

2025 Fight Flu TN Engagement Toolkit

Overview

This digital media toolkit is created to assist local health departments, healthcare partners, and community organizations in promoting Fight Flu Day TN, **October 21, 2025**, and sharing important messages about flu awareness, vaccine education, and prevention efforts.

As trusted voices in your communities, your efforts play a key role in helping Tennesseans stay informed and protected during flu season—and prepared for broader public health emergencies. This toolkit will help you deliver consistent, accurate messaging across your networks.

Inside you'll find:

- Key Messages and talking points for Fight Flu TN
- Localized press release template
- Recommended hashtags
- Pre-written social media posts and captions
- Downloadable graphics for sharing across platforms
- Flyer templates and website header graphics
- Links to flu-related materials
- Branding guidance

Thank you for your continued partnership in keeping Tennessee communities healthy and informed.

For more information and resources, visit health.tn.gov/fightflu.

Key Messages & Talking Points

Flu Shots Save Lives

- The flu vaccine is safe and effective and can protect against the most common types of flu, and the virus's worst symptoms and outcomes.
- Nationally, 7.5 million illnesses, 105,000 hospitalizations, and 6,300 deaths could be prevented annually if more people would choose to get the flu vaccine.
- All Tennesseans six-months old, and older, can get a flu shot every year.
- Getting a flu shot is simple and the most important thing you can do to help prevent the flu.
- Protect your family, friends, neighbors, and coworkers from the flu by getting vaccinated.
- Encourage others to get vaccinated against the flu as well.

Help with the Fight Flu '25 Effort

- On **Oct. 21, 2025**, Tennessee's health departments will provide free flu at more than 100 locations across the state.
- Find the site closest to you and its hours of operation at health.tn.gov/fightflu. Select the **Find a Flu Shot Near You** icon.

- Encourage others to choose personal preparedness and watch for updates using **#FightFlu25** on social media.

Tennessee Prepares

- **FightFlu '25** is an annual event that shows your public health and medical response systems at work.
- **Fight Flu '25** is a statewide preparedness and response exercise to help local health departments practice emergency plans to vaccinate our communities during a pandemic.
- Preparedness for pandemics is critical and we use large-scale exercises, like **Fight Flu '25**, to make sure local health department teams are ready to respond.

TDH Online Info

- [Health.TN.Gov/FightFlu](https://www.health.tn.gov/fightflu) → Find a Local Health Dept, Find a Flu Shot Near You, Flu Information
- [TN.gov/Health/rvi](https://www.tn.gov/Health/rvi) → Data and Prevention Info about Respiratory Viral Illnesses – COVID, Flu, RSV

Hashtags & Handles

- #FightFluTN
- #FightFlu25
- #FightFlu2025
- #FightFluDay25
- #HealthyTennessee
- #CommunityHealth

Tag Us:

- Facebook: @TNDeptofHealth
- Instagram: @tndeptofhealth
- X: @TNDeptofHealth

Social Media Graphics & Outreach Materials

These ready-to-use images are designed to promote 2025 Fight Flu Day and encourage flu prevention across your social media channels. Use them with suggested captions or on their own to reinforce key messages around flu awareness, vaccination, and community protection.

Sample Graphics



Access downloadable social media graphics on the Fight Flu TN webpage.

Sample Captions

Fight Flu Day

- SAVE THE DATE: Local County health departments will offer FREE flu vaccines to all Tennesseans, 6 months and older, on October 21, 2025. No appointment is needed. To find a location near you, visit health.tn.gov/local. #FightFlu25 #FightFluTN #HealthyTennessee
- **Twitter/X Copy:** SAVE THE DATE: Get a FREE flu shot at your local county health dept on Oct. 21, 2025! Open to all Tennesseans 6 months & older—no appointment needed. Find a location: health.tn.gov/local. #FightFlu25 #FightFluTN #HealthyTennessee
- 📅 Mark your calendar: October 21, 2025, is Fight Flu Day in Tennessee! Get a free flu vaccine at your local county health department and help protect yourself, your family, and your community this season. 📍 Find a location near you: health.tn.gov/local. #FightFluTN #FightFluDay25 #HealthyTennessee
- **Twitter/X Copy:** 📅 Mark your calendar: Oct. 21, 2025, is Fight Flu Day in Tennessee! Get a FREE flu shot at your local county health dept. to protect yourself & your community. 📍 Find a location: health.tn.gov/local. #FightFluTN #FightFluDay25 #HealthyTennessee
- 📣 Fight Flu Day is October 21, 2025! The [Insert County Name] County Health Department is offering FREE flu vaccines to help you stay healthy this season—no appointment needed.
When: Tuesday, October 21
Where: [Insert location or address if desired]
Time: [Insert time if desired]
Protect yourself. Protect your community. Learn more: health.tn.gov/fightflu. #FightFluDay2025 #FightFluTN #HealthyTennessee
- **Twitter/X Copy:** 📣 Fight Flu Day is Oct. 21! The [Insert County Name] Co. Health Dept. is offering FREE flu shots — no appointment needed.
Tues, Oct 21
[Insert location]
[Insert time]
Protect yourself & your community: health.tn.gov/fightflu. #FightFluDay25 #FightFluTN #HealthyTennessee

