

Respiratory Virus Season Videos: Key Messages and Script

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General Respiratory Virus Season

Key Message	Script	Suggested On-Screen Text
Hook/Intro	"Respiratory virus season is here. So what can you actually do to protect yourself, your family, and the people around you?"	Here's what you need to know about the respiratory virus season this year
Who you are	"I am [Name], and I work with [Public Health Department/Org/Academic Institution]. My role is [add details to demonstrate why YOU are the person communicating this information]. Let's talk about how to stay healthy during this year's respiratory virus season."	[If you feel comfortable, add your role, affiliation, and name]
What is circulating?	"You may have started to hear about flu, COVID-19, and RSV. These viruses cause symptoms that may be severe, especially in older adults, young children, pregnant people, and people with compromised immune systems."	Respiratory viruses can cause severe symptoms
Protect yourself	"So, how can you protect yourself and your loved ones? First, stay up to date on the vaccines recommended for you. Flu vaccination is recommended for everyone 6 months and older. COVID-19 and RSV vaccination recommendations depend on your age, health history, pregnancy status, and other factors."	Stay healthy this season by getting the right vaccines for you
Everyday prevention	"There are also simple things you can do every day to prevent COVID-19, RSV, and the flu. Wash your hands regularly, and avoid close contact with others if you have respiratory virus symptoms."	In addition to vaccination, take these steps: Wash hands
If you get sick	"If you do get sick, stay home and away from others while you are experiencing symptoms. When you start feeling	Stay home when you have symptoms

	better and have been fever-free for at least 24 hours without using fever-reducing medication, you can return to your normal activities.”	
Call to action	“Respiratory viruses are a normal part of the fall and winter, but there are steps you can take to lower your risk of serious illness and protect the people around you. Talk with a healthcare professional about which vaccines are right for you this season.”	[Add information about where people can learn more, like a URL or a note about more information in the social media caption]
Optional Addition		
Testing and treatment	“If you develop respiratory symptoms, testing may help determine whether you have COVID-19, flu, or another infection. For some people, treatment for flu or COVID-19 works best when started early, so do not wait to contact your healthcare provider.”	If you have symptoms, take a test, which you can purchase over the counter at your local pharmacy

2026–27 Flu Vaccine Guidance

Key Message	Script	Suggested On-Screen Text
Hook/Intro	"Every fall, I get the same question: 'Do I really need another flu shot?' Yes, and here's exactly why."	"Do I really need another flu shot?"
Who you are	"I am [Name], and I work with [Public Health Department/Org/Academic Institution]. My role is [add details to demonstrate why YOU are the person communicating this information]. Let's break down the flu vaccine for this season for kids and adults."	[If you feel comfortable, add your role, affiliation, and name]
Why it matters	"Flu isn't just a bad cold. It's a contagious respiratory virus that can cause fever, body aches, and fatigue, and for some people, it may lead to severe symptoms and hospitalization. Getting the flu vaccine is the best way to prevent severe illness. Even if you catch the flu after vaccination, you're likely to have a milder case."	The flu can cause severe illness and take you away from the people and activities you love
What is new this season	"Flu viruses change every year, so the vaccine is updated to match what's expected to circulate. That's why the vaccine recommendations get a refresh each season, too. This year's flu vaccine guidance came out in early September from medical associations like the American Academy of	Flu vaccines are updated each year to match circulating strains of the virus and offer you the best protection

	Pediatrics and the American Academy of Family Physicians.”	
The breakdown: children v. adults	"Here's the short version: everyone 6 months and older should get a flu vaccine every year. Some kids between 6 months and 8 years old need two doses the first time they get vaccinated; after that, just one a year. Babies under 6 months can't get the vaccine yet, so the best way to protect them is for everyone around them to get vaccinated."	Everyone 6 months and older should get the flu vaccine
Timing	"The best time to get vaccinated is before the flu starts spreading in your community, usually September or October. But getting the flu vaccine at any time during the season, usually through April, can help prevent severe illness. It's never too late, even if the flu is already going around."	The best time to get the flu vaccine is now
Call to action	"Talk to your doctor, pharmacist, or pediatrician about what's right for you and your family. Most vaccination appointments are quick, and the vaccine is often free or low-cost with insurance. Drop your flu-season questions below, and I'll answer them in a follow-up video or point you to additional resources."	Ask me questions in the comments

