

# CDC Update:

## 2013-2014 National Influenza Vaccination Week

National Influenza Vaccination Week (NIVW), scheduled for **December 8-14, 2013**, 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 2013 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 promoting flu vaccination, these channels may help you think about ways you can engage in flu vaccine promotion.

**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 flu vaccination and local vaccination events. Many national and local partners will be promoting NIVW on their websites as well as through other forms of digital and social media.

- To kick off NIVW 2013, CDC will host a live Twitter chat on Monday, December 9 from 1-2pm EST featuring CDC influenza subject matter expert Dr. Mike Jung. Participate or follow this event on Twitter: @CDCFlu, #NIVW2013. 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 vaccines.
- During NIVW, CDC will utilize Google keyword search to raise awareness that everyone 6 months of age and older should get vaccinated. Additional focus will be placed on those at high risk for complications from the flu, including people with chronic health conditions (asthma, diabetes, heart disease, etc.) pregnant women, seniors and parents of young children. Keyword search will trigger 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 website. This can also be accessed through mobile devices.
- CDC will work with Medscape to promote NIVW to health care professionals using targeted email blasts to providers, including primary care physicians and OBGYNs.
- CDC will utilize a twitter campaign to reach a broad and diverse audience nationwide.
  - An IZEA campaign will engage influential Twitter users to tweet out approved 2013-2014 flu vaccination messages targeting the general public, pregnant women, health care professionals, people with chronic diseases, seniors (65+), and parents and caregivers of young children.



- NIVW-specific tweets will be distributed to partners, who will be encouraged to share these messages with their Twitter followers. All messages will include #NIVW2013.
- Online publishers (health sites and bloggers) will share flu vaccination-specific posts with their viewers.
- [Digital tools](#) such as NIVW-specific buttons and GIFs (animated images) will be available to link to from web and social media sites.

**Traditional News Media** events during NIVW include:

- [On Thursday, December 12, CDC will host a press conference.](#) National Center for Immunization and Respiratory Diseases (NCIRD) Director, Dr. Anne Schuchat, MD, RADM, USPHS, will:
  - Discuss an update on flu vaccine impact.
  - Provide an update on influenza activity in the US.
  - Present early-season flu vaccination coverage estimates (on-line reports will be posted at [www.cdc.gov/flu/fluview](http://www.cdc.gov/flu/fluview)).
  - Encourage everyone who has not yet been vaccinated to get their flu vaccine.
- [CDC will engage national, regional, and local radio stations across the country.](#)
  - A radio media tour featuring CDC influenza experts will take place on December 12 and 13.
  - Radio promotions, live radio reads, and public service announcements will be placed in a variety of markets, including areas with low vaccination rates and disparate populations.

**Need more information about NIVW 2013? 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. 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/activities.htm>.

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>.

- A variety of resources and tools, such as print materials and web and audio/video tools, are available on CDC's website at <http://www.cdc.gov/flu/freeresources/index.htm>. You can add the CDC Flu Vaccination Pledge widget or a GIF image to your website, blog or social networking profile to help spread the word and encourage others to get vaccinated!
- 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>.

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!**