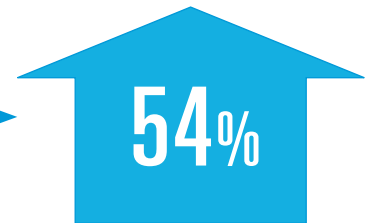




FEAR THE FLU, NOT THE FLU SHOT



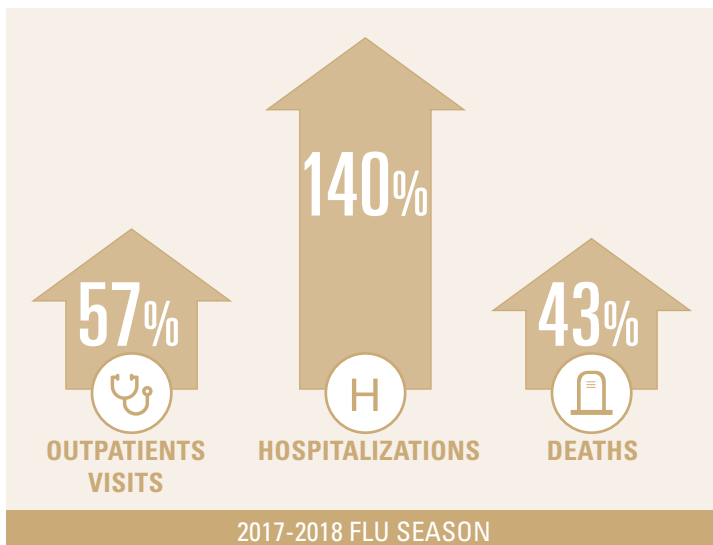
2013-2016
Cumulative Increase



2017-2018

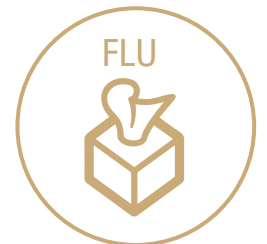
Lack of reported effectiveness of the vaccine may have contributed to the 6.2% drop in vaccination rate cited by the CDC.

CDC FLU DATA SHOWS



BCBS DATA SHOWS:

If vaccinated with the flu shot, **an estimated 830,000 BCBS members** could have avoided a serious, diagnosed case of the flu.



GET YOUR FLU SHOT

While the severity of the flu epidemic and the effectiveness of the vaccine vary from year to year, the most effective way to prevent and lessen symptoms of the flu is with an influenza vaccination.



When: Early in the fall before flu season begins. It takes about 2 weeks for the antibodies to develop and protect the body.

Where: Doctor's office, workplace or school, pharmacy clinic, or search your [area](#).

Help Protect: Wash hands, limit contact with those who are ill, cover coughs and sneezes, clean the home, and avoid touching eyes, nose, and mouth.