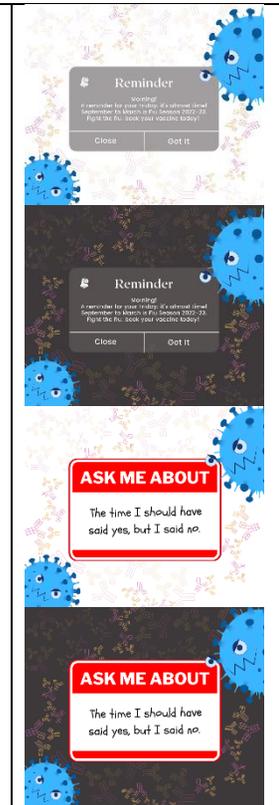


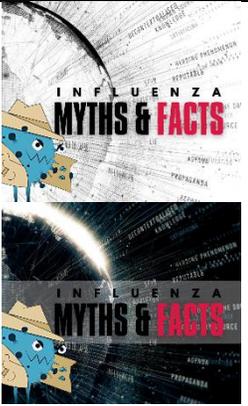
Date	Facebook/Instagram	Twitter	Links	Graphics
	<p>Forgot about flu? It remembers you.</p> <p>Since 2020, anti-COVID-19 public health measures have also been protecting us from flu. In fact- while things like increased hand washing, social distancing, and mask wearing slowed COVID-19 transmission- flu cases were almost totally eradicated! With the easing of public health directives, the flu is set to return. Flu Season 2022 may come early, so plan now to protect yourself and your loved ones.</p>	<p>Forgot about flu? It remembers you.</p> <p>Anti-COVID-19 public health measures have protected us from flu, but with the easing of these directives, flu is set to return. Flu Season 2022 may come early, so plan now to protect yourself and your loved ones.</p>		<p>(+ web banners from Sharepoint ?for NBLA main webpage)</p> 

Prepare NOW for the start of flu season. Holiday travel accelerates flu spread around Thanksgiving, so you should plan to get your shot as soon as it becomes available! (If you're late it's ok; flu season runs all the way through March!)

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	<p>Influenza (the flu) is very different from the common cold virus. A cold will annoy you with runny nose, watery eyes, and throat irritation that disappears in a couple of days... but if you catch the flu the sudden onset of high fever, muscle aches, chills, and extreme fatigue could see you bedridden. Unlike the common cold, flu impacts multiple organs, resulting in a more severe illness with complications that can last for weeks, or even months after symptoms disappear.</p>	<p>Influenza (the flu) is very different from the common cold virus. A cold will annoy you; but the flu can knock you down.</p>		 <p>By age 65, you face a much higher risk. <small>of influenza complications, hospitalizations, and deaths.</small></p> <p><b>FORGOT ABOUT FLU? IT REMEMBERS YOU</b></p> <p>Spread the word, not the virus. <small>Get vaccinated. Stay home when you're sick. Cover your coughs and sneezes. Wash your hands often.</small></p>
	<p>We're here to help you unravel some common flu myths! Did you know:</p> <p><b>Myth:</b> The flu shot will give you the flu.</p> <p><b>Fact:</b> Viruses cause flu, not vaccines. It takes about two weeks to build up protection, and some mild symptoms are a normal sign that your body is strengthening its defenses. Because immunity goes down over times, a yearly flu vaccine is the most effective way to reduce your risk.</p>	<p>We're here to help you unravel some common flu myths! Did you know:</p> <p><b>Myth:</b> The flu shot will give you the flu.</p> <p><b>Fact:</b> Viruses cause flu, not vaccines.</p>		<p>[“Not throwing away my shot” video*]  <a href="https://youtu.be/AEX8oFNMOFE">https://youtu.be/AEX8oFNMOFE</a></p> <p>*emailed for usage permission – granted 14/08/22</p> 
	<p><b>Myth:</b> Healthy people don't need vaccines. It isn't worth the effort because the flu is just a bad cold and only a short-term nuisance.</p> <p><b>Fact:</b> Influenza is a leading cause of pneumonia. Within days of infection,</p>	<p><b>Myth:</b> Healthy people don't need vaccines. It's just a bad cold and only a short-term nuisance.</p> <p><b>Fact:</b> Did you know that infected people spread influenza BEFORE becoming symptomatic? Almost</p>		<p>[Gov't flu info vid]  <a href="https://www.youtube.com/watch?v=2pkUL2aABqo">https://www.youtube.com/watch?v=2pkUL2aABqo</a></p>

	<p>your risk of stroke increases up to 8x, and heart attack risk increases up to 10x. Flu is highly contagious, but did you know that infected people can spread the virus BEFORE becoming symptomatic? That's why the vaccine is recommended for everyone over 6 months old, and especially high-risk individuals. Almost half of all Canadians 50+ have at least one high-risk condition which increases death from flu; without the vaccine, you could expose them before you even know you're sick.</p>	<p>half of all Canadians 50+ live with high-risk conditions that increase death from flu; When you vaccinate, you protect everyone.</p>		
	<p><b>Myth:</b> The flu vaccination is all you need to do to protect yourself from the flu.</p> <p><b>Not quite. Let's scratch a bit below the surface...</b></p> <p><b>Fact:</b> Flu cases were nearly eradicated in Canada while anti-COVID-19 restrictions were in effect. We're already used to these measures – and should maintain them – especially when around high-risk people. Avoid contact with people who have the flu, wash your hands frequently, and consider taking anti-viral medications if you were exposed to the flu before being vaccinated. In public places, a well-fitted mask gives an extra layer of protection.</p>	<p><b>Myth:</b> The flu vaccination is all you need to do to protect yourself from the flu.</p> <p><b>Fact:</b> Avoid contact with people who have the flu, wash your hands frequently, and consider taking anti-viral medications if you were exposed to the flu before being vaccinated. In public places, a well-fitted mask gives an extra layer of protection.</p>		

**Flu and you:**

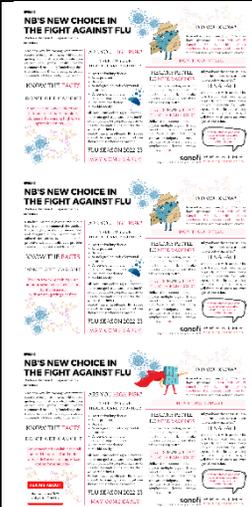
All New Brunswickers from the age of 6 months+ are encouraged to get vaccinated, but it is especially important for people at high risk of flu-related complications (and for those who care for them!)

Vaccines work by training your immune system to recognise a disease, without you getting sick first. Canadian infectious disease and public health experts recommend the publicly funded high dose shot for seniors 65+ and support several options for children and younger adults.

Are you High Risk? If you have any of the following, talk to your healthcare provider today about which vaccine is right for YOU:

- Heart and/or lung disease
- Renal problems
- Diabetes
- Neurological/neurodevelopmental disorders
- Cancer or other immune-compromising conditions
- Rheumatologic disease
- Morbid obesity

All New Brunswickers are encouraged to get vaccinated, but if you have a high-risk condition (or care for someone who does) it's even more important! A new vaccine is available this fall tailored for adults 18 and older alongside the existing high-dose option for seniors 65+. Ask your healthcare provider: which one is right for YOU?



	<p>A new vaccine is available this fall tailored for people 18 and older (alongside the existing high-dose option for seniors 65+.) Remember: flu season starts as early as October and lasts through to March. Don't be caught unprotected!</p>			
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