

CDC UPDATE:

2012-2013 National Influenza Vaccination Week

November 26, 2012

National Influenza Vaccination Week (NIVW), scheduled for **December 2-8, 2012**, 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 by the Centers for Disease Control and Prevention (CDC) in 2005 to highlight the importance of continuing influenza vaccination—as well as fostering greater use of the flu vaccine—after the holiday season into January and beyond.

NIVW provides an opportunity for public health professionals, health care professionals, health advocates, communities and families from 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 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 help you develop new collaborative activities. For our partners who don't traditionally concentrate on flu vaccinations, these channels may help you think about flu messaging and flu vaccine promotion from a new angle.

Traditional News Media events include:

- On Monday December 3, CDC's National Center for Immunization and Respiratory Diseases, Acting Director, Dr. Melinda Wharton, will kick off NIVW with a media teleconference. She will provide an update on influenza activity in the US, share mid-season flu vaccination coverage data (on-line reports will be posted at www.cdc.gov/flu/fluview/ on Dec 3 as well), and encourage everyone who has not yet been vaccinated to get their flu vaccine.
- National, regional, and local radio stations across the country will be engaged in a radio media tour featuring CDC influenza experts.
- Radio promotions, live radio reads, and PSAs will be placed in a variety of markets, including low vaccination areas and targeted to disparate populations.
- National American Indian Radio DJs will be hosting live radio promotions.

Digital and Social Media platforms will be utilized to support NIVW through online publisher outreach, mobile messaging, partner blogs and syndication, tweets and Facebook messages promoting vaccination and events, and collaborations with influential partners like the NFL Hall of Fame. Many national and local partners will be promoting NIVW on their web sites as well as through other forms of digital and social media. Some examples of the activities that CDC has planned include:

- CDC will host a live Twitter chat on Wednesday, December 5 from 1-2pm EST, featuring CDC Influenza subject matter expert, Dr. Mike Jhung. The chat will emphasize that getting vaccinated in December, January and beyond is not too late and still provides protective benefit against influenza, to remind parents and providers of the need for certain children to receive a second dose for optimal protection, and to address questions about the flu and the flu vaccine. Participate or follow this event on Twitter @CDCFlu, #NIVW2012.



- Various Google Platform activities will begin November 26 and continue through NIVW. Everyone 6 months of age and older is encouraged to get vaccinated, however additional focus will be placed on those at high risk for complications from the flu, including people with chronic health conditions (asthma, diabetes, etc.) pregnant women, seniors and parents of young children. These activities include:
 - Key word search, which triggers 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 web site. This can also be accessed through mobile devices.
 - Ad displays will feature CDC flu vaccination banners on websites that established target audiences frequently visit. This can also be accessed through mobile devices.
 - YouTube will run new CDC PSAs featuring NFL football players from the Cleveland Browns and Baltimore Ravens who recommend flu vaccination. All PSAs will be accessible via mobile and computer channels.
- Medscape and Epocrates will send out mobile messages to clinicians targeting pediatricians, general practitioners, OB/GYNs, and cardiologists.
- Members of the National Football League Retired Players Association will post tweets during NIVW encouraging their followers to get the flu vaccine. Confirmed members include: Dan Marino (*Miami Dolphins*), Joe Namath (*New York Jets*), Barry Sanders (*Detroit Lions*), James Lofton (*Green Bay Packers*), William "Willie" Brown (*Oakland Raiders*), and Carl Eller (*Minnesota Vikings*).
- Active.com will print and distribute a total of 70,000 print materials to 350 of their locations nationwide, including YMCAs, parks and recreation centers, gyms, campgrounds and more.
- Blogs will be utilized to target both the general audience and disparate populations. Healthy Mothers Healthy Babies will feature a guest blog with Families Fighting Flu and CDC. Additionally, 10 influential mommy and daddy bloggers will disseminate messages to other parents.
- MyLikes users, who are Twitter influencers, will be asked to tweet about NIVW and encourage their followers to visit the CDC website for information and to get vaccinated.

Need more information about NIVW 2012? Want to find additional resources or learn how to get involved?

CDC offers free materials and other promotional tools for the 2012-2013 flu season. Visit our website at www.cdc.gov/flu/freeresources/index.htm to take advantage of resources available to assist you.

In addition, CDC's flu prevention partner page is 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>.

The [NIVW web site](#) also offers an array of tools, 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, buttons, banners and badges for download; and other resources like matte articles, PSAs, and other audio/video files. Select print materials are available in hard copy, free for order at <http://www.cdc.gov/pubs/ncird.aspx>.

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/>. You can also let us know if you want to collaborate on any of the planned activities taking place in your area by contacting us via email at fluinbox@cdc.gov.

Finally, you can add the CDC Flu [Vaccination Pledge](#) widget to your website, blog or social networking profile to help spread the word and encourage others to get vaccinated! If you are interested in learning more, please contact fluinbox@cdc.gov. Partners like you make it possible to reach the communities we're working to protect from the flu—thank you!