

# CDC Update:

## 2014-2015 National Influenza Vaccination Week

National Influenza Vaccination Week (NIVW), scheduled for **December 7-13, 2014**, provides an opportunity to remind everyone 6 months and older that it's not too late to get a flu vaccine. NIVW is a national observance established in 2005 by the Centers for Disease Control and Prevention (CDC) to highlight the importance of **continuing influenza vaccination after the holiday season into January and beyond**.

NIVW provides an opportunity for public health and health care professionals, health advocates, communities and families 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. Major highlights of CDC's plans for NIVW 2014 are outlined below. 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 assist you in developing new collaborative activities. For our partners who don't traditionally concentrate on promoting flu vaccination, these channels may help you think about ways you can engage in flu vaccine promotion.

### Activities during NIVW will include:

- A CDC-hosted Twitter chat as our kickoff event. The chat will be on Tuesday, December 9 from 1-2pm EST featuring a CDC influenza subject matter expert. Participate and/or follow this event on Twitter: @CDCFlu, #NIVW2014. The chat will:
  - Emphasize that getting vaccinated in December, January and beyond may still provide protective benefit against influenza.
  - Remind parents and providers of the need for certain children to receive a second dose of flu vaccine for optimal protection.
  - Provide an opportunity for people to ask questions about the flu and flu vaccination.
- On Thursday, December 11, CDC will provide a media update. The update will:
  - Share topline results from a flu vaccine impact study for 2013-2014 (to be posted on [www.cdc.gov/mmwr](http://www.cdc.gov/mmwr)).
  - Provide an update on influenza activity in the US.
  - Present early-season flu vaccination coverage estimates (reports will be posted at [www.cdc.gov/flu/fluview](http://www.cdc.gov/flu/fluview)).
- During NIVW, CDC will launch a Google keyword search and display buy to raise awareness that everyone 6 months of age and older should get vaccinated. Keyword searches related to flu will trigger CDC messages to be featured at the top of Google searches that are relevant to flu vaccination. CDC messages will link consumers to the CDC flu website. This can also be accessed through mobile devices.
- CDC will run a Promoted Tweets campaign on Twitter to reach a broad and diverse audience nationwide. The campaign will target networks directly with flu messages from the @CDCFlu twitter handle.
- NIVW-specific tweets will be distributed to partners, who will be encouraged to share these messages with their Twitter followers. All messages will include #NIVW2014.
- Flu Public Service Announcements (PSAs) will play between songs on Spotify, a digital radio platform.
- [Digital tools](#) such as NIVW-specific buttons and GIFs (animated images) will be available to link to from web and social media sites.



### **Need more information about NIVW 2014? Want to find additional resources or learn how to get involved?**

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/activities.htm>. Some of these activities will be promoted on CDC's social media channels.

The NIVW web site also offers an array of resources, including a calendar of events reflecting national, regional, state and territorial activities; print materials including posters, brochures and fact sheets; a media toolkit with information about how to develop key messages and press materials or train spokespersons; web and social media tools like podcasts, eCards, and buttons; and other resources like PSAs and other audio/video files. Select print materials are available in hard copy, free for order at <http://wwwn.cdc.gov/pubs/ncird.aspx>.

- A variety of resources and tools, such as print materials and web and audio/video tools, are available on CDC's website at <http://www.cdc.gov/flu/freeresources/index.htm>. You can add the CDC Flu Vaccination Pledge widget or a GIF image to your website, blog or social media profile to show your support and encourage others to get vaccinated!
- Don't forget! Make sure to regularly check CDC's flu prevention partner page. It's your one-stop shop for all things flu related, including strategies and best practices to reach health disparate populations. Visit: <http://www.cdc.gov/flu/partners>.

If you are interested in learning more or collaborating on any of the planned activities taking place in your area, contact us via email at [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov).

**Partners *like you* make it possible to reach the communities we're working to protect from the flu—*thank you!***