Flu Season & Prevention

- The Fall season is here, and so are the common respiratory viruses. Consult with your healthcare provider or pharmacist to determine which vaccines are best suited for you and your family. Be ready. Stay well. Visit tn.gov/health/rvi for more information. #FightFluTN #FightFlu25 #FluSeason #HealthyTennessee
- **Twitter/X Copy:** Fall is here—and so are common respiratory viruses. Talk to your provider or pharmacist about which vaccines are right for you and your family. Be ready. Stay well. 📍 tn.gov/health/rvi #FightFluTN #FightFlu25 #FluSeason #HealthyTennessee
- Flu season peaks during the winter months, when cold weather keeps us indoors and germs spread more easily. ❄️ 🧑🏻‍🦱 Protect yourself and your loved ones this season by getting vaccinated and practicing good hygiene, staying home if you're sick, and cleaning frequently touched surfaces. Let's work together to fight the flu all winter long! 📍 📍 #FightFluTN #FightFlu25
- **Twitter/X Copy:** Flu season peaks in winter ❄️ 🧑🏻‍🦱—when we're indoors & germs spread fast.
📍 Get vaccinated
📍 Practice good hygiene
📍 Stay home if sick
Let's fight the flu all season long! 📍

#FightFluTN #FightFlu25 #WinterWellness #HealthyTennessee

- Flu spreads fast—especially at home, school, and work. Help stop the spread:
 - Disinfect high-touch surfaces
 - Stay home when sick
 - Practice good hygieneKeep your family and coworkers healthy this flu season! #FightFluTN #FightFlu25 #StopTheSpreadTN
- **Twitter/X Copy:** Flu spreads fast at home, school & work. Help stop it:
 - 🧼 Disinfect surfaces
 - 🏠 Stay home if sick
 - 🧼 Practice good hygieneKeep family & coworkers healthy this flu season!
#FightFluTN #FightFlu25 #StopTheSpreadTN
- Feeling better? You could still spread the flu. 😊
Stay home at least 24 hours after your fever is gone (without meds). Preventing flu isn't just about you—it's about protecting everyone around you. #FluFacts #FightFluTN #FightFlu25 #ProtectEachOther
- **Twitter/Copy:** Feeling better? You might still spread the flu. 😊
Stay home at least 24 hours after your fever's gone (without meds). It's not just about you—it's about protecting others. #FluFacts #FightFluTN #FightFlu25 #ProtectEachOther
- There's a lot of information out there about flu prevention. Seek out trusted sources and talk with medical professionals to make informed decisions that are right for you and your loved ones. #FightFluTN #FightFluTN25 #FluSeason #HealthyTennessee
- The flu can be serious, especially for:
 - 👶 Young children
 - 👴 Older adults
 - ❤️ People with chronic health conditionsLet's do our part to protect our most vulnerable neighbors. Good hygiene, smart prevention, and getting vaccinated all help stop the spread. #FightFluTN #FightFlu25 #CommunityHealth #StopTheSpread
- **Twitter/X Copy:** The flu can be serious for:
 - 👶 Young kids
 - 👴 Older adults
 - ❤️ Those with chronic conditionsProtect our most vulnerable—get vaccinated, practice good hygiene & stop the spread.
#FightFluTN #FightFlu25 #CommunityHealth #StopTheSpread
- It's normal to have questions or concerns about flu prevention. We encourage you to learn more from trusted sources and talk with your healthcare provider about the best ways to protect yourself and your loved ones this season. Your health matters! #FightFluTN #FightFluTN25 #FluAwareness #InformedChoices #HealthyTennessee
- **Twitter/X Copy:** It's normal to have questions or concerns about flu prevention. We encourage you to learn more from trusted sources & talk with your healthcare provider about the best ways to protect yourself & your loved ones this season. Your health matters! #FightFluTN25 #InformedChoices
- Choosing what's best for your health is important. Along with good hygiene and staying home when sick, the flu vaccine can add an extra layer of protection for you and your loved ones.

Learn more at health.tn.gov/fightflu to make an informed decision this flu season. #FightFluTN
#FightFlu25 #ProtectYourCommunity #HealthyTennessee

- **Twitter/X Copy:** Choosing what's best for your health is important. Along with good hygiene & staying home when sick, the flu vaccine can add an extra layer of protection for you & your loved ones. Learn more at health.tn.gov/fightflu to make an informed decision this flu season. #FightFlu25

Sample Email Newsletter Blurbs

Fight Flu Day is October 21, 2025

Mark your calendar! The Tennessee Department of Health is proud to lead Fight Flu Day on Tuesday, October 21. All 95 county health departments will offer free flu vaccines to help protect Tennesseans against the flu this season.

Your participation helps reduce the spread of illness and protects those most at risk. For more information and flu prevention resources, visit health.tn.gov/fightflu.

