

Flu + You

Protect. Learn. Understand. Safeguard.

Educating older adults about influenza and prevention

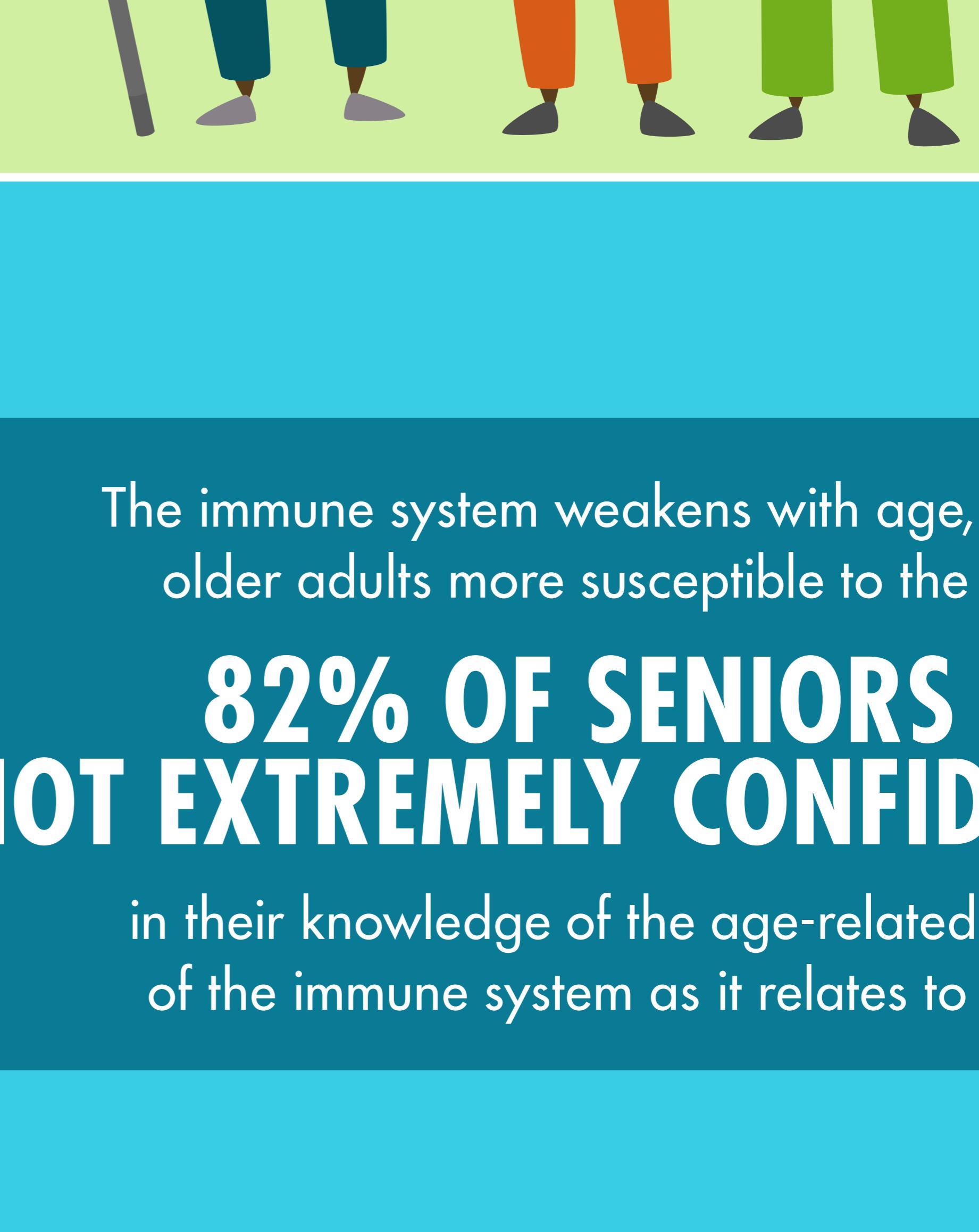
From the National Council on Aging and Sanofi Pasteur

Influenza ("the flu") can be severe and even life-threatening for older adults due to their weakened immune systems. The flu is especially dangerous for people with chronic health conditions like heart disease and diabetes.^{1,2,3}

A recent survey of more than 1,000 U.S. adults 65 years of age and older found that many seniors underestimate the seriousness of the flu and are largely unaware of their vaccine options.

