)

Back Side of Flashcard



Vaccination is the key to prevention:
Yearly flu vaccination has been shown to reduce flu-related illnesses and the risk of serious flu complications.
The CDC advises annual flu vaccination for all eligible individuals aged 6 months and older.[1]

Prioritize Vaccination for High-Risk Patients:[1]

- Identify high-risk patients susceptible to complications from the flu, including people who:
  - are **5 years** of age or younger.
  - are **aged 65** and above.
  - have certain chronic conditions (like asthma, diabetes, or heart disease).

If you do not offer vaccination at your facility, provide an influenza vaccine referral. Follow up with your patient to ensure they get vaccinated.

Between **70%** and **85%** of seasonal flu-related deaths occurred in those aged 65 and older, and **50%** to **70%** of seasonal flu hospitalizations have occurred in this age group.[1]

More Ways to Help Protect Patients:

- Provide patients additional educational resources that underscore risks of flu illness and the benefits of flu vaccination.
- Collaborate with local health departments and nonprofit advocacy organizations to promote flu vaccines for at-risk individuals and the community as a whole.

Common Symptoms of the Flu:[1]

Fever or Feeling Feverish/Chills
Sore Throat
Muscle or Body Aches
Cough
Runny or Stuffy Nose
Headaches
Fatigue (Tiredness)
Vomiting and Diarrhea (more common in children than adults)

How to Address Common Patient Misconceptions[1]

- Share why vaccination may be right for your patient given their age, health status, lifestyle, occupation, or other risk factors.
- Emphasize to patients that the flu is a highly prevalent infectious disease that spreads easily.
- Remind your eligible patients that vaccination can help protect them and their loved ones against serious influenza illness and complications.
- Acknowledge some people who get a flu vaccine still get sick, but flu vaccinations can make illness less severe. Side effects are generally mild, compared to flu symptoms.

Reference:
1. Centers for Disease Control and Prevention. Accessed November 10, 2023. https://www.cdc.gov/flu, https://www.cdc.gov/flu/symptoms/symptoms.htm

FLU

02

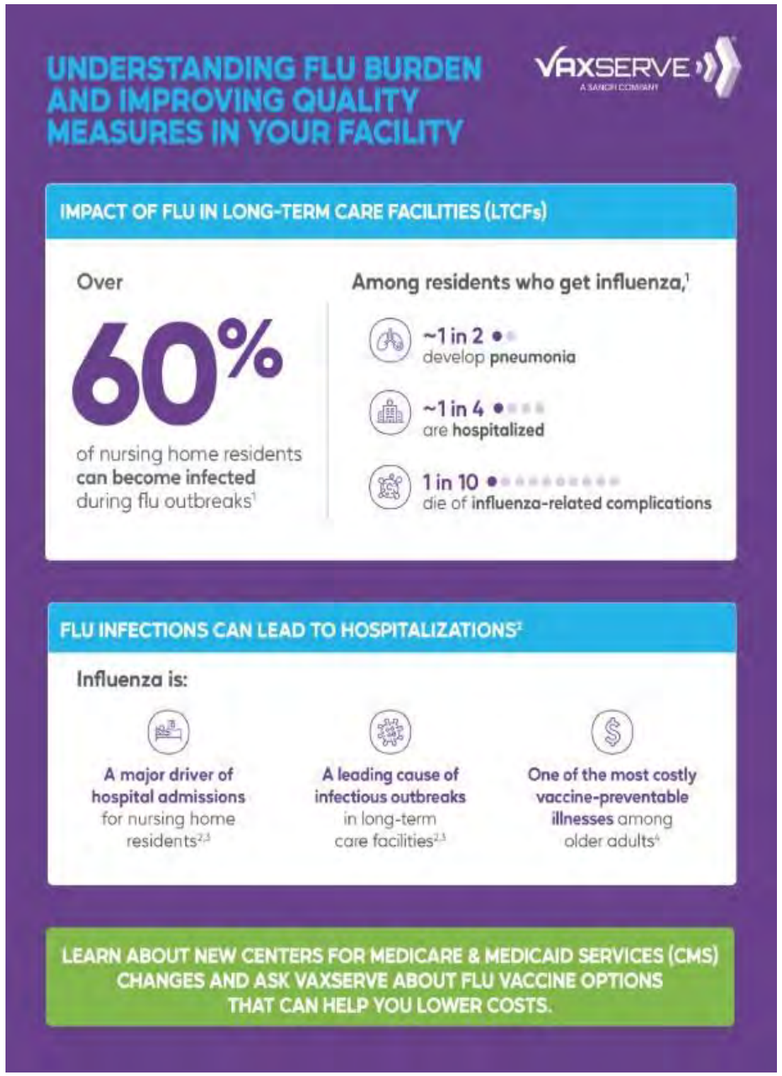
HEALTHCARE PROFESSIONAL FACING MATERIALS

LTC Flashcard

Target Audience: HCPs involved in the care of patients aged 65 and older.

Objective: This material aims to educate HCPs on flu risks in long-term care benefits of flu vaccine in reducing.

Click on the image to download the asset.