Join Us for Fight Flu Day – October 21, 2025

Let's work together to keep our communities healthy! On Fight Flu Day, October 21, local health departments across Tennessee will provide free flu shots to anyone aged 6 months and older. Whether you're helping to spread the word, organizing outreach, or encouraging neighbors to participate, your role makes a difference. Download materials, access resources, and help protect the people we serve at health.tn.gov/fightflu.

Fight Flu Day is October 21, 2025

The Tennessee Department of Health is encouraging everyone to take part in Fight Flu Day on Tuesday, October 21. All 95 county health departments will offer free flu vaccines to help protect Tennesseans of all ages from flu-related illnesses and complications.

Now is the time to take action—flu season is unpredictable, and vaccination is one of the best ways to stay healthy and protect others in your community.

Find your local health department and learn more at: health.tn.gov/fightflu.

Fight Flu Day 2025

Your actions make a big difference. On Fight Flu Day, Tuesday, October 21, all local health departments in Tennessee will offer free flu vaccines to help protect those most vulnerable, including older adults and people with chronic conditions.

Getting vaccinated yourself—and encouraging your loved ones to do the same—is one of the best ways to prevent serious illness this flu season.


Find a flu shot location near you at: health.tn.gov/fightflu.

Additional Digital & Print Assets


[Fight Flu TN Flyer \(English & Spanish\) – 5.5” x 8.5”](#)

FREE
FLU SHOTS
SAVE THE DATE
10.21.2025

#FightFlu25
health.tn.gov/fightflu




Carter County Health Department
403 East G Street,
Elizabethton, TN 37643
8:30 a.m. - 4:30 p.m. EST

 Department of Health
To find a local health department near you visit health.tn.gov/local.


Discovered or Health Substitution No. 2024
This document publication was prepared or revised on August 2024

Gratis
Vacunas Contra
la Gripe
Marca tu calendario
10.21.2025

#Luchacontralagripe25
health.tn.gov/fightflu



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Download [here](#).

[Fight Flu TN Flyer \(English & Spanish\) – 8.5” x 11”](#)

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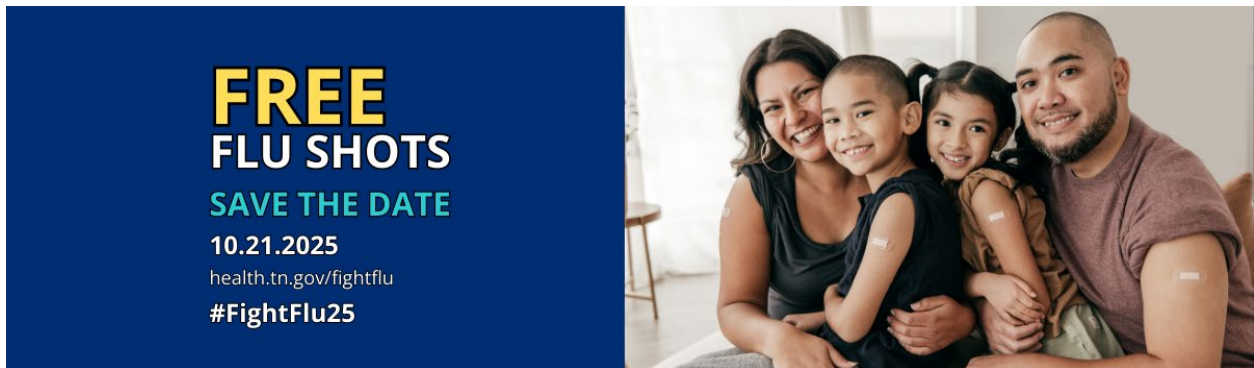
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Download [here](#).

Website Header Graphics



Download [here](#).

Links & Resources

- [Fight Flu Tennessee](#)
- [Find a Flu Shot Near You](#) (*Local County Health Departments*) & [POD Locations](#)
- [Flu in Tennessee](#)
- [Influenza \(flu\)](#) (*CDC*)
- [Respiratory Viral Illness](#)
- [Seasonal Flu Vaccine Basics](#) (*CDC*)
- [Vaccine Safety](#)
- [Training for Vaccinations \(VRAS\)](#)
- [Tennessee Immunization Information System \(TennIIS\)](#)
- [Tennessee's Vaccine-Preventable Diseases and Immunization Program](#)

Branding Guidelines

Color Palette



#002d72



#2cccd3



#ffde59



#ffffff



#000000

Typeface

Open Sans, **Open Sans Bolded**, & **Open Sans Semi Condensed**

Contact

Have questions or need help promoting Fight Flu Day 2025 in your community?

Please reach out to your Regional Projects and Communications Coordinator for assistance with outreach materials, event coordination, or general guidance.

Region	Name	Email
West	Alisa Gray	Alisa.Gray@tn.gov
South Central	Emily Gawlak	Emily.Gawlak@tn.gov
Mid-Cumberland	Bryan Stroinski	Bryan.Stroinski@tn.gov
Upper Cumberland	Rachael Nichols	Rachael.Nichols@tn.gov
Southeast	Amanda Goodhard	Amanda.Goodhard@tn.gov
East	Haley Summers	Haley.Summers@tn.gov
Northeast	Morgan Scott	Morgan.Scott@tn.gov

