



Seasonal Influenza Vaccination Campaign Resources

For Hispanics/Latinos

FREE RESOURCES are available to the general public, partners, and organizations to download in Spanish and English.

- 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>
- Visit CDC's flu web site in Spanish at <http://espanol.cdc.gov/enes/flu/freeresources/>
- 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.

No tiene excusas: usted necesita la vacuna la influenza (gripe)

Conozca los datos

- La vacuna contra la influenza es segura, no contagia la influenza y puede brindar protección a sus seres queridos.
- ¡Transmita el mensaje y VACÚNESE!

Incluso las personas sanas necesitan la influenza.

La influenza (gripe) es una enfermedad que puede causar complicaciones graves como sanas pueden enfermarse y tener que faltar o necesitar hospitalización. La vacuna contra las personas a partir de los 6 meses de edad, embarazadas, los niños pequeños, las personas con afecciones médicas crónicas como asma, diabetes, mayor riesgo de sufrir complicaciones graves, sumamente importante que se vacunen contra la influenza.

¿La vacuna contra la influenza es segura?

Sí. La vacuna contra la influenza es segura. Cada año, los CDC trabajan en conjunto con los fabricantes de medicamentos (FDA) de EE. UU. y otros socios para garantizar estándares más altos de seguridad para las vacunas.

Los efectos secundarios más comunes de la influenza son leves.

La vacuna contra la influenza no puede causar la influenza.



Free Download: <http://cdc.gov/flu/freeresources/print-spanish.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 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 • more

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

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

FOTONOVELA AND MOTION COMIC BOOK

Based on a true story, the Marcom gold-winning health communications fotonovela *Un Amor Perdido* (A Lost Love) is a reminder on the importance of annual flu vaccination for pregnant women and their families. The fotonovela can be downloaded for free in both English and Spanish.

Share the motion comic book with your friends and loved ones to encourage them to protect themselves and their families from the flu. The Spanish language motion comic book is available for download in broadcast quality and posted on YouTube.



Fotonovela: <http://www.cdc.gov/flu/freeresources/print-pregnant.htm>

Motion Comic Book:
Broadcast Quality: <http://www.cdc.gov/vaccines/cdcmidiareources/index.html?tab=#TabbedPanels1>
View and Share: https://www.youtube.com/watch?v=qvv3JO_W2zA

WEB BUTTONS, BANNERS AND WIDGETS

Post a web badge, button, banner, or widget to your website to make it easy for views 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://espanol.cdc.gov/enes/flu/freeresources/web_tools.htm
http://www.cdc.gov/flu/freeresources/web_tools.htm



E-NEWSLETTER

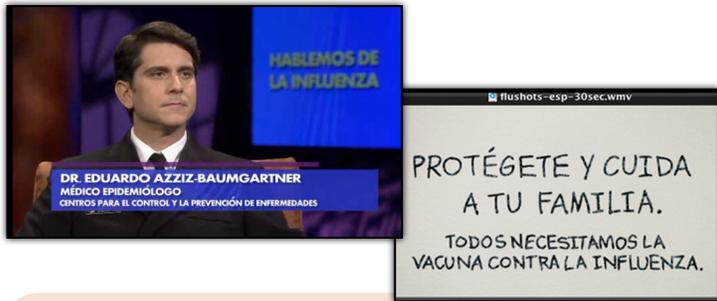
The NIVDP is comprised of multi-sector partners who work to promote flu vaccination among underserved populations. The monthly newsletter highlights partner activities and the latest in flu resources and information.



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

VIDEOS, PSAs, AND PODCASTS

Bring the issues and facts surrounding flu and flu vaccination to life with interactive video and audio tools. Most products can be downloaded in small and large files, and in various formats.

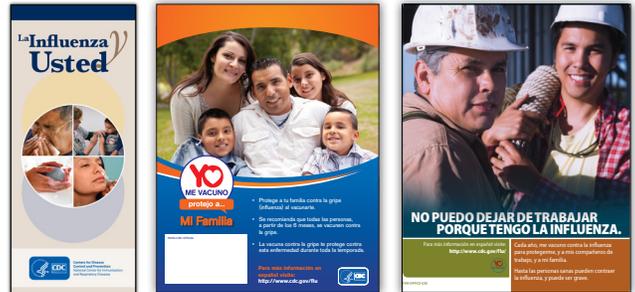


Free Download:

<http://espanol.cdc.gov/enes/flu/freeresources/media.htm>

POSTERS, HANDOUTS, AND BROCHURES

Make it easy for audiences such as parents, caregivers, providers, and those with these resources. Promote flu vaccination with customizable Yo Me Vacuno flyers.



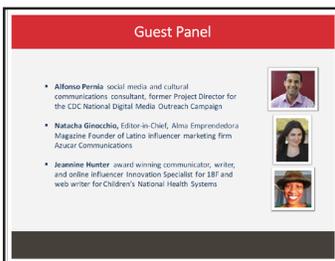
Free Order: <http://www.cdc.gov/pubs/CDCInfoOnDemand.aspx>

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

Order your color copies free of charge (on select materials)

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://espanol.cdc.gov/enes/flu/partners/disparities.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 hashtags #FightFlu and #YoMeVacuno.



Free Download:

<http://bit.ly/NIVDP-YoMeVacuno-Images>



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