FLU

02

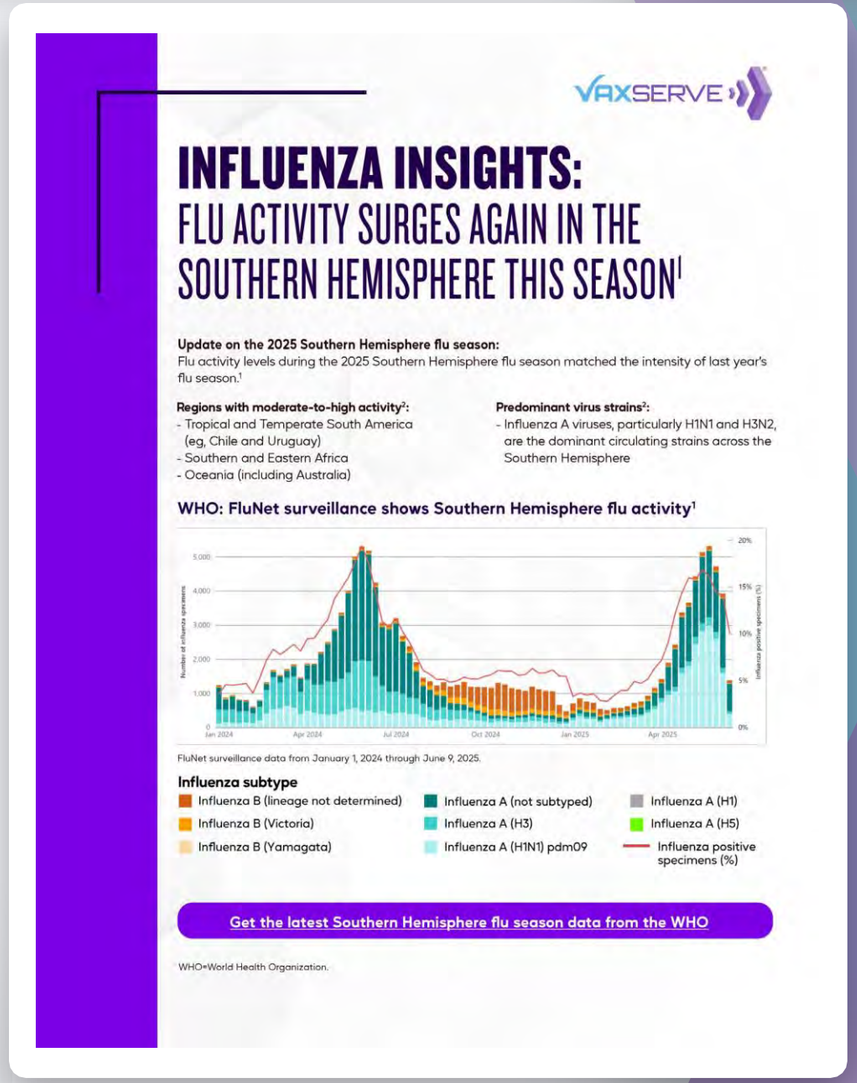
HEALTHCARE PROFESSIONAL FACING MATERIALS

Southern Hemisphere Flashcard

Target Audience: HCPs who offer flu vaccines.

Objective: This flashcard aims to inform HCPs about 2024 Southern Hemisphere flu season outcomes and reinforce the importance of flu protection ahead of the 2025–2026 season.

Click on the image to download the asset.



VAXSERVE

INFLUENZA INSIGHTS:
FLU ACTIVITY SURGES AGAIN IN THE SOUTHERN HEMISPHERE THIS SEASON[1]

Update on the 2025 Southern Hemisphere flu season:
Flu activity levels during the 2025 Southern Hemisphere flu season matched the intensity of last year's flu season.[1]

Regions with moderate-to-high activity[2]:
- Tropical and Temperate South America (eg, Chile and Uruguay)
- Southern and Eastern Africa
- Oceania (including Australia)

Predominant virus strains[2]:
- Influenza A viruses, particularly H1N1 and H3N2, are the dominant circulating strains across the Southern Hemisphere

WHO: FluNet surveillance shows Southern Hemisphere flu activity[1]

FluNet surveillance data from January 1, 2024 through June 9, 2025.

Influenza subtype
- Influenza B (lineage not determined)
- Influenza B (Victoria)
- Influenza B (Yamagata)
- Influenza A (not subtyped)
- Influenza A (H3)
- Influenza A (H1N1) pdm09
- Influenza A (H1)
- Influenza A (H5)
- Influenza positive specimens (%)

Get the latest Southern Hemisphere flu season data from the WHO

WHO=World Health Organization.

CDC: 2024 ESTIMATES SUGGEST VACCINES SIGNIFICANTLY REDUCED FLU-RELATED HOSPITALIZATION IN SOUTH AMERICA[3]

Using data from a multicountry network, investigators assessed vaccine effectiveness in 3 target groups for vaccination: young children, persons with comorbidities, and older adults. In Argentina, Brazil, Chile, Paraguay, and Uruguay, 11,751 influenza-associated cases of severe acute respiratory illness (SARI) were identified from March to July 2024.[3]

Overall, only 1 in 5 SARI patients (21.3%) received the 2024 influenza vaccine[3]

In SARI patients who were vaccinated, vaccination **effectively prevented ~1/3 of influenza-related hospitalizations[3]**

These interim estimates suggest that flu vaccination can significantly reduce the risk of hospitalization among high-risk groups.[3]*

*High-risk groups in this study included young children, persons with comorbidities, and older adults.[3]

Although Southern Hemisphere influenza VE (vaccine effectiveness) is not necessarily predictive of Northern Hemisphere VE, it can help the Northern Hemisphere plan contingencies for vaccination demand and use.[3] —CDC

CDC=Centers for Disease Control and Prevention.

Prioritize flu vaccination to help protect your eligible patients and ensure you're prepared to **vaccinate your older patients**, who are at a higher risk for flu-related complications.[4]

References: 1. World Health Organization. Influenza laboratory surveillance information. Accessed June 25, 2025. https://app.powerbi.com/view?r=eyJrIjoiZTkyODcyOTEtZjA5YS00ZmI0LWFkZGUtODIxNGI5OTE3YjM0IiwidCI6ImY2MTBjMGI3LWJkMjQtNGIzOS04MTBiLTNkYzI4MGFmYjU5MCIsImMiOjh9 **2.** World Health Organization. Influenza update N° 528. May 25, 2025. Accessed June 2, 2025. https://cdn.who.int/media/docs/default-source/influenza/influenza-updates/2025/202520_who-respiratory-virus-update_528.pdf?sfvrsn=365d07f1_1&download=true **3.** Zeno EE, Nogareda F, Regan A, et al. Interim effectiveness estimates of 2024 Southern Hemisphere influenza vaccines in preventing influenza-associated hospitalization—REVELAC-i Network, five South American countries, March–July 2024. *MMWR Morb Mortal Wkly Rep.* 2024;73(39):861-868. doi:10.15585/mmwr.mm7339a1 **4.** Centers for Disease Control and Prevention. Flu and people 65 years and older. September 5, 2024. Accessed June 9, 2025. https://www.cdc.gov/flu/highrisk/65over.htm

VaxServe 54 GlenMaura National Blvd STE 301 Moosic, PA 18507-2101
www.vaxserve.com

