PIERCE

PUBLIC RELATIONS

TENNESSEE PHARMACISTS RESEARCH AND EDUCATION FOUNDATION

2024 Pneumonia Toolkit

Who

Founded in 1990, the Tennessee Pharmacists Research and Education Foundation (TPREF) is a 501(c)3 tax-exempt educational organization and a direct subsidiary of the Tennessee Pharmacists Association (TPA). The TPREF exists to advance the practice of pharmacy through research and education.

What

Pneumonia vaccinations – and the steps Tennesseans can take to protect themselves and their communities from this disease – remain as important as ever in the TPREF's efforts to educate our state about best health practices.

How

The 2024 pneumonia toolkit equips pharmacies across Tennessee with 10 social media posts per vaccine season designed to build awareness among Tennesseeans about the importance of vaccinations. The materials in this toolkit are designed to provide pharmacies with concise, informative tips that encourage contact with local pharmacists as a source of accurate information and support. To access the graphics, click on the corresponding photo and download the image.

When

TPREF recommends consistently posting toolkit content at least once a week. Based on industry research, the most likely times people are on social media tend to be in the mornings (between 8-10 am), around lunchtime (between 11 am-1 pm) or around the end of the workday (between 5-7 pm).

Hashtags

To use on all posts:

#VaccineConfidence
#PharmSupport
#ClosingTheGapCohort
#PneumoniaSeason
#PreventPneumo
#PharmacistsProvideCare

Other recommended hashtag options:

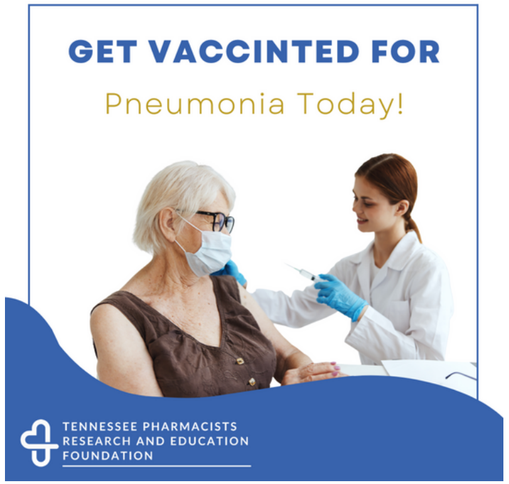
#HealingStartsHere
#ImVaccinated
#IGotVaccinated
#VaccinesSaveLives
#VaccinesWork

Contact Information & Links

Pharmacies that use the social media materials in this toolkit are advised to include their contact information (phone numbers, email addresses, or business addresses) and links to their website or any other websites that provide information on pneumonia vaccines in posts.

Posts have been written so that platforms with no caption character limit (LinkedIn, Instagram, Facebook etc.) can include contact information (and links if the platform allows), while captions for posts over 280 characters have a shortened version of post copy to meet the character limit on X (formerly Twitter).

High Risk for Pneumonia



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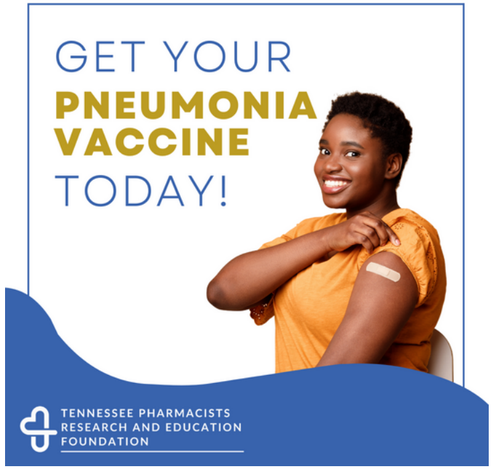
While anyone can get pneumonia, young children and older adults are at the greatest risk. If you have a child under the age of 5, or if you are older than 65, talk to your pharmacist about which vaccine is right for you. Call us at [PHONE NUMBER] or stop by and visit us today!

