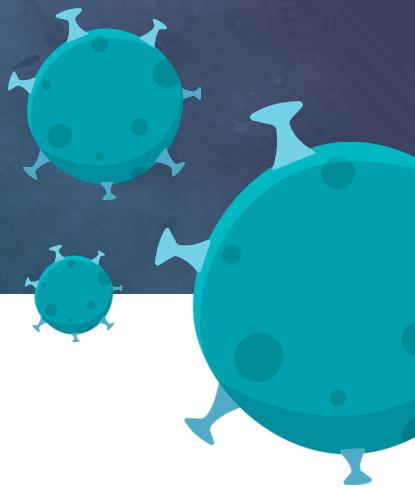
Cold and Flu Season

Partner Toolkit

Florida KidCare

HEALTH AND DENTAL INSURANCE

Welcome



Partners,

While common colds and the flu can hit at any time, they most often spread during the fall and winter. Flu season typically occurs between October and May – and peaks from December through February – often impacting school attendance. According to Attendance Works, health-related barriers, including short-term illness like cold and flu, are one of the top reported reasons for chronic absenteeism among students.

As a trusted Florida KidCare partner and champion for children's health, you can help raise awareness about the importance of practicing healthy habits to prevent the spread of cold and flu, including getting a flu shot, and we can help you! We've developed the following resources so you can successfully promote this important message.

Thank you for being a champion for children's health!

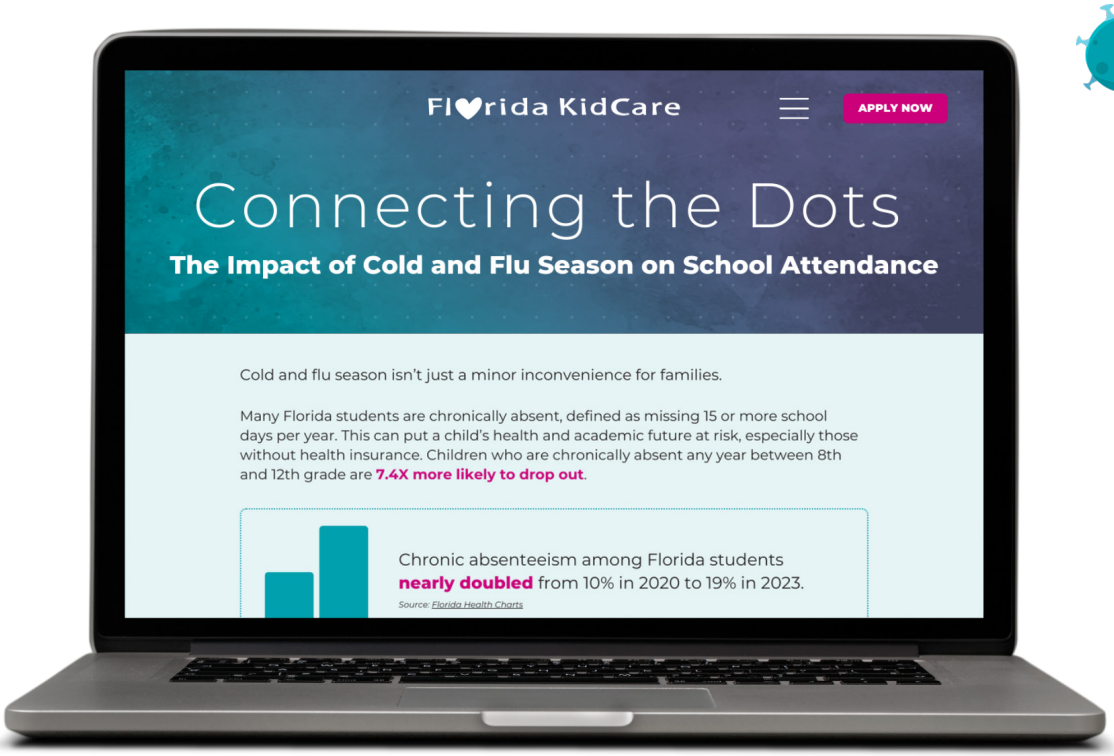
Sincerely,

Ashley Carr
Chief Marketing Officer
Florida Healthy Kids Corporation
A Florida KidCare Partner

Educational Website

To help Florida families stay healthy during cold and flu season, we've developed and launched **fluinflorida.org**, an interactive website that provides tips and information on:

- When Is Your Child Too Sick for School?
- How to Properly Wash Your Hands
- Should You Go to Urgent Care or the ER?
- ... and more!