VAXSERVE

FLU

02

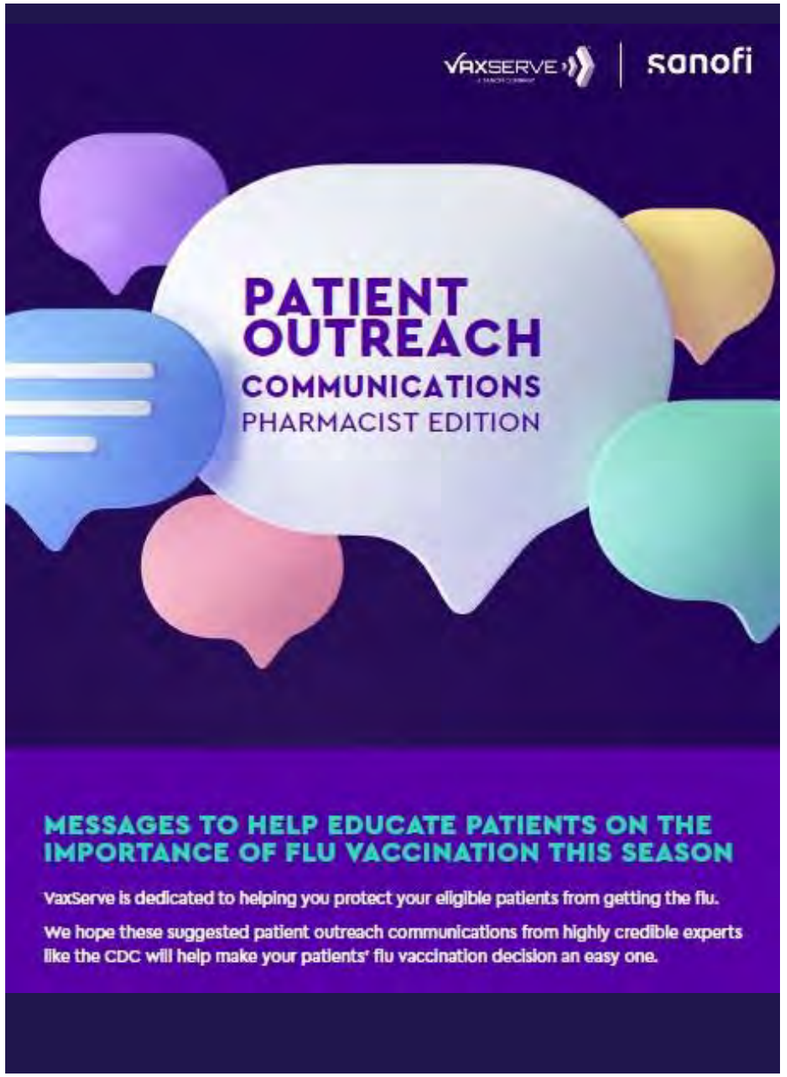
HEALTHCARE PROFESSIONAL FACING MATERIALS

Pharmacist Unbranded Patient Flu Education Messaging

Target Audience: Pharmacists who administer flu vaccines.

Objective: This guide equips pharmacists with key information to confidently address common vaccine questions and patient concerns, ensuring they're prepared for immunization discussions this season.

Click on the image to download the asset.



FLU

02

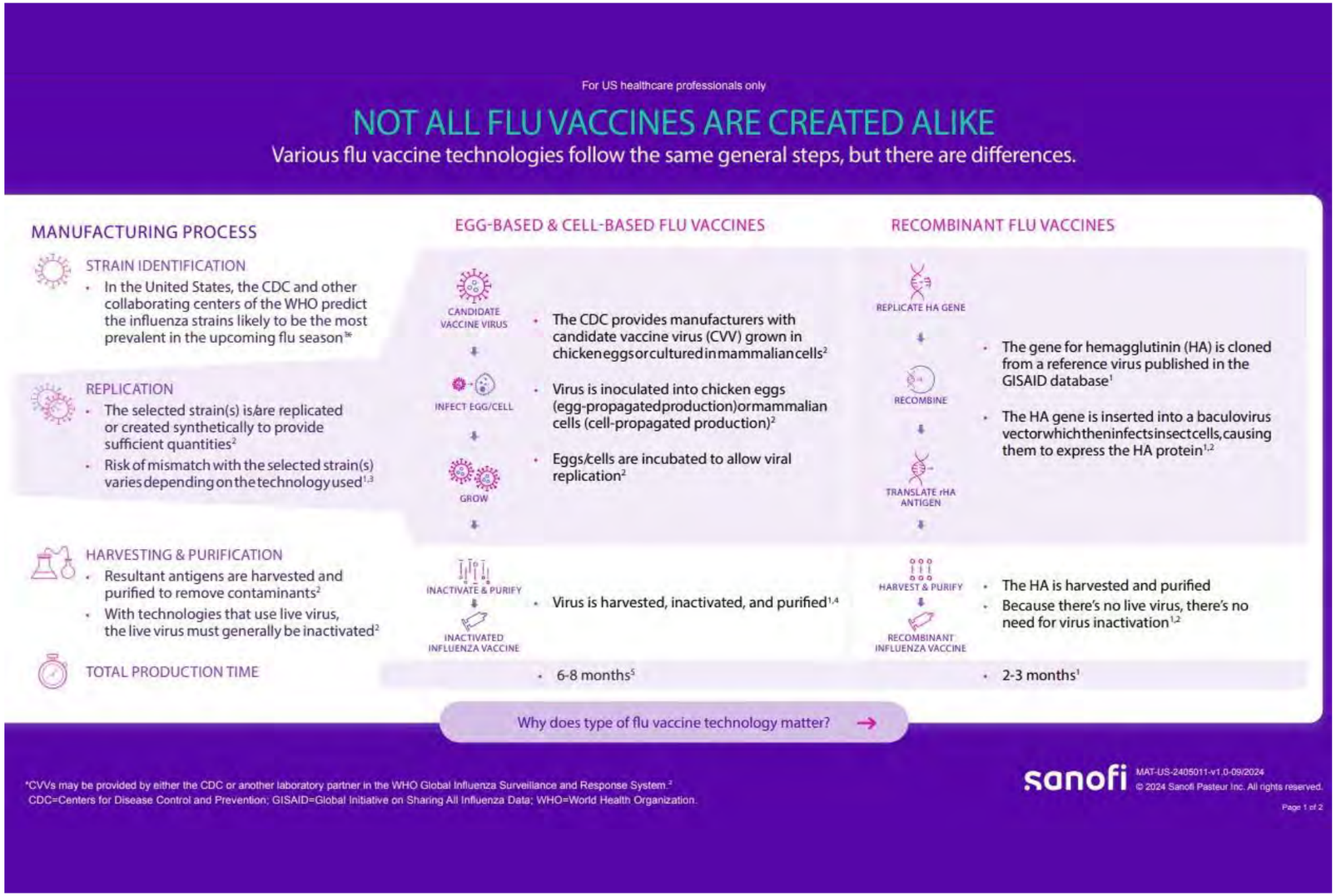
HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu Technology Flashcard

Target Audience: Healthcare providers seeking to understand flu vaccine types and manufacturing methods.