New Year's Resolutions



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Don't let pneumonia get in the way of your New Year's resolutions! Keep your goals and body moving ahead by scheduling your pneumonia vaccination with a pharmacist in our store. Give us a call at [NUMBER], or head to our website for more information: [LINK]

Duration of Pneumonia

Copy

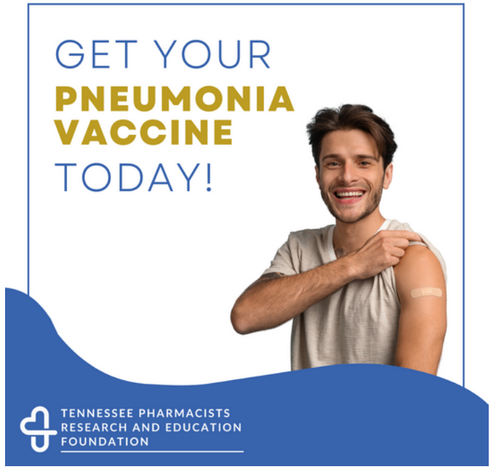
Pneumonia can have lasting, serious repercussions on your health. Some who have contracted it continue to feel the impact of the disease for weeks–or even longer. Call us today at [NUMBER] to learn more about why getting vaccinated is one of the best ways to protect yourself!

Keep Communities Safe

Copy

Getting vaccinated is easy and helps keep communities safe. Pneumonia vaccines protect you and those around you who may be unable to get vaccinated, including children under the age of two. Schedule your vaccine today and help make your community safer. [CONTACT INFO]

Vaccine Referrals



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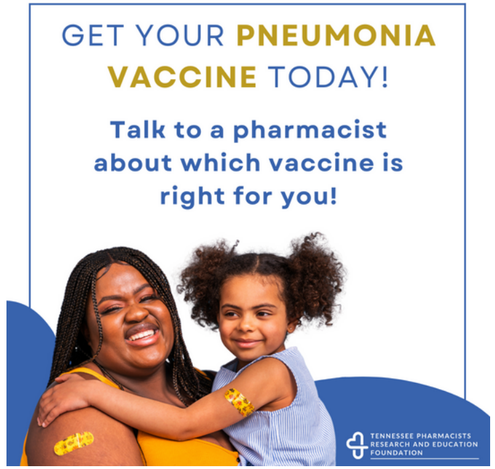
Need a referral for this season's pneumonia vaccine? We are here to help! Give us a call at [NUMBER], or stop by today and we will help you locate a pharmacy with available pneumonia vaccines.

Which Type of Vaccine?



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Ready to get your pneumonia vaccine? There are four different vaccinations to choose from, and the type and quantity you need may depend on your age and risk factors. Call us today at [PHONE NUMBER] to talk to a pharmacist about which vaccine is right for you!

Pneumonia Season is Here

Copy

Pneumonia season is here, and we're focused on keeping you safe! Here are some quick reminders to lower your risk of respiratory infections. If you want more information on staying protected this season, talk to a pharmacist today about getting vaccinated! [CONTACT INFO]

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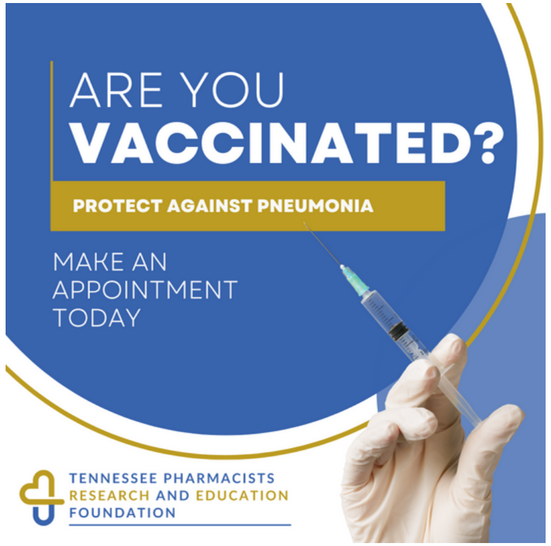
Below are a few quick reminders to keep you healthy this pneumonia season. If you're interested in learning more about how to protect yourself from pneumonia this season, call us today at [PHONE NUMBER] about getting vaccinated!

Are You Vaccinated?