The 2014-2015 flu season recorded the highest hospitalization rates in recent history among people 65+.⁴

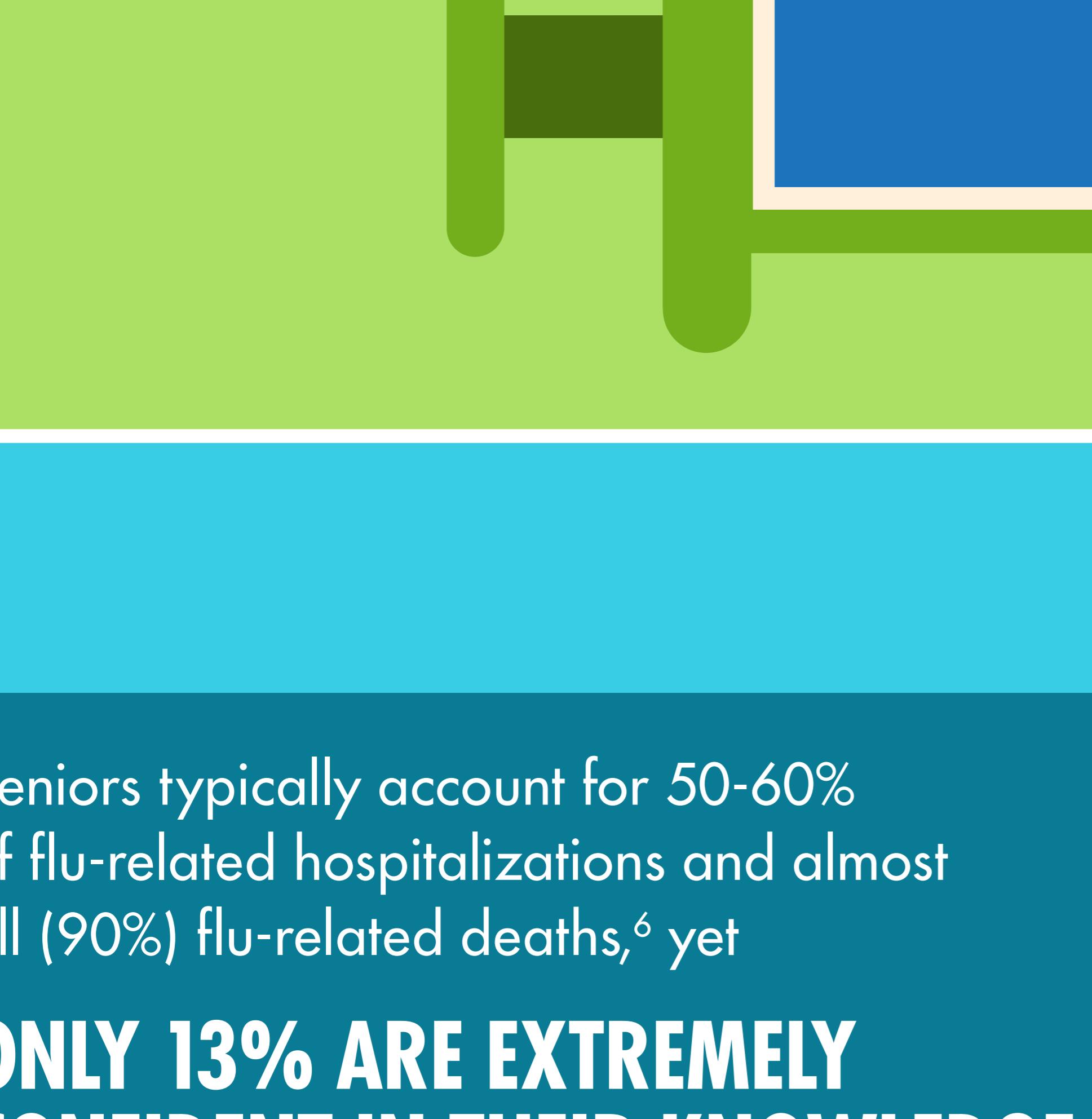
YET ONLY 8% OF SENIORS ARE CONCERNED ABOUT GETTING THE FLU.⁵



The immune system weakens with age, making older adults more susceptible to the flu,¹ but

82% OF SENIORS ARE NOT EXTREMELY CONFIDENT

in their knowledge of the age-related decline of the immune system as it relates to the flu.⁵



While most seniors (88%) take a proactive approach to their health,
ABOUT AS MANY ARE NOT CONFIDENT IN THEIR KNOWLEDGE OF THE FLU

and where to get flu information.⁵

Older adults are taking several preventive health measures regularly:

62% GOT THE FLU SHOT IN THE PAST BECAUSE THEIR PHYSICIAN RECOMMENDED IT.⁵

71% REPORT GETTING AN ANNUAL FLU SHOT TO HELP MAINTAIN THEIR HEALTH.⁵



Seniors typically account for 50-60% of flu-related hospitalizations and almost all (90%) flu-related deaths,⁶ yet

ONLY 13% ARE EXTREMELY CONFIDENT IN THEIR KNOWLEDGE OF POSSIBLE FLU COMPLICATIONS.⁵

Up to 80% of older adults hospitalized from flu complications have a chronic health condition; however,
ABOUT 1/3 OF SENIORS ARE UNAWARE THAT SOMEONE WITH CHRONIC HEALTH CONDITIONS LIKE HEART DISEASE OR DIABETES WOULD BE AT GREATER RISK FOR COMPLICATIONS FROM THE FLU.⁵



1/3

Older adults listen to their health care provider,
WITH NEARLY HALF (41%)

