

# National Influenza Vaccination Week 2011: Update from HHS and CDC

November 10, 2011

National Influenza Vaccination Week (NIVW) is a national observance that was established by the Centers for Disease Control and Prevention (CDC) in 2005 to highlight the importance of continuing influenza vaccination—as well as fostering greater use of flu vaccine—after the holiday season into January and beyond. For the 2011-2012 season, NIVW is scheduled for **December 4-10** and this year's events will encourage everyone 6 months and older to **"Get the flu vaccine, not the flu."** NIVW provides an opportunity for public health professionals, health care professionals, health advocates, communities, and families from across the country to work together to promote flu vaccination. We know that many partners across the United States have plans to participate in NIVW, and the success of NIVW relies upon the involvement of partners at all levels. The following information is being shared with partners to provide an update on some of the activities that CDC and the Department of Health and Human Services (HHS) have planned.

**Traditional News Media** will serve as the kick-off for NIVW on December 5 with a media briefing hosted by HHS and CDC spokespeople, as well as satellite and radio media tours with senior leaders from HHS as well as CDC flu experts. Specific events include:

- HHS's Assistant Secretary for Health, Dr. Howard Koh, and CDC's National Center for Immunization and Respiratory Diseases, Director, Dr. Anne Schuchat, will kick off NIVW on Monday December 5. Drs. Koh and Schuchat will provide an update on influenza activity in the US, share mid-season flu vaccination coverage data, and encourage everyone who has not yet been vaccinated to get their flu vaccine.
- Dr. Anand Parekh, HHS Deputy Assistant for Health, will provide interviews encouraging audiences, especially people with chronic conditions, to learn more about the flu and get vaccinated.
- National, regional and local radio stations across the country will be engaged in a media tour of interviews with CDC's flu spokespeople. The radio media tour will include a focus on Spanish-speaking markets, including interviews in Spanish and earned placements of radionovela PSAs.

**Digital and Social Media** spaces will support NIVW with syndicated CDC flu content and materials from the CDC web site, donated media space for flu messages, tweets to promote events and widgets pointing to more information. Many national and local partners will be promoting NIVW on their web sites as well as through other forms of digital and social media. Some examples of the activities that HHS and CDC have planned include:

- HHS will host an online chat with senior leaders to provide pregnant women and people with chronic health conditions with flu information specific to them.
- CDC will host a live Twitter chat, December 8 at 1:00 pm EST, to emphasize that getting vaccinated in December, January and beyond is not too late and still provides protective benefit against influenza, to remind parents and providers of the need for certain children to receive a second dose for optimal protection, and to address questions about the flu and the flu vaccine. Participate or follow this event on Twitter at CDCFlu, #NIVW.
- The National Football League (NFL) is providing media space on their websites including NFL fan pages, the NFL community website and the team pages for the Baltimore Ravens and Cleveland Browns, as well as affiliated Facebook pages.



- Examples of activities directed to key audiences will include:
  - CDC messages on flu vaccine directed to pregnant women will be promoted on the National Healthy Mothers, Healthy Babies Coalition (HMHB) website. Pregnancy.org has donated website media and will post articles on Flu and Pregnant women and CDC flu content will be integrated into their social media profiles.
  - Getbetterhealth.com will embed a flu widget on their homepage (the locator, IQ and pledge widgets), provide donated ad space on Getbetterhealth and include a flu-related post on their blog to reach healthcare professional bloggers for the week of NIVW.
  - American Association of Retired Persons (AARP) will include flu information and a flu vaccination-related post on the AARP blog to reach people 50 and over.

**Online-Offline Crossover** activities will bring online conversations and relationships out of the digital and social media space to take people face-to-face to learn more about flu and get vaccinated together.