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According to the CDC, pneumonia accounts for over 100,000 hospitalizations each year in the U.S. How can you ensure you aren't one of them? Proper vaccinations can help keep you out of the emergency room and support your overall health. Contact your pharmacist today to learn more about how to protect yourself and get vaccinated. [CONTACT INFO]

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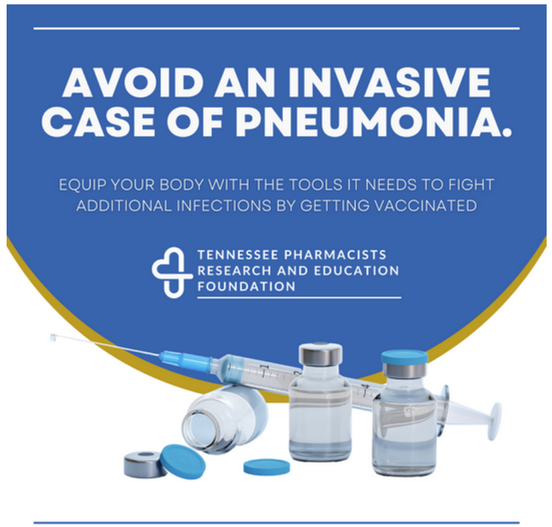
Proper vaccinations can help keep you out of the emergency room and support your health. Contact your pharmacist today to learn more about how to protect yourself and get vaccinated. [CONTACT INFO]

Invasive Case



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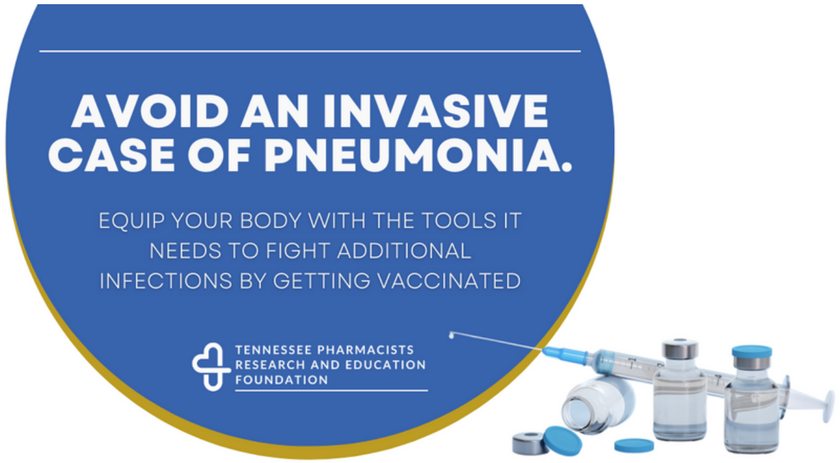
Pneumonia is serious on its own. But did you know it can also lead to harmful bacteria invading other parts of the body? Getting vaccinated is the best way to fight the spread of additional invasive infections. Contact your pharmacist today at [CONTACT INFO] to make an appointment, or head to our website at [LINK] to learn more about how we can help.



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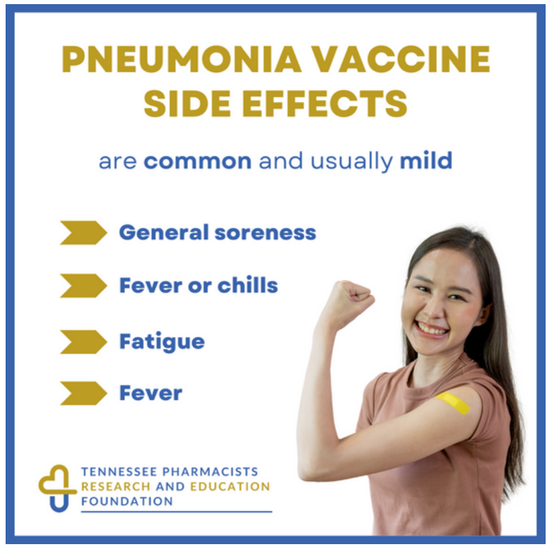
Getting vaccinated is the best way to equip your body with the tools it needs to fight pneumonia and to help stop harmful bacteria from invading other areas. Contact your pharmacist today at [CONTACT INFO] to get vaccinated for pneumonia!

