



Press Release
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Protect Yourself and Others This Flu Season

Reeves Regional Health encourages residents to get vaccinated now against influenza

PECOS, Texas (October 27, 2025) – Reeves Regional Health is reminding residents that now is the time to prepare for flu season by getting vaccinated. Each year, thousands of people across the country experience serious illness, hospitalizations, and even death due to complications from the flu. Fortunately, a simple flu shot can make all the difference — reducing the number of sick days, lowering the risk of infection, and helping keep West Texas communities healthy.

“The flu is more than just a seasonal nuisance — it can have serious consequences, particularly for young children, older adults, and people with chronic health conditions,” said Brenda McKinney, CEO of Reeves Regional Health. “Flu shots are one of the easiest and most effective ways to prevent illness and protect not only yourself but also those you love.”

The Centers for Disease Control and Prevention (CDC) recommends that everyone six months of age and older receive an annual flu vaccine. Because the flu virus changes from year to year, it’s important to get vaccinated annually for the best protection. This year’s vaccine is quadrivalent, meaning it provides protection against four strains of the influenza virus expected to circulate during the 2025–2026 flu season.

“The vaccine you received last year will not protect you this year,” said Christopher Wallace, PA, at Reeves Regional Rural Health Clinic. “Each year, researchers identify which strains of the virus are most likely to spread, and the vaccine is reformulated accordingly. By getting vaccinated now, you’re helping your body build immunity before the flu begins circulating widely.”

Flu activity in Texas typically begins to rise in October and can last through the early spring months. Because it takes about two weeks for the body to develop antibodies after vaccination, Reeves Regional Health urges residents to act early rather than wait until flu cases spike later in the season. “We always encourage our patients to think ahead,” Wallace said. “Getting your flu shot now means you’ll have strong protection when the virus is at its peak.”

While anyone can catch the flu, certain groups are more likely to experience severe complications — including people 65 and older, pregnant women, young children, and those with conditions such as diabetes, asthma, or heart disease. To provide the best protection for every patient, Reeves Regional Health offers both standard-dose and high-dose vaccines. The high-dose version is designed specifically for older adults and stimulates a stronger immune response to help prevent serious illness.

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Appointments are available at the Reeves Regional Rural Health Clinic, located at 2349 Medical Drive in Pecos. The clinic team makes it easy to schedule flu shots for the entire family, with most insurance plans covering the cost of vaccination. Affordable self-pay options are also available.

Even in years when flu activity seems mild, healthcare providers stress that vaccination is still necessary. The flu virus spreads easily through coughing, sneezing, and contact with contaminated surfaces — meaning one person's decision to skip a flu shot can have ripple effects throughout the community.

"Don't let the flu season bring you down," McKinney added. "When you take a few minutes to get vaccinated, you're not only protecting yourself but also helping to safeguard your family, coworkers, and neighbors. It's a small step that has a big impact."

Wallace agreed, noting that vaccination benefits extend far beyond the individual. "Each flu shot represents one less opportunity for the virus to spread," he said. "When more people are vaccinated, fewer people get sick, and our community as a whole becomes stronger."

Reeves Regional Health reminds residents that good hygiene practices, such as regular handwashing, covering coughs and sneezes, and staying home when sick, can also help reduce the spread of flu and other respiratory illnesses. Still, the single most effective way to prevent influenza is through vaccination.

"Every year, we hear from patients who say they've never gotten the flu shot before and wish they had," McKinney said. "We want to change that mindset. Prevention is one of the cornerstones of good health, and flu vaccination is one of the simplest, most affordable, and most accessible tools available."

Flu shots are available now at the Reeves Regional Rural Health Clinic. To schedule your appointment, call 432-447-0565.

About Reeves Regional Health

Reeves Regional Health (RRH), a non-profit Level IV Trauma Center in Pecos, Texas, has been caring for Reeves County and surrounding West Texas communities since 1954. In 2022, the hospital opened its new facility, combining modern technology with the warmth of hometown care. In 2025, RRH was recognized as one of the Top 100 Critical Access Hospitals nationwide and also earned National Recognition as a Center of Excellence in Surgical Safety by the Association of periOperative Registered Nurses (AORN).

MORE

Reeves Regional Health

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Our Mission and Vision: We are committed to exceptional care through servant leadership and strive to be the trusted beacon of health in our region—enhancing quality of life through innovation, compassion, and excellence. Guided by our WECARE values—Wellness, Excellence, Compassion, Accountability, Respect, and Equality—we put patients and families at the heart of everything we do.

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