2026–27 COVID-19 Vaccine Guidance

Key Message	Script	Suggested On-Screen Text
Hook/Intro	"Wondering if you or your family should get a COVID-19 vaccine this season? The recommendations vary slightly depending on your age and health. Here is what you need to know."	"Should I get the COVID-19 vaccine?"
Who you are	"I am [Name], and I work with [Public Health Department/Org/Academic Institution]. My role is [add details to demonstrate why YOU are the person communicating this information]. Let me break down the COVID-19 vaccine recommendations for this season."	[If you feel comfortable, add your role, affiliation, and name]
Why it matters	"COVID-19 is still causing serious illnesses, hospitalizations, and deaths, especially among people at higher risk for severe symptoms. Updated vaccines are designed to provide protection against the COVID-19 variants currently circulating."	COVID-19 vaccines are updated every year to provide the best protection
What is new this season	"Four medical organizations—the American Academy of Pediatrics, American Academy of Family Physicians,	Trusted organizations have provided new

	Infectious Diseases Society of America, and American College of Obstetricians and Gynecologists—have released updated recommendations based on the latest evidence.”	recommendations tailored to you
The breakdown: children and adults	“Here is the short version: for children at high risk, the American Academy of Pediatrics recommends COVID-19 vaccination for all 6 months and older, if requested by the caregiver. According to AAFP, recommendations for adults depend on your age, health history, and individual risk. IDSA recommends that adults who have compromised immune systems receive the age-appropriate 2026–2027 COVID-19 vaccine.”	Recommendations differ for children, adults, and immunocompromised individuals.
Pregnancy	“And if you are pregnant, planning a pregnancy, recently pregnant, or breastfeeding, talk with your healthcare provider about vaccination. The American College of Obstetricians and Gynecologists strongly recommends COVID-19 vaccination during pregnancy, based on evidence that vaccination helps protect pregnant people from severe illness and can also provide protection to their babies.”	Pregnant people should get the updated COVID-19 vaccine to protect themselves and their babies
Timing and insurance	“It’s best to get an updated COVID-19 vaccine as it becomes available, and this year’s vaccines are currently available! Nearly all public and private insurance plans fully cover the COVID-19 vaccine, making it free as part of preventative care. For adults who do not have insurance, free or low-cost COVID-19 vaccine options may be available”	The best time to get the COVID-19 vaccination is now
Call to Action	“The bottom line? COVID-19 vaccination is still an important tool for preventing severe illness, but the recommendation may look different for different people. Talk with your doctor, pharmacist, or other healthcare provider about what is right for you and your family.”	COVID-19 is still here. Get your updated COVID-19 vaccine to protect against severe illness.

2026–27 RSV Guidance

Key Message	Script	Suggested On-Screen Text
Hook/Intro	“Who actually needs protection against RSV this season? For some people, RSV can be serious. Here is what you need to know this year.”	“Who needs protection against RSV this season?”
Who you are	“I am [Name], and I work with [Public Health Department/Org/Academic Institution]. My role is [add details to demonstrate why YOU are the person	[If you feel comfortable, add your role, affiliation, and name]

	communicating this information]. Let us break down who should get RSV protection this season.”	
Why it matters	“RSV is a common respiratory virus, but it can cause serious illness, especially in infants and older adults. It can lead to bronchiolitis, pneumonia, hospitalization, and, in some cases, death.”	Infants and older adults are at risk for severe illness from RSV
What is new this season	“For the 2026–27 respiratory virus season, the recommendations continue to focus RSV vaccination and immunization on the people most likely to become seriously ill.”	Infants and older adults are at risk for severe illness from RSV
The breakdown: older adults	“RSV vaccination is recommended for everyone ages 75 and older. Adults ages 50 through 74 should also get vaccinated if they are at increased risk for severe RSV. That can include people with certain chronic heart or lung conditions, weakened immune systems, or other health conditions that increase their risk.”	RSV vaccination is recommended for everyone ages 75 and older. Adults ages 50 through 74 should also get vaccinated if they are at increased risk for severe RSV.
Pregnancy and babies	“The American College of Obstetricians and Gynecologists recommends that pregnant people who are 32 to 36 weeks pregnant between September and March get the RSV vaccine to protect their babies from severe RSV after birth. The RSV vaccine provides the best protection against severe RSV in babies from birth to 6 months old, when a baby’s immune system is not ready to develop immunity on its own. For babies, if the pregnant parent did not receive an RSV vaccine during pregnancy, the baby may be eligible for an RSV immunization after birth. This immunization provides antibodies that help protect babies from severe RSV during their first RSV season.”	RSV vaccination is recommended for pregnant people who are 32 to 36 weeks pregnant between September and March. Immunization can protect babies if the parent was not vaccinated.
Timing	“Timing matters because RSV usually spreads more during the fall and winter. If you are pregnant, talk with your healthcare provider about the timing of an RSV vaccination. Older adults can get the RSV vaccine any time, but it is best before RSV cases increase, typically in the fall and winter.”	Vaccination timing matters! RSV usually spreads in the fall and winter
Call to Action	“The bottom line? RSV protection is especially important for older adults and pregnant people. Talk with a healthcare professional about which option is right for you or your family this RSV season.”	[Add information about where people can learn more, like a URL or a note about more information in the social media caption]