

RISK LESS.

DO MORE.

Get this season's vaccines

In 2023, infections from flu, COVID-19, and RSV hospitalized more than 1.5 million people in the United States.



Risk Less. Do More. Audiences



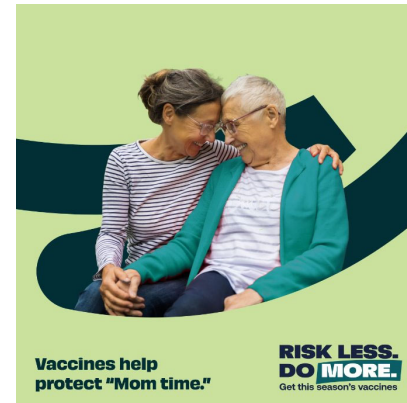
Older adults



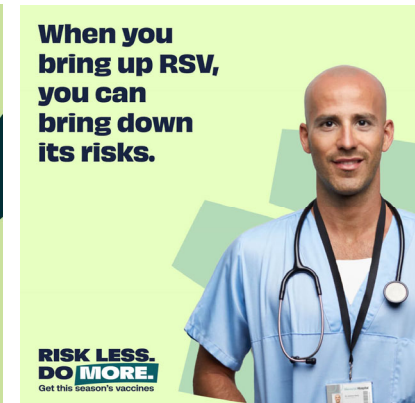
Long-term care home residents



Pregnant people



Family members, loved ones who help older adults make health care decisions

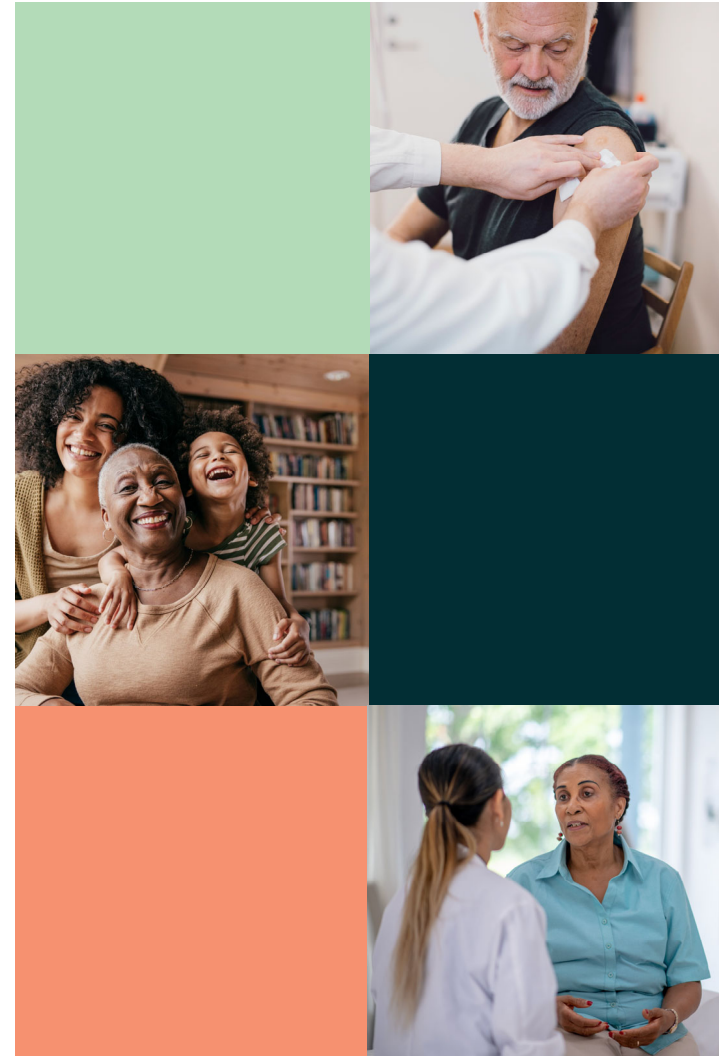


Health care providers

Risk Less. Do More. **Campaign Strategic Approach**

Educational (RSV)

Motivational (flu, COVID-19, RSV)



Risk Less. Do More. Messages

**Vaccines
keep serious
illness from
cutting in.**

[Learn more](#)



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



Risk Less. Do More. Spanish Ads

El VRS puede alejarte de quienes más amas.



