

MyShot Overview

November 1, 2018

- The goal of MyShot is to educate adults 50 years of age and older about the potential dangers of flu infection and the importance of an annual flu vaccination.
- Seventy percent of adults 50 years of age and older have at least one chronic medical condition, such as lung disease, heart disease or diabetes. When combined with the flu, these conditions can become worse and lead to serious illness.
- The campaign is conducted in collaboration with Sanofi Pasteur and will run through the flu season, using a wide array of outreach to educate older adults and drive them to the MyShot microsite to learn more.
- Resources on the [microsite](#) include:
 - Flu stats and information around who is at increased risk of flu-related infection and complications
 - Patient stories featuring adults 50 years of age and older from various walks of life discussing their firsthand experiences with the flu
 - Tips on how to talk to a doctor about the flu shot option that is right for them



Lisa Pellerin, an asthma and diabetes patient who is telling her flu story through the MyShot campaign.

Spread the Word About MyShot

If you or your organization is interested in helping spread the word about MyShot, there are various assets available to you.

- Visit and share the MyShot website with your network
 - GetMyShot.org
- [Share MyShot social media resources](#)
 - A collection of resources to help you share MyShot and educate people on the dangers of the flu
 - Be sure to check back over the season as we update the page with even more resources
- Repost social media posts by the American Lung Association about the campaign
 - Facebook.com/lungusa
 - Twitter.com/lungassociation



To help protect my loved ones and myself **against the flu.**

For any questions about the campaign or how you can help spread the word, please contact Erin Meyer at Erin.Meyer@lung.org