stating they selected the type of flu shot recommended by their physician,⁵ and

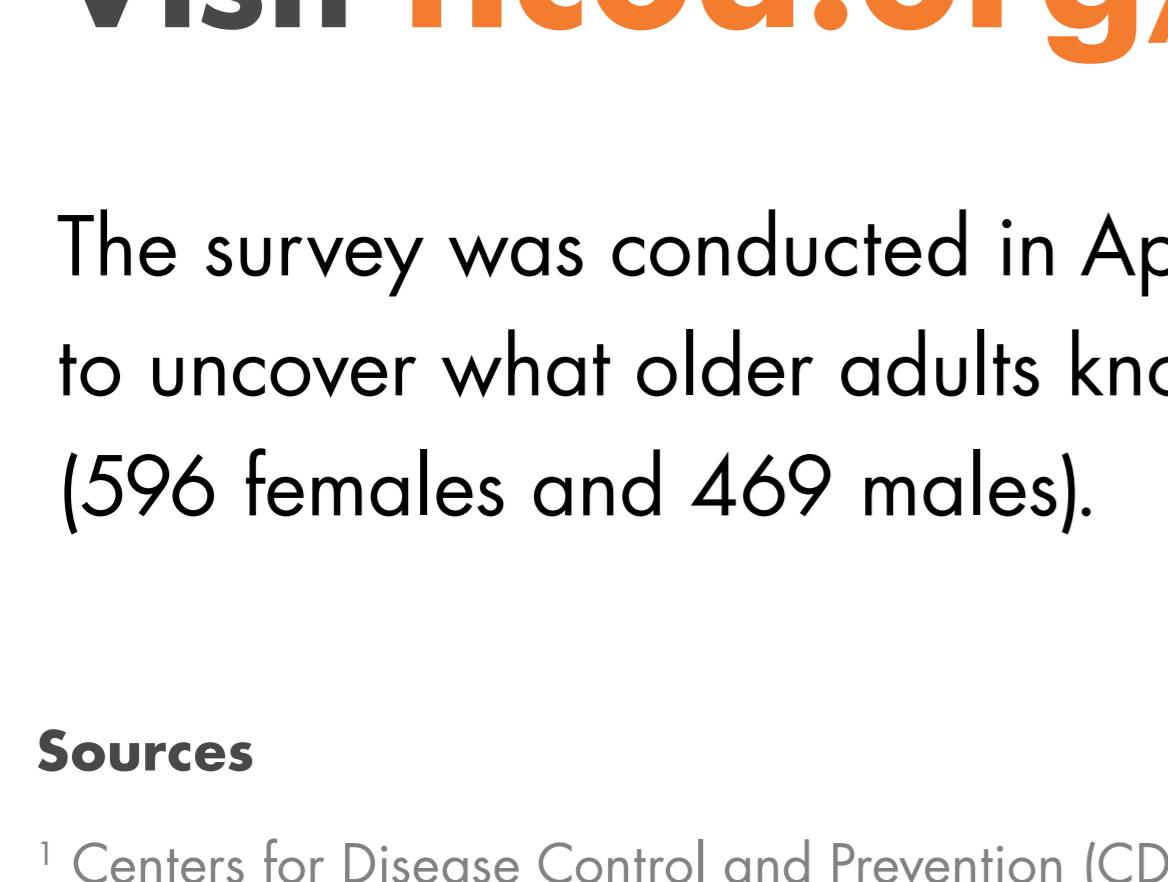
MORE THAN HALF (57%)

stating they are more likely to get a flu shot that their doctor recommended because of their age.⁵

Seniors need help finding available resources to answer their questions about the flu.

82% OF SENIORS STATED THEY ARE NOT EXTREMELY CONFIDENT IN THEIR KNOWLEDGE OF RESOURCES FOR INFORMATION ABOUT THE FLU.⁵

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Seniors need help finding available resources to answer their questions about the flu.

The survey was conducted in April 2015 by Kelton Global on behalf of the National Council on Aging in collaboration with Sanofi Pasteur to uncover what older adults know about the flu and flu prevention. The survey included 1,065 U.S. adults 65 years of age and older (596 females and 469 males).

¹ CDC. Seasonal Influenza Flu Basics. <http://www.cdc.gov/flu/about/diseases/index.htm>. Accessed March 26, 2015.

