

## ***Risk Less. Do More.*** The U.S. Department of Health and Human Services (HHS) Pan Respiratory Virus (PRV) Public Education Campaign

### **Campaign Overview and Goals**

Risk Less. Do More. is a U.S. Department of Health and Human Services (HHS) Pan Respiratory Virus (PRV) Public Education Campaign (PEC) to increase awareness and uptake of vaccines to help reduce severe illness from influenza (flu), COVID-19, and respiratory syncytial virus (RSV) in at-risk populations. This national integrated effort aims to:

- Increase PRV vaccine uptake during the 2024–2025 season to reduce the public health burden of these diseases for individuals, families, communities, and the nation.
- Increase awareness of and public confidence in these vaccines.

### **Priority Audiences**

The campaign will prioritize reaching audiences at high risk from PRVs, including adults ages 60 and older and adults living in long-term care facilities (LTCF). The campaign will engage these priority audiences, along with family members and friends who help older adults access care and make health decisions.

### **Partnership engagement**

Partner organizations at the national, state, and local levels will have access to campaign materials developed by HHS in collaboration with the Centers for Disease Control and Prevention (CDC) to help amplify and extend the reach of the campaign messages and activities among priority audiences. Outreach materials include fact sheets, posters, flyers, social media messages, and more to help amplify community engagement efforts.

**Visit [RiskLessDoMore.hhs.gov](https://RiskLessDoMore.hhs.gov)** to learn more about helping people stay protected from PRVs by staying up to date with vaccines this fall and winter