



# Seasonal Influenza Vaccination Campaign Resources

For African Americans

FREE RESOURCES are available to the general public, partners, and organizations:

- Learn more about the National Influenza Vaccination Disparities Partnership (NIVDP) by visiting the CDC's flu partner web page at <http://www.cdc.gov/flu/partners>
- For more information, please contact: [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov)



## MATTE ARTICLES AND FACT SHEETS

Promote the benefits of flu vaccination on your website and in newsletters with these ready-to-use articles and fact sheets.

### What You Need to Know

**1 Why get vaccinated?**

Influenza ("flu") is a contagious disease that spreads every winter, usually between

iruses, and is spread mainly in close contact.

risk of getting flu is highest come on suddenly and may include:

#### Treating Influenza (Flu)

Information for People at High Risk for Flu Complications

**Do you have Asthma, Diabetes, or Chronic Heart Disease?**  
If so, you are at high risk of serious illness if you get the flu. In past flu seasons, as many as 80 percent of adults hospitalized from flu complications had a long-term health condition, as did about 50 percent of hospitalized children. Asthma, diabetes and chronic heart disease were among the most common of these. Treatment with an influenza antiviral drug can mean the difference between having milder illness instead of very serious illness that could result in a hospital stay. This fact sheet provides information about using prescription antiviral drugs to treat influenza in people at high risk for flu complications.

**Why am I at greater risk of serious flu complications?**  
Your medical condition makes it more likely that you will get complications from the flu, like pneumonia. The flu also can make long-term health problems worse, even if they are well-managed. People with asthma or chronic congestive heart failure may experience worsening of their conditions. Diabetes (type 1 and 2) can make the immune system less able to fight the flu. Also, flu illness can raise blood sugar levels.

**Can the flu be treated?**  
Yes. There are prescription medications called "antiviral drugs" that can be used to treat influenza illness. Antiviral drugs fight influenza viruses in your body. They are different from antibiotics, which fight against bacterial infections.

Free Download: <http://www.cdc.gov/flu/freeresources/print.htm>

## COMMUNITY RESOURCE KIT

The NIVDP Kit has all the information you need to become better informed about influenza and the influenza vaccine. It will help you rally trusted leaders and community groups from various sectors in support of the most effective, annual influenza vaccination campaigns.

The National Influenza Vaccination Disparities Partnership (NIVDP) Resource Kit — The message throughout is one of partnership building — people of shared vision and purpose who are committed to keeping communities healthy.

### What's Inside: About the Kit

- How to Use
- Important facts about the flu
- Addressing health disparities in the U.S.
- Ways to Reach Disparate Populations
- How to Promote Influenza Vaccination in the Community
- Learn the Facts
- Know the Message
- Participate in National Influenza Vaccination Week
- Engage Trusted Messengers
- Build on Success
- Share Your Success Story
- Use Media to Promote Flu Vaccination
- Culturally Relevant Materials
- Conclusion
- How to Join NIVDP

Free Download: <http://www.cdc.gov/flu/pdf/nivw/nivdp-resource-kit-2015.pdf>

## E-NEWSLETTER

The NIVDP is comprised of multi-sector partners who work to promote flu vaccination among underserved populations. The monthly newsletter highlights partner activities and the latest in flu resources and information.

## Influential News

August 2016

**This Month: National Immunization Awareness Month**

August is National Immunization Awareness Month (NIAM), the perfect time to get the word out about the importance of getting a flu vaccine to prepare for the 2016-17 flu season. [Browse toolkits and other CDC resources](#) for NIAM.

Louisiana health department leads statewide partner flu efforts

Free Download: <http://www.cdc.gov/flu/partners/disparities.htm>

## POSTERS, FLYERS, AND BROCHURES

Make it easy for audiences such as parents, caregivers, providers, and those with high risk conditions to understand the facts about flu vaccination with these resources.

**SOMEbody DIDN'T GET HIS FLU VACCINATION**

I get my yearly flu vaccination. Next time, he will too!