CDC is partnering with MeetUp.com to engage groups across the United States to go and get their flu vaccine together. MeetUp is an online network where people can organize themselves online and meet up offline based on similar interests/activities. There are over 90,000 groups in MeetUp's network, including those that align with key audiences for the CDC flu vaccination campaign - pregnant women, health care providers, people with chronic disease, parents of young children, and those 65 years of age and older. This partnership activity will also involve MeetUp groups sharing the campaign messages and materials on their web sites leading up to and during NIVW. Visit the following links to learn more about a few of the groups:

<http://www.meetup.com/Living-Positive-with-Chronic-Disease-in-Sacramento/>  
<http://www.meetup.com/Young-Adult-Cancer-Survivors-of-SF/>  
<http://www.meetup.com/After-Cancer-Treatment/>  
<http://www.meetup.com/seattle-social-diabetics/>

Tentative cities for the events include: Seattle, WA; Sacramento, CA; Las Vegas, NV; Washington, DC; also aligning with cities that have low vaccination rates, such as Maricopa County, AZ; Los Angeles, CA; and Chicago, IL.

If you are interested in learning more or participating in one of the MeetUp events, please contact Amelia Burke at [ameliaburke@westat.com](mailto:ameliaburke@westat.com) or 301-279-4541.

**Community Outreach** events will be held in communities that are at greater risk for serious illness and flu-related complications and will provide flu materials, flu vaccine vouchers and flu vaccination clinics. Some examples include:

- *Washington DC.* The Assembly of Petworth will host an NIVW kick-off event at the Kennedy Recreation Center in Washington DC with such stakeholders as black doctors, community leaders and media presence. Flu vaccination clinics will be held in the Wards that this organization services.
- *Washington DC.* The Office of Latino Affairs will host a flu vaccination clinic in partnership with the Latino Vida Senior Center, the DC United Soccer Team and the Consulates of Mexico, Honduras, El Salvador, Columbia, Ecuador, and Bolivia.
- *Richmond VA.* The Department of Health, in partnership with the mayor's office and City Council Members representing neighborhoods with low-income residents who may live with chronic medical conditions, will host an NIVW kick-off event. The partnership will also reach out to the local senior citizen community to encourage vaccination.

- *New Bern NC.* The Association of Mexicans in North Carolina (AMEXCAN) will hold a flu vaccination clinic and distribute campaign materials and flu vaccine vouchers to low income and/or Hispanic community members.
- *Laredo TX.* The Mexican Consulate's Laredo Colonias Project will hold a flu vaccination clinic and distribute campaign materials and flu vaccine vouchers to community members.

If you are interested in learning more or participating in one of the community outreach events listed above, please contact Carlos Velazquez at: [cvelazquez@hmaassociates.com](mailto:cvelazquez@hmaassociates.com).

For those of you already hard at work in your communities promoting and administering flu vaccinations, we hope that these events offer new opportunities to help get your message out, or help you develop new collaborative activities. For our partners who don't traditionally concentrate on flu vaccinations, these channels may help you think about flu messaging and flu vaccine promotion from a new angle.

### **Need more information about NIVW 2011 or want to find additional resources or learn how to get involved?**

We have materials and other promotional tools for the 2011-2012 flu season to help you reach the general public and special populations in your communities. Visit our website at [www.cdc.gov/flu/freeresources](http://www.cdc.gov/flu/freeresources) to take advantage of resources available to assist you. There's no need to reinvent the wheel!

NIVW is our chance to help boost *your* efforts, but it's also an opportunity to recognize the fantastic and unsung work happening at the local level. Tell us what *you* have planned for NIVW by submitting your activities, and see what others are doing at <http://www.cdc.gov/flu/nivw/>. You can also let us know if you want to collaborate on any of the planned activities taking place in your area. You can reach us at [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov). It's through partners like you that we are able to reach the communities that we work so hard to protect from the flu.

The [NIVW web site](#) offers an array of tools, including the calendar of events reflecting national, regional, state and territorial activities; print materials including posters, brochures and fact sheets; a media toolkit with information such as how to develop key messages or press materials and train spokespersons; web and social media tools like podcasts, ecards, buttons, banners and badges for download; and, other resources like matte articles, PSAs, and other audio/video files. Free print materials are also available for order at <http://www.cdc.gov/pubs/ncird.aspx>.

This season, the flu ends with you. Add the CDC Flu [Vaccination Pledge](#) widget to your website, blog or social networking profile. Help spread the word and encourage others to get vaccinated!



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