Objective: The objective of this material is to inform HCPs about the differences between egg-based, cell-based, and recombinant flu vaccines to support informed vaccine selection.

Click on the image to download the asset.



FLU

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Importance of Flu Vaccination in Workplace For Employers

Target Audience: Employers, HR professionals, and workplace wellness coordinators responsible for employee health.

Objective: This material educates employers on the value of workplace flu vaccination.

Click on the image to download the asset.

FLU

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Importance of Flu Vaccination in Workplace For Employees

Target Audience: Employers, especially those involved in workplace health and wellness programs.

Objective: This material is designed for employees to raise awareness about flu risks in the workplace and the importance of vaccination to help protect oneself and others.

Click on the image to download the asset.

FLU

02

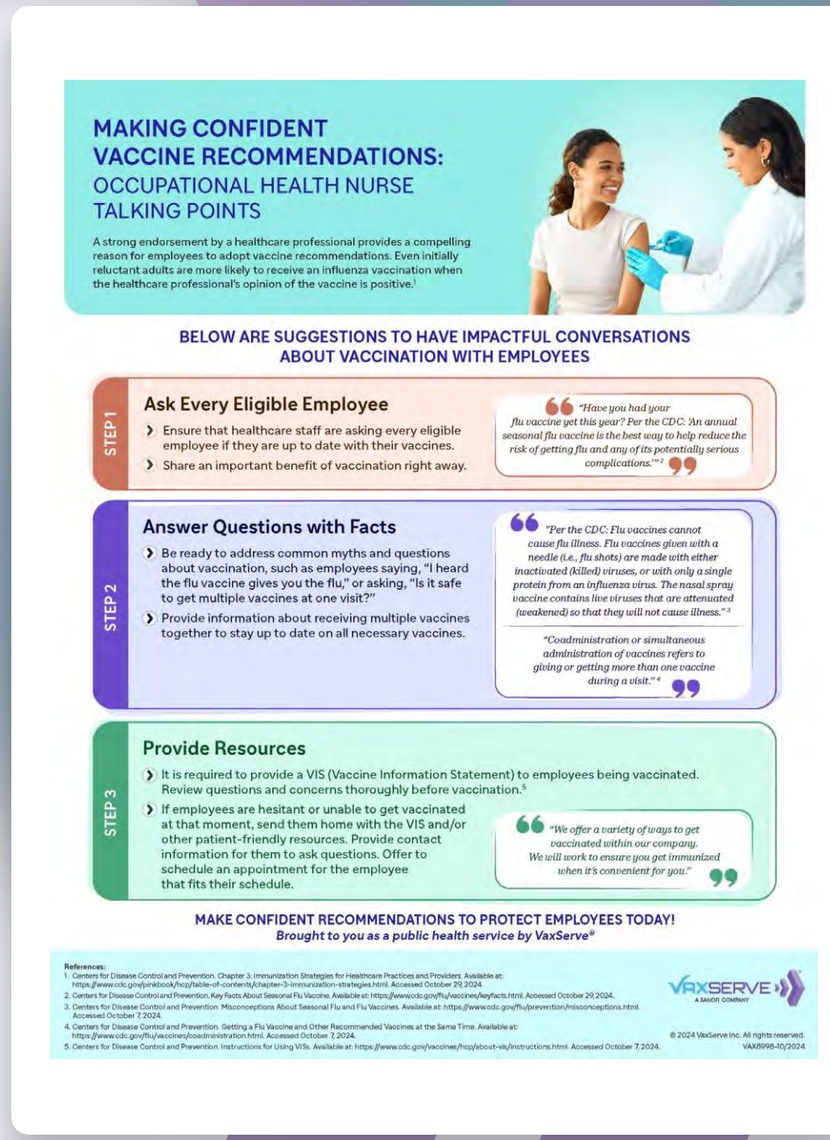
HEALTHCARE PROFESSIONAL FACING MATERIALS

Occupational Nurse Messaging Handout

Target Audience: Occupational nurses administering vaccines in the workplace or clinical settings.

Objective: This handout is designed to empower nurses with strategies to address vaccine hesitancy, dispel myths, and support increased vaccine uptake during immunization season.

Click on the image to download the asset.



MAKING CONFIDENT VACCINE RECOMMENDATIONS:
OCCUPATIONAL HEALTH NURSE TALKING POINTS

A strong endorsement by a healthcare professional provides a compelling reason for employees to adopt vaccine recommendations. Even initially reluctant adults are more likely to receive an influenza vaccination when the healthcare professional's opinion of the vaccine is positive.[1]

BELOW ARE SUGGESTIONS TO HAVE IMPACTFUL CONVERSATIONS ABOUT VACCINATION WITH EMPLOYEES

STEP 1

Ask Every Eligible Employee

- Ensure that healthcare staff are asking every eligible employee if they are up to date with their vaccines.
- Share an important benefit of vaccination right away.

"Have you had your flu vaccine yet this year? Per the CDC: An annual seasonal flu vaccine is the best way to help reduce the risk of getting flu and any of its potentially serious complications."[2]

STEP 2

Answer Questions with Facts

- Be ready to address common myths and questions about vaccination, such as employees saying, "I heard the flu vaccine gives you the flu," or asking, "Is it safe to get multiple vaccines at one visit?"
- Provide information about receiving multiple vaccines together to stay up to date on all necessary vaccines.