Social Media Content

Florida KidCare encourages partner organizations to share these messages on their social media platforms to raise awareness of the importance of preventing the spread of cold and flu, and encourage flu vaccination.

Twitter *(280 characters)*

- Getting the flu shot is one of the most effective ways to protect your child during flu season – and it's FREE with @FLKidCare! Learn more and apply today at **floridakidcare.org**.
- Short-term illnesses like cold and flu are one of the top reasons kids miss school. Protect your family by getting a flu shot – available for FREE with @FLKidCare. Apply today at **floridakidcare.org**.
- Is your child sick with a cold or the flu? Where you take them to get care depends on the severity of their symptoms. Learn more: **fluinflorida.org**
- Child feeling under the weather? Here's how to decide whether to keep them home from school: **fluinflorida.org**

Facebook

- Getting the flu shot is one of the most effective ways to protect your child during flu season – and it's FREE with @Florida KidCare! Learn more and apply today at **floridakidcare.org**.
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Instagram

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Social Media Graphics

Simply click on the button below to download any of the following graphics based on what messaging you choose to promote.

Download social media graphics.

Email and Banner Ads

Simply click on the button below to download any of the following graphics based on what messaging you choose to promote.

Download banner ads.

Suggested Email Draft

Subject Line

When Is Your Child Too Sick for School?

Body Copy

Many Florida students are chronically absent, defined as missing 15 or more school days per year. This can put a child's health and academic future at risk, especially those without health insurance. Children who are chronically absent any year between 8th and 12th grade are **7.4x more likely to drop out**.

Depending on their symptoms, your child may still be able to go to class even when they're feeling under the weather. As a good rule of thumb, the American Academy of Pediatrics recommends keeping your child home from school if they ...

- Have had a fever over 101°F within the past 24 hours
- Have had episodes of vomiting or diarrhea within the past 24 hours
- Don't feel well enough to participate in regular classroom activities

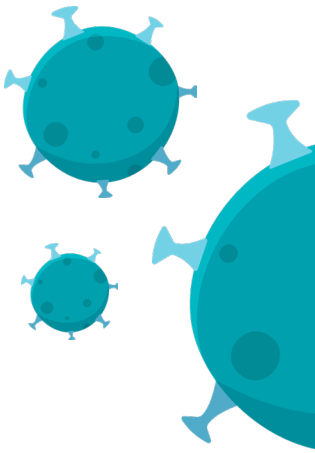
Note: Families should always follow their local school district's specific guidance on school attendance.

Regular hand-washing and getting the flu shot are two of the most effective ways to keep your child from getting sick during cold and flu season. Flu shots and other routine vaccinations are FREE with Florida KidCare.

Schedule your appointment today by calling **[XXX-XXX-XXXX]** or visiting our website/ patient portal at **[LINK TO CLINIC SITE]**.

Not a Florida KidCare family? With year-round enrollment, NOW is the time to apply! Learn more at **floridakidcare.org**.

Thank you,
[INSERT SIGNATURE]



Educational Handout

Simply click on the button below to download and print this educational handout to share at community events and more.

Download handout.

Should You Go to Urgent Care or the ER?

Urgent Care
Mild to Moderate Symptoms

- Fever that lasts more than 3 days
- Mild to moderate shortness of breath
- Worsening cough or persistent sore throat
- Ear or sinus pain from an infection
- Minor dehydration (feeling light-headed, dry mouth)
- Nasal congestion, mild headache or body aches
- Runny nose, cough or mild flu-like symptoms

Emergency Room (ER)
Severe Symptoms

- Difficulty breathing or shortness of breath
- Chest pain or pressure that doesn't go away
- Confusion or inability to stay awake
- Bluish lips or face (possible oxygen deprivation)
- Fever over 104°F that doesn't improve with medication
- Severe dehydration (little or no urination, dizziness)
- Uncontrollable vomiting or diarrhea

floridakidcare.org
1-888-540-5437

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