



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



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 between people. It can be serious and even deadly. It may be prevented by getting vaccinated.

Who should get a flu vaccine?

Everyone is at risk for seasonal influenza. Health experts now recommend that everyone 6 months of age and older get vaccinated against influenza. While everyone should get a flu vaccine each flu season, it's especially important that people in the following groups get vaccinated either because they are at high risk of flu-related complications or because they live with or care for people at high risk for flu-related complications:

- Pregnant women
- Children younger than 5, but especially children younger than 2 years old
- People 50 years of age and older
- People of any age with certain chronic medical conditions
- People who live in nursing homes and other long-term care facilities
- People who live with or care for those at high risk for complications from flu, including:
 - o Health care workers
 - o Household contacts of persons at high risk for complications from the flu
 - o Household contacts and out of home caregivers of children younger than 6 months of age (these children are too young to be vaccinated)



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

E-NEWSLETTER

The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations. The monthly newsletter highlights partner activity.



Influenza News

The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

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

VIDEOS, PSAs AND PODCASTS

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.



<http://www.cdc.gov/flu/freesources/media.htm>

Broadcast Quality Media: <http://www.cdc.gov/vaccines/cdcmresources/>

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.

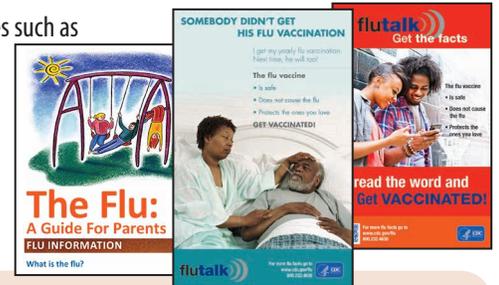


Free Download:

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

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.



Free Order: <http://www.cdc.gov/pubs/CDCInfoOnDemand.aspx>

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

<http://www.cdc.gov/flu/freesources/print.htm>

WEB TOOLS

Post a flu web button, eCard, widget, or banner on your website, and make it easy for your viewers to click directly to CDC's latest flu information.



Free Download:

http://www.cdc.gov/flu/freesources/web_tools.htm



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Centers for Disease Control and Prevention