"Per the CDC: Flu vaccines cannot cause flu illness. Flu vaccines given with a needle (i.e., flu shots) are made with either inactivated (killed) viruses, or with only a single protein from an influenza virus. The nasal spray vaccine contains live viruses that are attenuated (weakened) so that they will not cause illness."[3]

"Coadministration or simultaneous administration of vaccines refers to giving or getting more than one vaccine during a visit."[4]

STEP 3

Provide Resources

- It is required to provide a VIS (Vaccine Information Statement) to employees being vaccinated. Review questions and concerns thoroughly before vaccination.[5]
- If employees are hesitant or unable to get vaccinated at that moment, send them home with the VIS and/or other patient-friendly resources. Provide contact information for them to ask questions. Offer to schedule an appointment for the employee that fits their schedule.

"We offer a variety of ways to get vaccinated within our company. We will work to ensure you get immunized when it's convenient for you."

MAKE CONFIDENT RECOMMENDATIONS TO PROTECT EMPLOYEES TODAY!

Brought to you as a public health service by VaxServe®

References:
1. Centers for Disease Control and Prevention. Chapter 3: Immunization Strategies for Healthcare Practices and Providers. Available at: https://www.cdc.gov/pinkbook/hcp/table-of-contents/chapter-3-immunization-strategies.html. Accessed October 29, 2024.
2. Centers for Disease Control and Prevention. Key Facts About Seasonal Flu Vaccine. Available at: https://www.cdc.gov/flu/vaccines/keyfacts.html. Accessed October 29, 2024.
3. Centers for Disease Control and Prevention. Misconceptions About Seasonal Flu and Flu Vaccines. Available at: https://www.cdc.gov/flu/prevention/misconceptions.html. Accessed October 7, 2024.
4. Centers for Disease Control and Prevention. Getting a Flu Vaccine and Other Recommended Vaccines at the Same Time. Available at: https://www.cdc.gov/flu/vaccines/coadministration.html. Accessed October 7, 2024.
5. Centers for Disease Control and Prevention. Instructions for Using VISs. Available at: https://www.cdc.gov/vaccines/hcp/about-vis/instructions.html. Accessed October 7, 2024.

FLU

02

HEALTHCARE PROFESSIONAL FACING MATERIALS

Pharmacy Staff Messaging Handout

Target Audience: Pharmacists and technicians responsible for vaccine administration and patient outreach.

Objective: This handout equips pharmacy staff with the knowledge to address common vaccine questions, support informed recommendations, and enhance patient communication during immunization season.

Click on the image to download the asset.

COVID

02

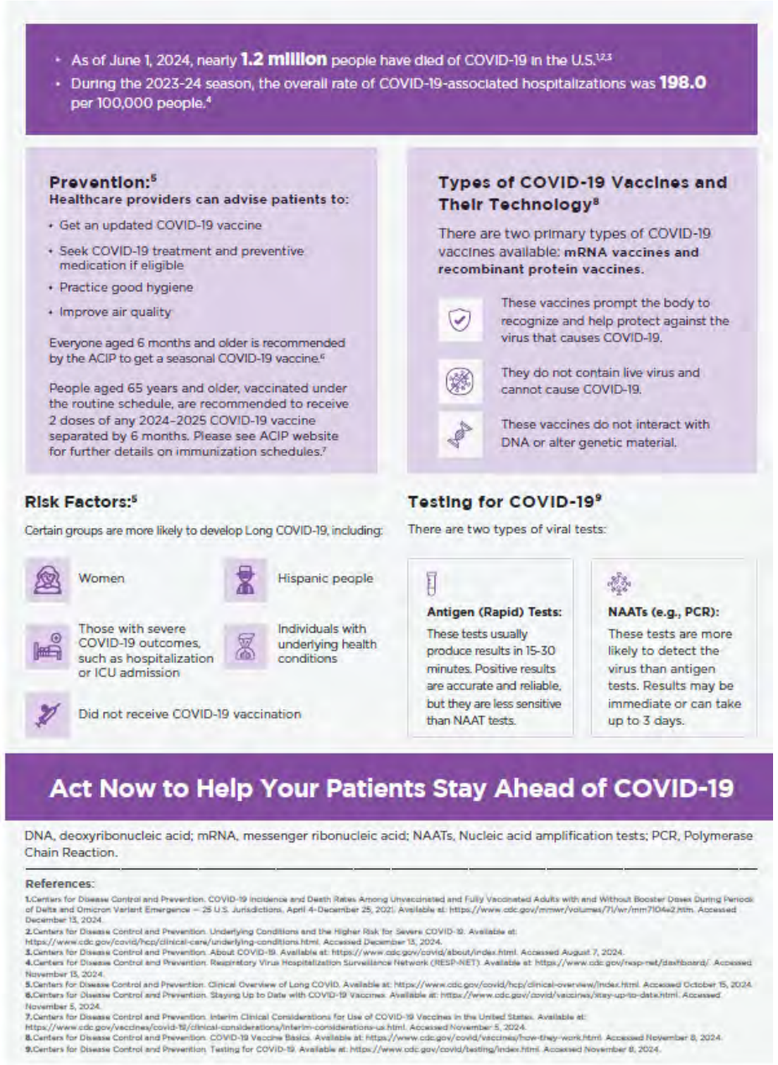
HEALTHCARE PROFESSIONAL FACING MATERIALS

COVID Working for Prevention Flashcard

Target Audience: Healthcare providers advising and vaccinating patients against COVID-19.

Objective: The objective of this material is to educate providers on recommending updated COVID-19 vaccines to all eligible individuals, highlighting prevention, vaccine options, and risk factors to enhance patient protection.

Click on the image to download the asset.