**The flu vaccine**

- Is safe
- Does not cause the flu
- Protects the ones you love

**GET VACCINATED!**

**The Flu: A Guide For Parents**

FLU INFORMATION

What is the flu?

**flutalk**

For more flu facts go to [www.cdc.gov/flu](http://www.cdc.gov/flu)  
800.332.6236

**flutalk**

Get the facts

The flu vaccine

- Is safe
- Does not cause the flu
- Protects the ones you love

**read the word and Get VACCINATED!**

For more flu facts go to [www.cdc.gov/flu](http://www.cdc.gov/flu)  
800.332.6236

Free Order: <http://www.cdc.gov/pubs/CDCInfoOnDemand.aspx>  
Free Download: <http://www.cdc.gov/flu/partners/disparities.htm>  
<http://www.cdc.gov/flu/freeresources/print.htm>

## VIDEOS, PSAs AND PODCASTS

Our Public Service Announcements (PSAs) are 30 or 60 seconds, downloadable and in broadcast quality. Most products can be downloaded in small and large files, and in various formats.

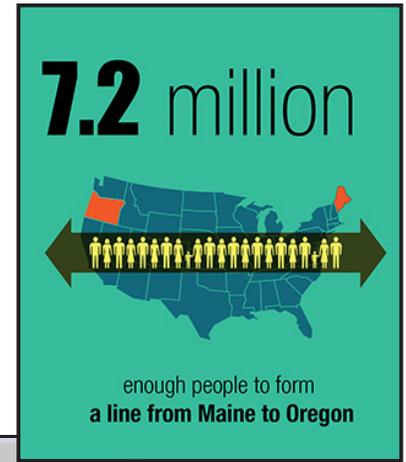
Share and post these video and tools through your social media channels and website to amplify your flu vaccination messages.



<http://www.cdc.gov/flu/freeresources/media.htm>  
Broadcast Quality Media: <http://www.cdc.gov/vaccines/cdcmresources/>

## WEB TOOLS

Post a web badge, button, banner, or widget to your website to make it easy for viewers to click directly to CDC's latest flu information. You can even embed the Vaccine Finder to your page to help people find locations with flu vaccines.



Free Download:  
[http://www.cdc.gov/flu/freeresources/web\\_tools.htm](http://www.cdc.gov/flu/freeresources/web_tools.htm)

## SOCIAL MEDIA IMAGES

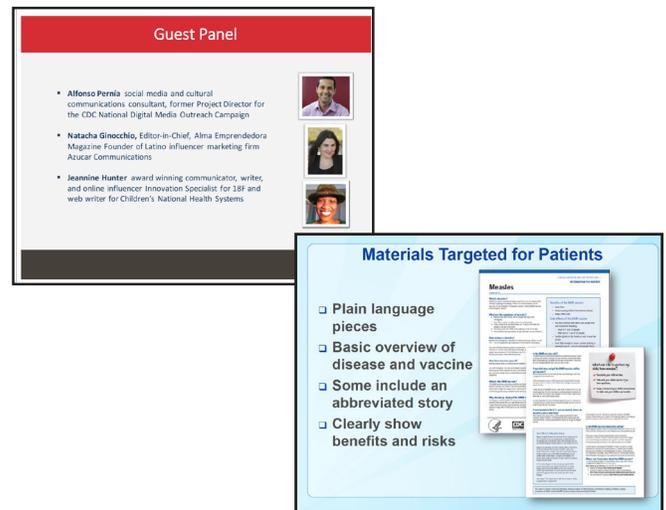
Promote the benefits of flu vaccination through your social media accounts by using these supporting images. We also recommend using the hashtag #FightFlu.



Free Download:  
<http://bit.ly/NIVDP-FluTalk-Images>

## WEBINARS

Educate your partners and community about the importance and benefits of flu vaccination with these downloadable webinar slides. Webinar topics include flu 101, social media, cultural competency, and disease burden.



Free Download:  
<http://www.cdc.gov/flu/partners/disparities.htm>

