

2026-27 Respiratory Diseases Immunization Talking Points

For drafting social media messages, press releases, articles and other communications:

Respiratory infections like flu, COVID-19, and RSV are common during the fall and winter; serious complications can be prevented by getting immunized when eligible.

- The [California Department of Public Health \(CDPH\)](#) recommends all individuals age 6 months and older receive updated flu vaccine. Everyone 6 months and older should have access and the choice to receive COVID-19 vaccines. Respiratory Syncytial Virus (RSV) immunizations are recommended for eligible infants, toddlers, pregnant people, and older adults. These immunizations decrease your chances of getting very sick from these illnesses. [COVID-19 vaccines](#) are recommended for:
 - All young children (6-23 months)
 - All 2-18 years with [risk factors](#) or never vaccinated against COVID-19
 - All who are planning pregnancy, pregnant, or postpartum
 - All 19-64 years with [risk factors](#)
 - All adults 65 years and older
 - All who are in close contact with others with [risk factors](#) (including healthcare workers and residents of LTCFs)
 - All who choose to reduce risk of severe illness
- Getting immunized against flu, COVID-19, and RSV means fewer sick days and more time with your loved ones. Talk to your healthcare provider today!
- Immunizing against respiratory diseases (flu, COVID-19, and RSV) has been proven safe and effective and is the best protection against serious illness and death.

We are stronger when we are all protected against respiratory diseases. Talk to your health care provider about getting immunized against flu, COVID-19, and RSV.

- Reduce the chances of getting severely sick, especially for the most vulnerable like infants, older adults, and those with underlying medical conditions. Ask your health care provider today if you and your family are up to date on these immunizations.
- Do your part to protect yourselves and those around you from serious illness by getting immunized this respiratory season.
- Getting immunized is one way we can look out for one another and keep each other healthy this respiratory virus season.
- Immunizations can help lessen the burden on us and our healthcare system during respiratory virus season. Let's keep each other healthy and out of the hospital!
- Protect yourself, your family, and your community by getting immunized against flu, COVID-19, and RSV.

Older adults and those with underlying medical conditions are at higher risk of complications from flu, COVID-19, and RSV; that's why it's so important to stay up to date with these immunizations.

- Just like our electronic devices, our immune systems need updating, too! Make sure to stay up to date with your flu, COVID-19, and RSV vaccines. Don't have a healthcare provider or insurance? Check out myturn.cdph.ca.gov to find a vaccine site near you.
- Are you 65+? A [second dose of COVID-19 vaccine](#) is recommended 6 months after your latest dose. Protect against severe COVID-19 disease!
- Adults 50-74 years of age with [certain risk factors](#) and those 75+ are recommended to receive one dose of RSV vaccine. When you get your updated flu and COVID-19 vaccines, ask your health care provider about the RSV vaccine.
- Are you 50 years or older with an [underlying medical condition](#)? If so, you may be at higher risk for severe RSV disease. Ask your healthcare provider about protecting yourself and your loved ones from getting very sick this season with the RSV vaccine!
- Save yourself the extra trip! When you get your updated flu and COVID-19 vaccines, ask your health care provider about RSV and other vaccines you may need. It is safe AND convenient to get them at the same visit!

Each year brings new respiratory virus strains. Updated flu and COVID-19 immunizations help keep your immune system ready for what's circulating now, so you can stay focused on the things that matter most to you.

- Viruses change over time—and your protection should keep up. Updated immunizations help your immune system stay current, lowering the chance of complications and helping you stay in control of your health.
- Life moves fast. Updated flu and COVID-19 vaccines help your immune system keep up with changing viruses. Get vaccinated today!
- Get your updated flu and COVID-19 vaccines today. Also ask your provider if you need other vaccines. It's safe and convenient to receive all the vaccines you need in the same visit.
- Every new season has its challenges, but staying up to date with flu and COVID-19 vaccines helps your body stay ready for them. Flu and COVID-19 vaccines are a season pass for protection!
- New seasons bring change – even to respiratory viruses! Keep your immune system ready for change with updated flu and COVID 19 immunizations.
- To get vaccinated, make an appointment with your provider or pharmacy where you pick up your medicine. Not sure if a pharmacy is in network? Call 1-800-424-5906. Need help finding a place to get vaccinated? Visit myturn.cdph.ca.gov.