COVID

02

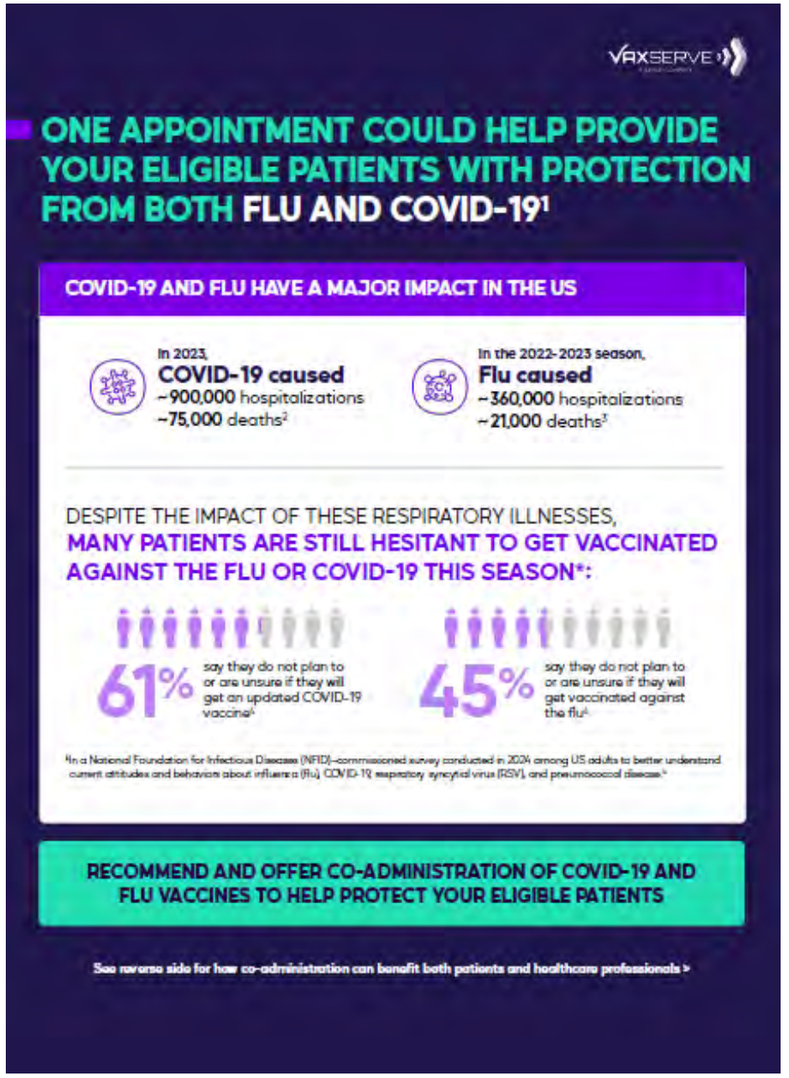
HEALTHCARE PROFESSIONAL FACING MATERIALS

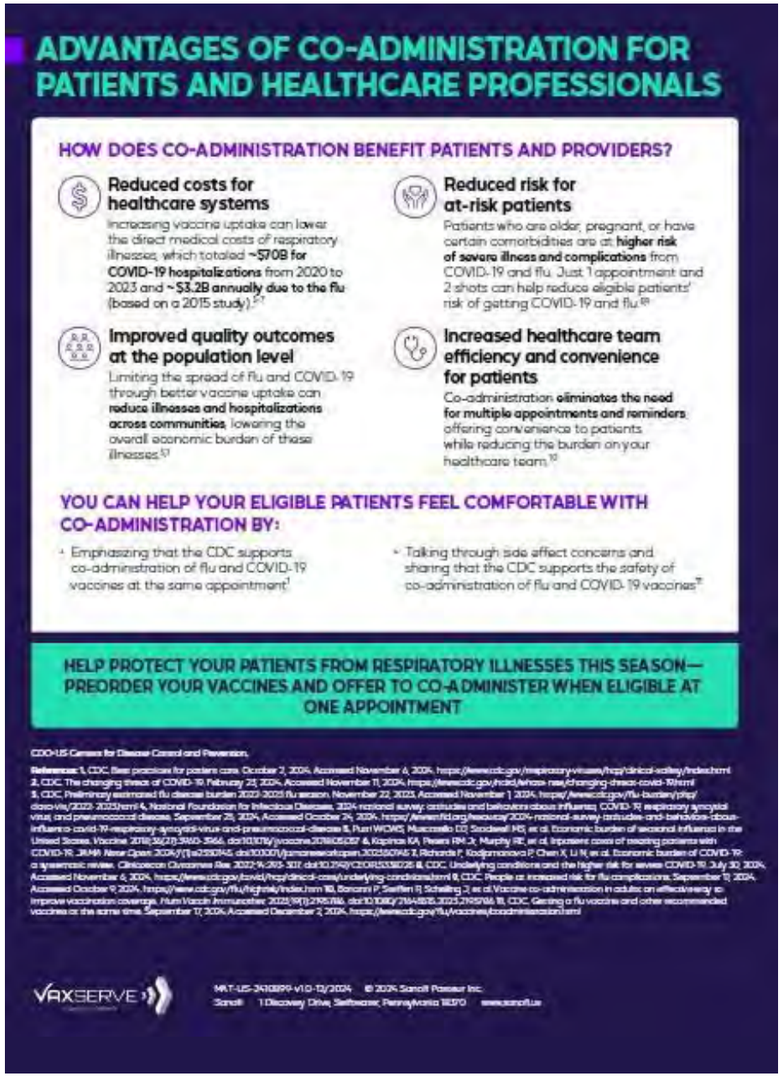
Flu/COVID Unbranded Flashcard

Target Audience: Healthcare providers advising and vaccinating patients against COVID-19 and flu.

Objective: The objective of this material is to encourage and support healthcare professionals in recommending and offering co-administration of COVID-19 and flu vaccines during a single appointment.

Click on the image to download the asset.