**ARRIESGA MENOS.
HAZ MÁS.**

Ponte las vacunas de la temporada



El VRS puede alejarte de hacer lo que amas.



**ARRIESGA MENOS.
HAZ MÁS.**

Ponte las vacunas de la temporada



El VRS puede arruinarte un final feliz.



**ARRIESGA MENOS.
HAZ MÁS.**

Ponte las vacunas de la temporada



Risk Less. Do More. HCP Materials

What You Should Know About Flu, COVID-19, and RSV Vaccines

Each year, millions of people get sick, and thousands need hospital care or die from respiratory infections caused by viruses. Vaccines help prevent these outcomes or lessen their severity. You can lower your risk of getting sick with a respiratory infection by staying up to date with influenza (flu), COVID-19, and respiratory syncytial virus (RSV) as needed.

Are you at higher risk for severe illness?

You are considered high risk for a severe case of flu or COVID-19 if you:

- Are 65 years or older
- Are pregnant
- Have certain medical conditions such as obesity, asthma, diabetes, or heart disease
- Have a weakened immune system.

You are considered high risk for severe RSV if you:

- Are 75 years or older, or
- Are age 60–74 and live in a long-term care facility or have certain medical conditions such as:
 - Diabetes
 - Heart disease
 - Obesity
 - Kidney disease

Vaccines help you risk less and do more.

Vaccinating against flu and COVID-19 can help keep you from getting sick. Even if you do get sick after getting vaccinated, your symptoms will likely be mild. Vaccines are also a safer, more dependable way to build immunity than catching a virus to build immunity. If you haven't gotten them yet, you need a 2024–2025

flu vaccine and a 2024–2025 COVID-19 vaccine. The formulas for both flu and COVID-19 vaccines change so they can work better against the virus strains circulating in your community right now.

I'm sick with flu or COVID-19. Now what?

Flu and COVID-19 can cause symptoms like fever, cough, sore throat, runny nose, headaches, and a lack of energy. If you catch flu or COVID-19, talk to your doctor to learn if you can take an antiviral drug to help you recover faster, especially if you're at high risk for severe illness. Stay home and away from others until you feel better. While you're sick, monitor your symptoms and get medical care if you have:

- Trouble breathing
- Pressure or pain in your chest
- Extreme sleepiness
- Confusion or dizziness

RSV

RSV is another respiratory virus with symptoms similar to flu and COVID-19. RSV can affect infants' and older adults' ability to breathe. You are at higher risk for severe RSV disease if you are:

- 75 years of age or older
- 60 or older and living in a long-term care facility
- 60 or older and have certain medical conditions, such as heart, lung, or kidney disease, obesity, diabetes, or asthma

Infants are also at higher risk for severe RSV disease, which hospitalizes more infants in the United States than any other condition. Pregnant people can pass protection to their babies for their first 6 months of life by getting an RSV vaccine during pregnancy. A doctor can help you decide if an RSV vaccine is right for you.



Learn more at cdc.gov/respiratory-viruses



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

Addressing Common Concerns on Flu, COVID-19, and RSV Vaccines

It's normal for patients to have questions and concerns about vaccines. Use this fact sheet to help address common concerns you might hear from your patients about influenza (flu), COVID-19, and respiratory syncytial virus (RSV) vaccines.

Helpful Tips:

- Your patients may have inaccurate information about vaccines or feel strongly about them. Listen to their questions and comments with empathy. Validating their emotions helps build connection and trust.
- Ask open-ended questions to explore how your patients feel. This encourages two-way conversation and helps you understand their concerns.
- Give your patients a strong recommendation to get vaccinated. Use the talking points below to help your patients understand why you are recommending vaccines and to give them the facts they need to find their own reasons to get vaccinated.
- Remind patients of the vaccine benefits: Vaccines help them risk less and do more.