Pregnant people are also more vulnerable to complications from respiratory diseases. Staying up to date with vaccines during pregnancy helps protect you and your baby.

- [CDPH](#) and [ACOG](#) recommend COVID-19, Influenza, and RSV vaccines during pregnancy. Getting vaccinated against flu, COVID-19, and Respiratory Syncytial Virus (RSV) during pregnancy helps protect you and your baby from related complications. Talk to your prenatal care provider about getting these, and other [recommended vaccines](#) today!
- Getting vaccinated during pregnancy can also help protect your baby in early life from serious infections like RSV. Talk to your prenatal care provider about getting the prenatal RSV vaccine if you are 32-36 weeks pregnant.
- Getting vaccinated against flu, COVID-19, and RSV during pregnancy helps pass on protective antibodies to your baby before birth. Contact your prenatal care provider about getting these immunizations today!

During the fall and winter months, infants are more vulnerable to respiratory illnesses, and need protection against flu, COVID-19, and RSV!

- Respiratory disease season is here! Make sure your baby is protected against RSV with immunization after birth (if vaccine was not given during pregnancy). Once your baby turns 6 months of age, make sure they are protected against flu and COVID-19. These can cause serious symptoms and complications in infants. Talk to their health care provider about these immunizations today!
- Respiratory diseases like flu, COVID-19, and RSV can be very dangerous for little ones! Talk to your child's doctor about getting the [RSV immunization](#) (monoclonal antibody) recommended for all babies under 8 months of age. Some children 8 months – 19 months may also be eligible if they are [high risk](#). Keep them safe and protected!
- For maximum protection, children 6 months to 8 years of age getting flu vaccines for the first time need 2 doses at least 4 weeks apart. Talk to their health care provider about flu vaccines today!
- Baby, child, tween, or teen? Flu vaccine by Halloween! Make sure to call their health care provider to get them vaccinated and stay protected.

Kids are back to school, so let's make sure we keep everyone safe and protected from respiratory diseases!

- It is important that kids are vaccinated against serious respiratory diseases like flu and COVID-19, which can easily spread in schools. Even healthy children can get very sick from these diseases. Keep our kids and our schools healthy and safe.

- Let's prevent outbreaks and missed school days due to flu and COVID-19. Talk to your child's health care provider to get them vaccinated today!
- Let's keep our kids safe, healthy, and thriving! Get your kids vaccinated against [flu](#) and [COVID-19](#) this fall.
- Flu and COVID-19 vaccines help protect children from getting severely sick. Schedule a flu and COVID-19 vaccine appointment with your child's health care provider or at myturn.cdph.ca.gov.
- Need proof of vaccines for childcare or school? Request a copy of your vaccine record from the California Digital Vaccine Record portal at [My DVR](https://mydvr.cdph.ca.gov) (mydvr.cdph.ca.gov).

Protect young ones who are most vulnerable to respiratory illnesses. Let's keep our children safe and healthy by getting them immunized.

- Getting your young child vaccinated against flu and COVID-19 may reduce disruptions to childcare and learning. Let's keep our children safe, healthy, and thriving!
- With respiratory disease season here, make sure children get vaccinated against flu and COVID-19 to protect themselves and others around them from getting very sick!
- CDPH emphasizes the importance of additional protection for infants and toddlers against flu and COVID-19. Starting this fall, keep your child safe and healthy against these diseases with updated flu and COVID-19 vaccines. Ask your child's doctor about these vaccines and if they are also eligible to receive RSV immunization.