COVID

02

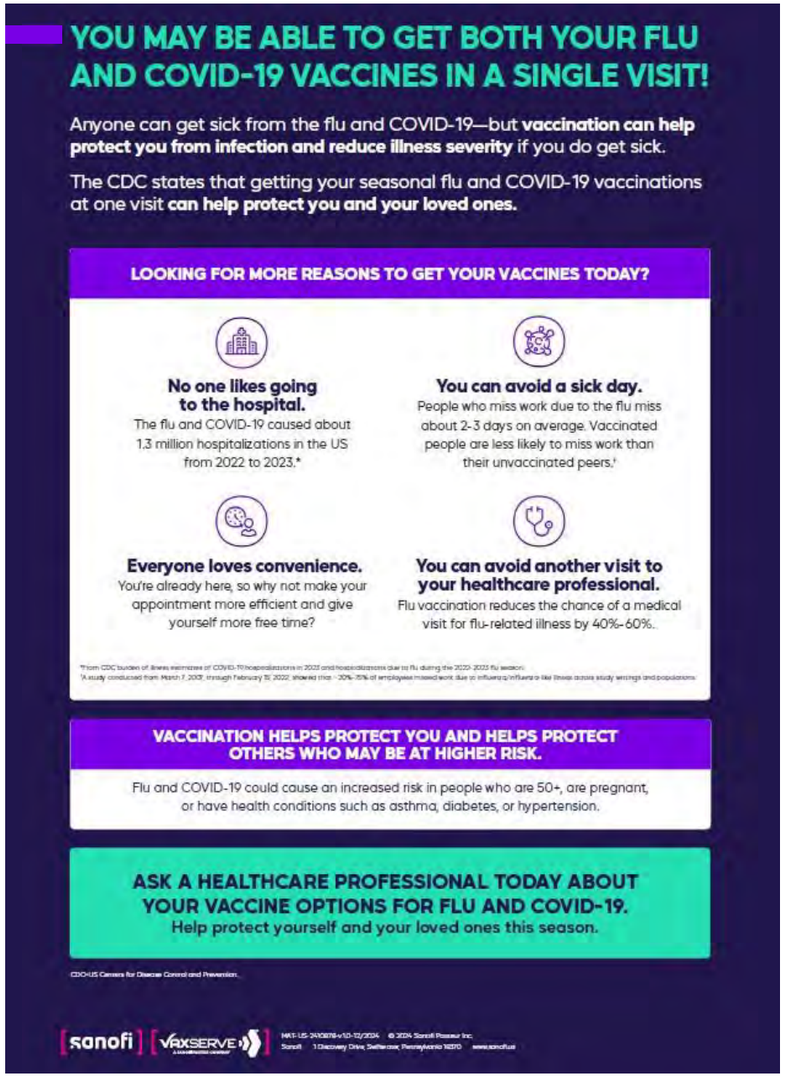
HEALTHCARE PROFESSIONAL FACING MATERIALS

Flu/COVID Unbranded In Office Poster

Target Audience: Individuals who are eligible for flu and COVID-19 vaccinations.

Objective: The objective of this material is to encourage individuals to get both their flu and COVID-19 vaccines in a single visit.

Click on the image to download the asset.