COMMON CONCERNS	TALKING POINTS
Flu vaccines cause the flu.	<ul style="list-style-type: none"> • You can't get the flu from a flu vaccine because flu vaccines either use a dead form of the virus or no virus at all. • Some people who are vaccinated still get the flu. Even if you get the flu, being vaccinated helps your symptoms stay milder.
I got a flu vaccine last year. Why do I need one again?	<ul style="list-style-type: none"> • Flu viruses change from year to year, so the flu vaccine is updated annually to help target the current strains of flu. • You should get a flu vaccine every year so that you're protected against the latest flu viruses spreading in your community.
I never get the flu, so why should I get the flu vaccine?	<ul style="list-style-type: none"> • Some types of flu viruses spread more easily than others, and the most common flu viruses infecting people change each year. Getting vaccinated makes sure you're more protected from new or changing virus strains. • If you do get the flu, there's no way to predict how bad your symptoms might be. But if you're vaccinated, your risk of getting severely ill is cut nearly in half.
I already got a COVID-19 vaccine.	<ul style="list-style-type: none"> • The COVID-19 virus has changed a lot. The 2024–2025 COVID-19 vaccines were updated to target the newest variants. • If you're up to date with the vaccines, you're more protected from severe illness even if you get COVID-19.



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

Risk Less. Do More.



Three reasons to vaccinate against flu, COVID-19, and RSV

- 1** You may be high risk (even if you don't know it). You're at higher risk for severe illness from influenza (flu), COVID-19, and respiratory syncytial virus (RSV) if you:

 - Are 65 years and older;
 - Have certain medical conditions like heart, lung, or kidney disease, diabetes, obesity, or asthma; or
 - Have a weakened immune system.

If you are pregnant, your baby could be at risk for RSV.
- 2** Vaccines work best to keep you from getting severely ill if you get a respiratory infection from flu, COVID-19, or RSV. Flu and COVID-19 vaccines can prevent some infections, but like RSV vaccines, their primary job is to keep symptoms mild and keep people who get infected from needing medical or hospital care.
- 3** You can protect the people you love by encouraging them to join you in getting vaccinated to reduce the risk of serious flu, COVID-19, and RSV illness.

Vaccines prevent millions of cases of respiratory infections every year. They are a safe, trustworthy way to protect yourself. **Talk to your doctor to see which vaccines are right for you.**



Learn more at cdc.gov/respiratory-viruses



Risk Less. Do More. Online

- Visit RiskLessDoMore.hhs.gov for more information about the *Risk Less. Do More.* campaign.
- Go to www.cdc.gov/RiskLessDoMore for more information about respiratory illnesses.

The screenshot shows the official website for the Risk Less. Do More. campaign. At the top, it features the U.S. Department of Health and Human Services logo and a search bar. Below the navigation menu, the page title is "Risk Less. Do More." and there are social media sharing icons. The main content area includes a large image of a smiling couple sitting on a bench, with a blue graphic element resembling a stylized 'R' or 'D'. To the left of the image, there is a text box that reads: "Explore a range of social media and other digital advertisements encouraging campaign audiences to get vaccinated against flu, COVID-19, and RSV." Below this text is a button labeled "Campaign Ads". To the right of the image, the text "RISK LESS. DO MORE. Get this season's vaccines" is displayed in a bold, blue font. Below the image, there is a section titled "About the Campaign" which provides a brief overview of the campaign's goals and objectives. The text states: "The U.S. Department of Health and Human Services (HHS) Pan Respiratory Virus (PRV) Public Education Campaign (PEC), also called Risk Less. Do More., is a national, integrated effort to increase awareness of, confidence in, and uptake of vaccines that reduce severe illness from influenza (flu), COVID-19, and the Respiratory Syncytial Virus (RSV) in at-risk populations. The campaign will also:" followed by a bulleted list of objectives.

U.S. Department of Health and Human Services
Enhancing the health and well-being of all Americans

About HHS Programs & Services Grants & Contracts Laws & Regulations

Home > Risk Less. Do More.

T- [Social Media Icons]

Risk Less. Do More.

Explore a range of social media and other digital advertisements encouraging campaign audiences to get vaccinated against flu, COVID-19, and RSV.

[Campaign Ads](#)

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

About the Campaign

The U.S. Department of Health and Human Services (HHS) Pan Respiratory Virus (PRV) Public Education Campaign (PEC), also called Risk Less. Do More., is a national, integrated effort to increase awareness of, confidence in, and uptake of vaccines that reduce severe illness from influenza (flu), COVID-19, and the Respiratory Syncytial Virus (RSV) in at-risk populations. The campaign will also:

- Help limit the spread of these viruses in all populations by informing people about effective prevention measures they can take.
- Deliver research-based messages through paid, earned, and owned media including TV, radio, print, social, other digital, and out-of-home platforms.
- Partner with national, state, and local organizations to ensure that all audiences have access to information that can help them avoid illness and protect themselves, their families, and their communities from highly contagious respiratory viruses.