

Getting childhood flu vaccination back on track

Millions of children get sick with the flu every flu season, yet childhood flu vaccinations have been steadily dropping since the COVID-19 pandemic.^{1,2}



The CDC classified the 2024-2025 flu season as the first high-severity season since 2017-2018^{3,*}

Estimated impact of the 2024-2025 flu season⁴:

**47 million-
82 million**

Illnesses

**610,000-
1.3 million**

Hospitalizations

**27,000-
130,000**

Flu Deaths Overall

*Data as of May 17, 2025.

227 pediatric deaths were caused by the flu this season, **90%** of which occurred in children who were not fully vaccinated against the flu as of May 10, 2025.³

Falling vaccination rates

Before COVID-19, flu vaccination had been slowly increasing.² Flu vaccination rates decreased during and after the pandemic. Flu vaccination has not rebounded to prepandemic levels.

Percentage of children ages 6 months through 17 years who received a flu vaccination during flu seasons²

2019-20
63.7%

2022-23
57.4%

2023-24
55.4%

As of April
26, 2025,
pediatric flu
vaccination

49.2%⁵

The CDC recommends flu vaccination every year for all persons aged ≥ 6 months who do not have contraindications.⁶



Please plan to talk to parents about childhood flu vaccination.

CDC=Centers for Disease Control and Prevention.

Indication for FLUARIX and FLULAVAL

FLUARIX and FLULAVAL are vaccines indicated for active immunization for the prevention of disease caused by influenza A subtype viruses and type B virus contained in the vaccines. FLUARIX and FLULAVAL are approved for use in persons aged 6 months and older.

Important Safety Information for FLUARIX and FLULAVAL

- Do not administer FLUARIX or FLULAVAL to anyone with a history of severe allergic reactions (eg, anaphylaxis) to any component of the vaccine, including egg protein, or following a previous dose of any influenza vaccine

Please see additional Important Safety Information for FLUARIX and FLULAVAL on the following page and full Prescribing Information at [FLUARIX](#) and [FLULAVAL](#) or visit [gskflu.com](#)



Fluarix
Influenza Vaccine



FluLaval
Influenza Vaccine

Common flu misconceptions you might hear^{1,7,8}

"Isn't the flu like a bad cold?"⁷

"The flu vaccine can give my child the flu."⁸

"Healthy children don't need a flu vaccine."¹

For more information, contact your GSK Vaccine Sales Representative or the GSK Vaccine Service Center at 1-866-475-8222 | Visit [GSKflu.com](https://www.gskflu.com)

Important Safety Information for FLUARIX and FLULAVAL (cont'd)

- If Guillain-Barré syndrome has occurred within 6 weeks of receipt of a prior influenza vaccine, the decision to give FLUARIX or FLULAVAL should be based on careful consideration of the potential benefits and risks
- Syncope (fainting) can occur in association with administration of injectable vaccines, including FLUARIX and FLULAVAL. Procedures should be in place to avoid injury from fainting
- Appropriate medical treatment must be immediately available to manage potential anaphylactic reactions following administration of FLUARIX and FLULAVAL
- If FLUARIX or FLULAVAL is administered to immunosuppressed persons, including individuals receiving immunosuppressive therapy, the immune response may be lower than in immunocompetent persons
- The most common ($\geq 10\%$) solicited local adverse reactions with FLUARIX in adults were pain (55%) and redness (18%), and the most common systemic adverse reactions were muscle aches (23%), fatigue (20%), and headache (19%). In children aged 5 through 17 years, the most common ($\geq 10\%$) solicited local adverse reactions were pain (56%), redness (18%), and swelling (14%), and the most common systemic adverse reactions were muscle aches (29%), fatigue (20%), and headache (15%). In children aged 3 through 4 years, the most common ($\geq 10\%$) solicited local adverse reactions were pain (35%), redness (23%), and swelling (14%), and the most common systemic adverse reactions were irritability (21%), loss of appetite (13%), and drowsiness (13%). In children aged 6 through 35 months who received FLUARIX QUADRIVALENT, the most common ($\geq 10\%$) solicited local adverse reactions were pain (17%) and redness (13%), and the most common systemic adverse reactions were irritability (16%), loss of appetite (14%), and drowsiness (13%)
- The most common ($\geq 10\%$) solicited local adverse reactions with FLULAVAL in adults were pain (51%), redness (13%), and swelling (11%), and the most common solicited systemic adverse reactions were fatigue (20%), headache (18%), and muscle aches/arthralgia (18%). In children aged 3 through 17 years, the most common ($\geq 10\%$) solicited local adverse reaction was pain (56%). In children aged 3 through 4 years, the most common ($\geq 10\%$) solicited systemic adverse reactions were irritability (25%), drowsiness (19%), and loss of appetite (16%). In children aged 5 through 17 years, the most common ($\geq 10\%$) solicited systemic adverse reactions were muscle aches (24%), headache (17%), and fatigue (17%). In children aged 6 through 35 months who received FLULAVAL QUADRIVALENT, the most common ($\geq 10\%$) solicited local adverse reaction was pain (40%), and the most common solicited systemic adverse reactions were irritability (49%), drowsiness (37%), and loss of appetite (29%)
- Vaccination with FLUARIX or FLULAVAL may not result in protection of all vaccine recipients

Please see full Prescribing Information for [FLUARIX](#) and [FLULAVAL](#) or visit [gskflu.com](https://www.gskflu.com)

References: 1. Flu and children. Centers for Disease Control and Prevention. Reviewed September 5, 2024. Accessed June 2, 2025. <https://www.cdc.gov/flu/highrisk/children.html> 2. FluVaxView. Flu vaccination coverage, United States, 2023-24 influenza season. Centers for Disease Control and Prevention. September 20, 2024. Accessed May 21, 2025. <https://www.cdc.gov/fluview/coverage-by-season/2023-2024.html> 3. FluView. Weekly US influenza surveillance report: Key updates for week 19, ending May 10, 2025. May 16, 2025. Accessed June 2, 2025. <https://www.cdc.gov/fluview/surveillance/2025-week-19.html> 4. Preliminary estimated flu disease burden 2024-2025 flu season. Centers for Disease Control and Prevention. May 9, 2025. Accessed June 2, 2025. <https://www.cdc.gov/flu-burden/php/data-vis/2024-2025.html> 5. FluVaxView. Weekly flu vaccination dashboard. Centers for Disease Control and Prevention. May 7, 2025. Accessed June 6, 2025. <https://www.cdc.gov/fluview/dashboard/index.html> 6. Grohskopf LA, Ferdinands JM, Blanton LH, Broder KR, Loehr J. Prevention and control of seasonal influenza with vaccines: recommendations of the Advisory Committee on Immunization Practices—United States, 2024-25 influenza season. *MMWR*. 2024;73(5):1-26. 7. Cold versus flu. Centers for Disease Control and Prevention. August 8, 2024. Accessed June 2, 2025. <https://www.cdc.gov/flu/about/coldflu.html> 8. Misconceptions about seasonal flu and flu vaccines. Centers for Disease Control and Prevention. September 6, 2024. Accessed June 2, 2025. <https://www.cdc.gov/flu/prevention/misconceptions.html>

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Fluarix
Influenza Vaccine



FluLaval
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