² CDC. Seasonal Influenza Flu Basics. <http://www.cdc.gov/flu/about/diseases/index.htm>. Accessed March 26, 2015.

³ CDC. People at High Risk of Developing Flu-Related Complications. http://www.cdc.gov/flu/about/disease/high_risk.htm. Accessed March 26, 2015.

⁴ CDC. Influenza Activity – United States, 2014-15 Season and Composition of the 2015-16 Influenza Vaccine. [http://www.cdc.gov/mmwr/policy/mm6421a5.htm?s_cid=mm6421a5_w](http://www.cdc.gov/mmwr/policy/mmwr.htm/mm6421a5.htm?s_cid=mm6421a5_w). Accessed June 8, 2015.

⁵ Kelton Global National Council on Aging Survey in Collaboration with Sanofi Pasteur.

⁶ CDC. What You Should Know and Do this Flu Season If You Are 65 Years and Older. <http://www.cdc.gov/flu/about/disease/65over.htm>. Accessed on March 26, 2015.

⁷ CDC. Percent of U.S. Adults 55 and Over with Chronic Conditions. Percent of U.S. Adults 55 and Over with Chronic Conditions. http://www.cdc.gov/nchs/health_policy/adult_chronic_conditions.htm.

Visit ncoa.org/Flu to learn more about the flu and your vaccine options.