

# CDC Update: 2015-2016 Flu Season

## National Influenza Vaccination Week 2015

National Influenza Vaccination Week (NIVW), scheduled for **December 6-12, 2015**, 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 2015 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:

- CDC will kick off the week with a Thunderclap social media campaign message on **December 7**. To show your support, you can register by taking the following steps:
  - Click this link: \_\_\_\_\_
  - After clicking the link, choose "Support with Twitter"
  - Click "Add my support"
  - The message will be shared automatically on December 7 from all Twitter accounts registered.
- CDC will host a Twitter chat on Tuesday, **December 8 from 1-2pm EST** featuring a CDC influenza subject matter expert. Participate and/or follow this event on Twitter: @CDCFlu, #NIVW2015. 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.
- CDC will share the following updates through partner emails, online reports, and a telebriefing, if warranted:
  - this season's influenza activity in the US (<http://www.cdc.gov/flu/weekly/index.htm>).
  - early-season flu vaccination coverage estimates ([www.cdc.gov/flu/fluview](http://www.cdc.gov/flu/fluview)).
  - topline results from a flu vaccine impact study for 2014-2015 ([www.cdc.gov/mmwr](http://www.cdc.gov/mmwr)).
- CDC will conduct a two-day radio media tour, with CDC subject matter experts, on December 10 and 11.
- 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 flu vaccination messages to be featured at the top of Google searches. CDC messages will link consumers to the CDC flu website.
- NIVW-specific tweets will be distributed to partners, who will be encouraged to share these messages with their Twitter followers. All messages will include #NIVW2015.



### Need more information about NIVW 2015? 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. We encourage you and your organization to **participate in CDC's #VaxWithMe selfie campaign**.

- CDC has launched the #VaxWithMe selfie campaign as an innovative way to capture and share flu vaccination promotion activities. To participate, take a selfie during or after your flu vaccination. Then tag your post with #VaxWithMe hashtag and post to any of the following platforms: Twitter, Facebook, YouTube, and/or Instagram.
- CDC captures all posts that use the #VaxWithMe hashtag and adds them to the interactive display on a weekly basis. <http://www.cdc.gov/flu/partners/timeline/partners.htm>.

The CDC flu web site offers an array of resources, including print materials for various audiences, media toolkits, web and social media tools, audio and video public service announcements, and more.

- For NIVW resources, visit <http://www.cdc.gov/flu/nivw/index.htm>, where you will find NIVW-specific materials, article, flyers and posters, web buttons and an animated image that you can embed onto web and social media sites.
- A variety of general campaign resources and tools are available on CDC's website at <http://www.cdc.gov/flu/freeresources/index.htm>.
- Resources for partners are also available at <http://www.cdc.gov/flu/partners>. Bookmark the page and use it as your one-stop shop for all things flu-related, including strategies and best practices to reach health disparate populations.
- Some campaign materials are available in hard copy, free for order at <http://www.cdc.gov/pubs/ncird.aspx>.

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!***