

# Seasonal Influenza Vaccination Campaign Resources

## For the General Public

These materials can help audiences understand the facts about seasonal influenza, the importance of vaccination, and how they can learn more. Whether your organization needs print materials, web widgets, the latest news, or video PSAs:

- Check out these FREE resources at <http://www.cdc.gov/flu/freeresources>
- Visit our Spanish web site at <http://espanol.cdc.gov/enes/flu/>
- Order FREE print materials at <http://www.cdc.gov/pubs/ncird.aspx> (under Flu Materials)

## MATTE ARTICLES

These are ready-to-use articles that you can reprint in your publications or upload to your website. You can choose flu articles that address specific audiences: general audiences, baby boomers, businesses, pharmacists, young adults, and many more.

Audience: Everyone 6 months and older  
Word count: 648  
CDC 2013-2014 Flu Season

Flu Vaccination: The Best Way to Protect the Ones You Love from Flu

An annual flu vaccination is the best way to prevent the flu as well as could lead to severe illness, hospitalization and even death. Health experts recommend that everyone 6 months and older get a flu vaccine. Flu vaccines protect against the flu, reduce the severity of flu-related illnesses, and prevent flu-related complications. Influenza is among the most common respiratory illnesses in the United States. Every year, flu spreads across the country, from families and communities. The severity of flu illness can vary from mild symptoms to hospitalization and, sometimes, death.

Download for free at  
[http://www.cdc.gov/flu/NIVW/matte\\_articles.htm](http://www.cdc.gov/flu/NIVW/matte_articles.htm)

## WEB BUTTONS, BANNERS, AND WIDGETS

Create visibility on your website about the flu and vaccination. Posting a web button allows viewers to click directly to the latest information from the CDC. Web banners act as visual reminders. Products are available in English and Spanish.



Download banners for free at  
[http://www.cdc.gov/flu/freeresources/web\\_tools.htm](http://www.cdc.gov/flu/freeresources/web_tools.htm)

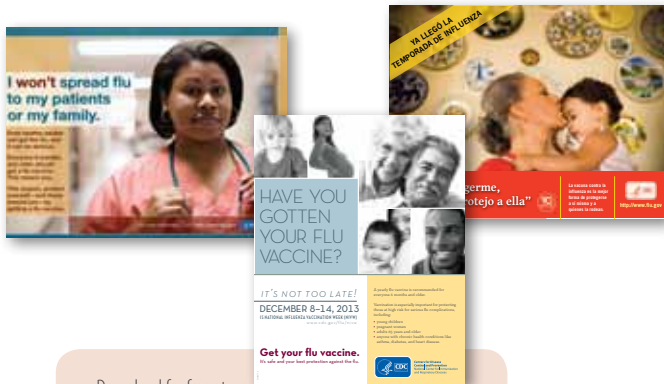


Download widgets for free at  
<http://www.cdc.gov/flu/freeresources/widgets.htm>



## POSTERS

Print out posters to help promote flu vaccination. Posters address diverse audiences including parents, healthcare workers, first responders, and employees. Available in Spanish and English, posters can be printed on standard office or commercial printers.



Download for free at  
<http://www.cdc.gov/flu/freeresources/print.htm>

## SUBSCRIPTION SERVICES AND DIGITAL MEDIA TOOLS

Receive the latest information on influenza activity and vaccination from CDC directly to your web site, email, social media profiles, or mobile devices through a variety of tools.

- Content Syndication, RSS Feeds, Mobile Applications: <http://www.cdc.gov/flu/freeresources/mobile.htm>
- CDC Flu Twitter: <http://twitter.com/CDCFlu>
- CDC Facebook: <http://www.facebook.com/CDC>
- Receive notices as CDC posts updates to specific flu web pages: <http://www.cdc.gov/Other/emailupdates/>
- Routine email updates from CDC: register by sending request to [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov)



- CDC on Facebook
- CDC Flu on Twitter
- Get email updates
- Subscribe to RSS

*on right side of flu web pages*



U. S. Department of Health and Human Services  
Centers for Disease Control and Prevention

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## MULTICULTURAL MATERIALS

These materials can be easily downloaded and are reproducible for color or in black and white desktop printers and available for professional printers as indicated.



Download for free at  
<http://www.cdc.gov/flu/freeresources/print.htm>

## FLYERS, HANDOUTS, AND BROCHURES

Make it easy for audiences to understand the facts about flu and vaccination with flyers, handouts, and brochures. Materials are tailored to diverse audiences such as parents, caregivers, providers, and others. They are available in English and Spanish.



Download for free at  
<http://www.cdc.gov/flu/freeresources/print.htm>

## VIDEOS, PSAS, AND PODCASTS

Bring alive the issues and facts surrounding flu and vaccination with interactive visual and audio tools. From award-winning videos to podcasts from CDC experts, you can share these media resources with your audiences.



Download for free at  
<http://www.cdc.gov/flu/freeresources/media.htm>

## E-CARDS

Send out virtual reminders about the flu and vaccination with E-cards. Recipients can receive these electronic greeting cards with messages about staying home if they are sick, washing their hands, getting vaccinated, and many more.



Download for free at  
<http://t.cdc.gov/ecards/browse.aspx?category=157>