OTHERS

02

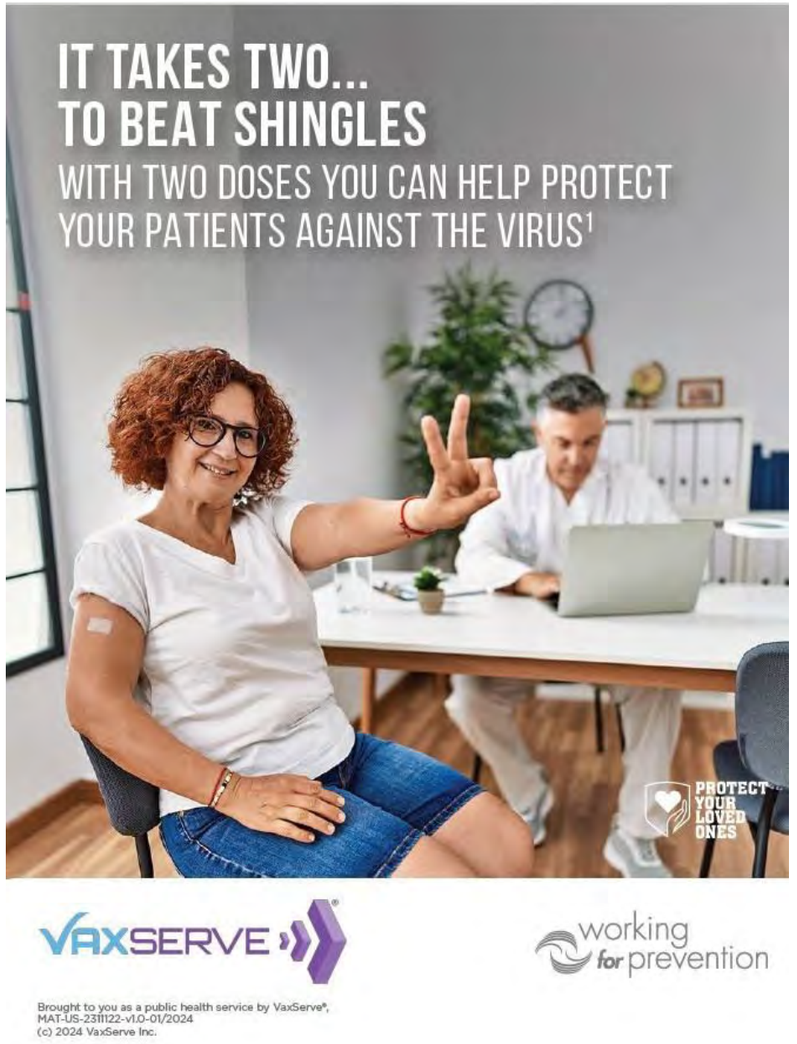
HEALTHCARE PROFESSIONAL FACING MATERIALS

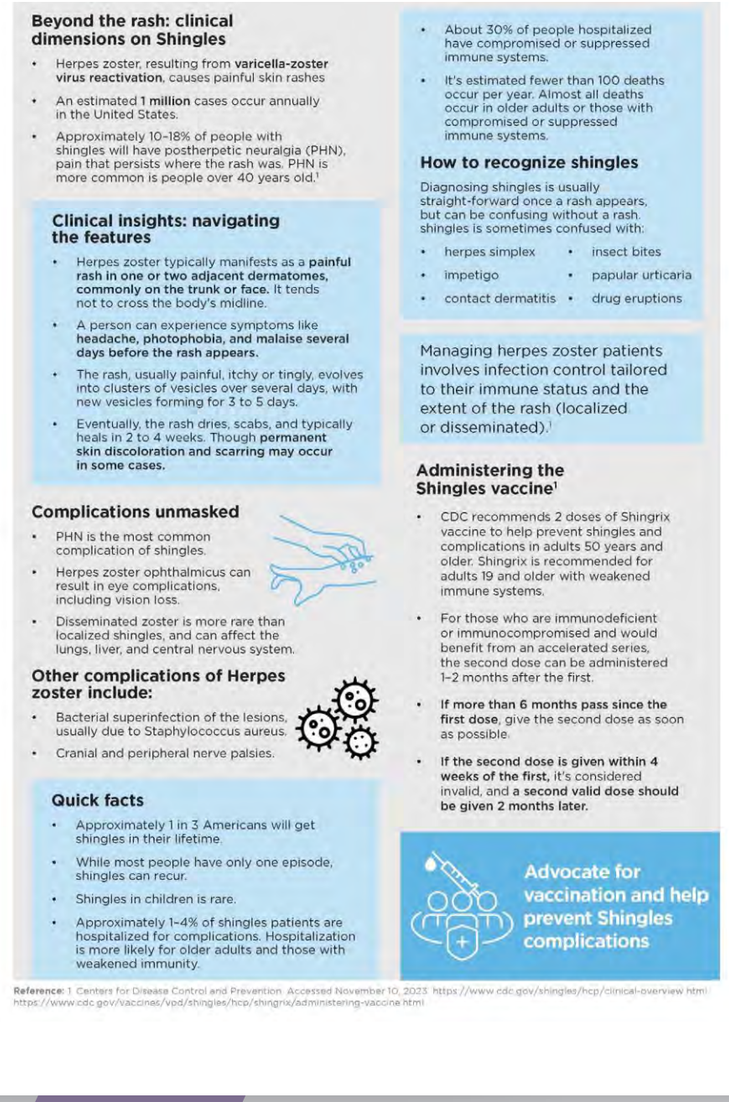
Shingles Flashcard

Target Audience: HCPs involved in patient care and vaccination programs.

Objective: This marketing piece encourages HCPs to promote and administer the two-dose Shingles vaccine, empowering them to educate patients and prevent Shingles and its complications.

Click on the image to download the asset.





OTHERS

02

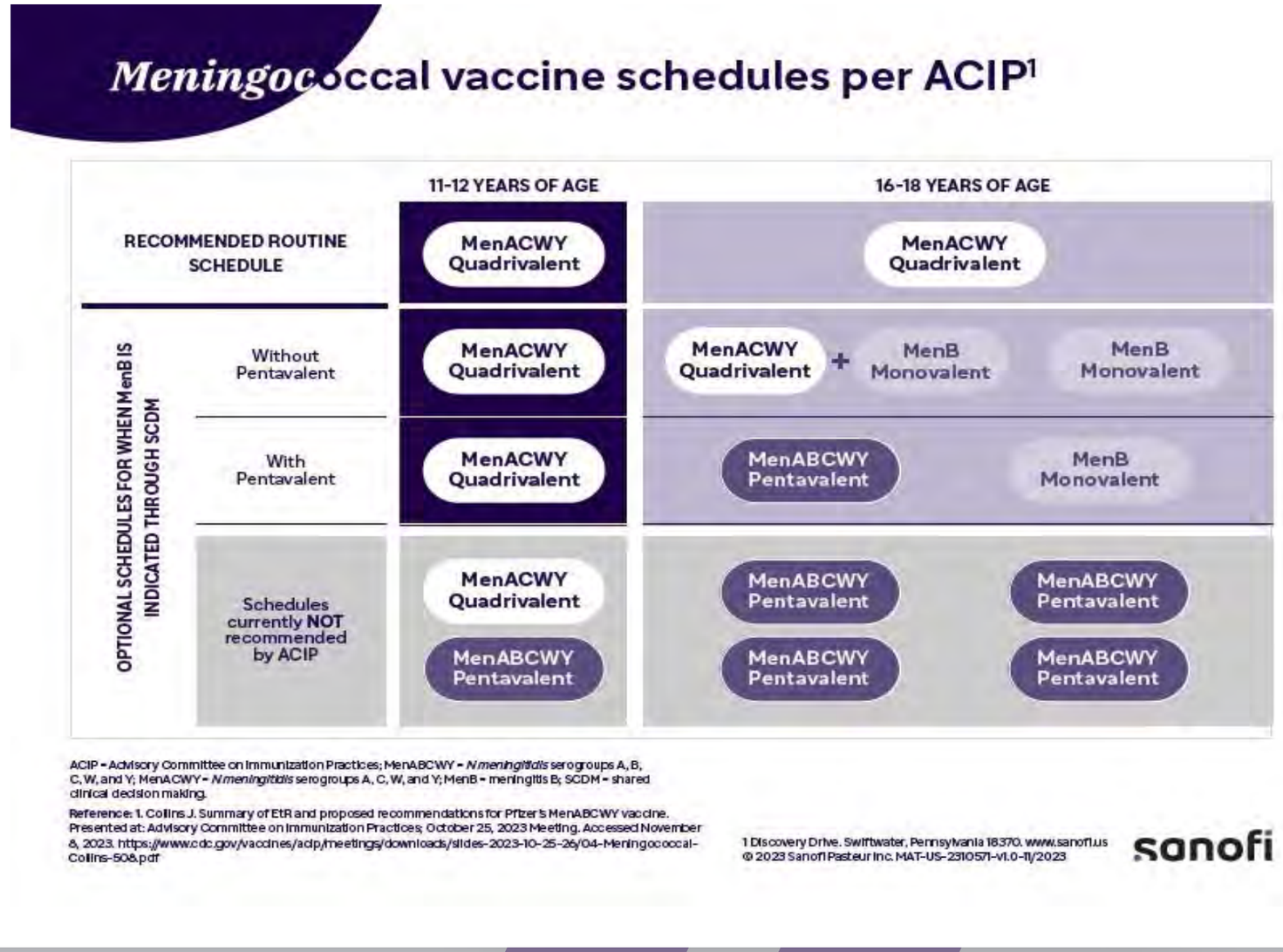
HEALTHCARE PROFESSIONAL FACING MATERIALS

Meninge ACIP Vaccine Schedule Flashcard

Target Audience: HCPs involved in adolescent care and immunization program staff.

Objective: To reinforce HCP awareness and adherence to ACIP meningococcal vaccine schedules to support proactive patient counseling and routine vaccine reminders.

Click on the image to download the asset.



Please reach out to your representative or the VaxServe marketing team for more information at

VaxServeMarketing@vaxserve.com

Thank you!

VAXSERVE®
A SANOFI COMPANY

VAX9078