Pneumonia Vaccine Side Effects



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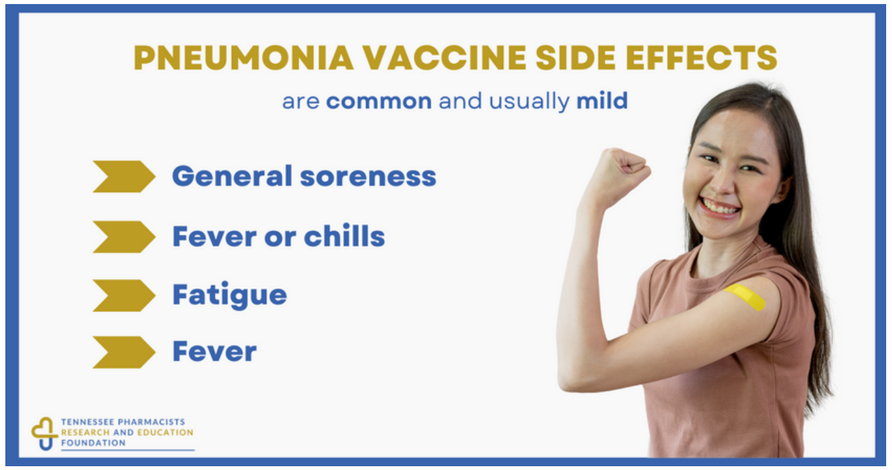
Though side effects following a pneumonia vaccine are common, mild side effect symptoms are much safer than the risk of getting pneumonia. Your pharmacist is here to support you if you have questions about how a pneumonia vaccine helps protect your body and what to expect following the injection. Give us a call at [PHONE NUMBER] to speak with a pharmacist today!



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Have questions about how a pneumonia vaccine helps protect your body including what side effects you may experience? Your pharmacist is here to support you. Give us a call today at [PHONE NUMBER], and we will help answer your questions.

Keep Your Heart Healthy

Copy

Did you know? If you're at risk for heart disease, it's even more important to receive the pneumonia vaccine. Being the number one cause of death in Tennessee, it's essential to take every precaution to protect yourself from heart disease. Getting vaccinated is a readily accessible tool for mitigating disease severity and improving overall health. Call us today at [PHONE NUMBER] to learn more about keeping your lungs AND heart healthy with the pneumonia vaccine.

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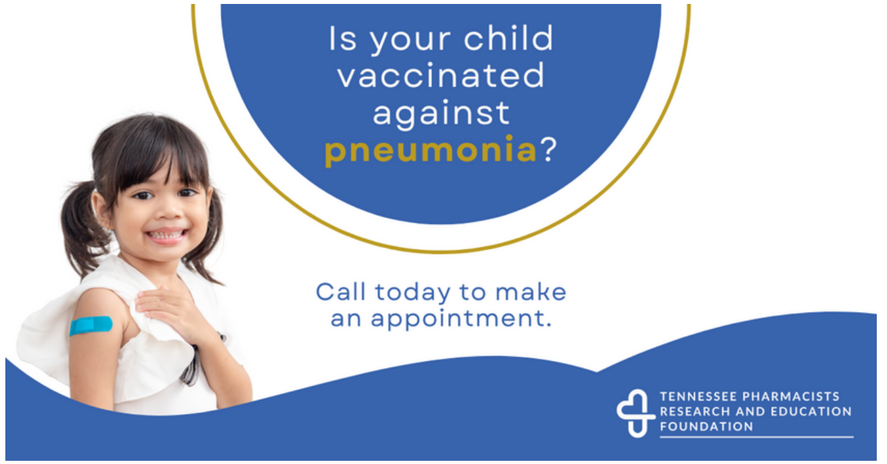
A pneumonia vaccine helps protect you from short-term illnesses and long-term risk factors, such as heart failure. Protect your heart AND your lungs with a vaccine this pneumonia season. Call us today at [PHONE NUMBER] to schedule an appointment!

Reduced Risk for Children

Copy

Worried about your child coming home with an ear or sinus infection? Reduce the risk of infections, potential ear tubes or other illnesses by vaccinating your child against pneumonia. To learn more about the benefits of the pneumonia vaccine, call us today at [PHONE NUMBER], and we can help you set up an appointment!



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Reduce the risk of ear and sinus infections, potential ear tubes or other illnesses by vaccinating your child against pneumonia. Call us today at [PHONE NUMBER], and we'll help you set up an appointment!

Vaccines for Children

Copy

Have you heard of the Vaccines for Children (VFC) program? A child under the age of 19 who meets the required conditions is eligible to have their vaccines covered by this program. If your child is Medicaid-eligible, uninsured or underinsured or is American Indian or Alaska Native, you can help them set up a free pneumonia vaccine each year. Find a VFC provider by contacting your state or local health department, or by calling the CDC at 1-800-CDC-INFO (232-4636).

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Have you heard of the Vaccines for Children (VFC) program? Many children are eligible to receive free vaccines through VFC. Find a VFC provider by contacting your state or local health department, or by calling the CDC at 1-800-232-4636.

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We're excited to continue working with you. The work of the Tennessee Pharmacists Research and Education Foundation is paramount to keeping Tennesseans safe and healthy.

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