



Newsletter Outreach Messages

General Public

Blurb: Flu Season is Here

Flu season is here! Protect yourself and your family this season with an annual flu vaccine for everyone in your family who is 6 months and older. As long as flu activity is ongoing, it's not too late to get vaccinated, even in January or later. It takes about two weeks after vaccination for antibodies to develop in the body that protect against influenza virus infection, so if you haven't already, now is the time to get your flu shot!

Learn more at: www.cdc.gov/fightflu

Blurb: Three Actions to Fight the Flu this Flu Season

Flu is a serious contagious disease that can lead to hospitalization and even death. You have the power to protect yourself and your family this season with these three actions to fight flu.

1. **Get a flu vaccine.** Everyone 6 months of age and older should get a [flu vaccine](#). As long as flu activity is ongoing, it's not too late to get vaccinated, even in January or later.
2. **Take everyday actions to stop the spread of germs.** Cover your nose and mouth with a tissue when you cough or sneeze, and wash your hands often with soap and water. If you [become sick](#), limit your contact with others to keep from infecting them.
3. **Take flu antiviral drugs if your doctor prescribes them.** If you get the flu, medicine, called antiviral drugs, can be used to treat flu illness. Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious [flu complications](#).

Learn more about how you can fight the flu this season at www.cdc.gov/fightflu

Parents

Blurb: Parents: Take 3 Actions to Protect Your Child This Flu Season

The flu can be very dangerous for children. During the 2015-2016 flu season, CDC estimates that more than 15,000 children younger than 5 years old were hospitalized from flu complications, like pneumonia and that more than 200 children younger than 5 years died from flu. [Reports](#) show that most children who die from flu have not been vaccinated. **You** have the power to protect your child this season by taking these three actions to fight the flu:

- Get yourself and your family vaccinated! A yearly flu vaccine is the first and most important step in protecting against the flu.
- Take everyday preventive actions to help stop the spread of flu viruses!
 - Avoid close contact with sick people
 - Avoid touching your eyes, nose, and mouth
 - Cover your coughs and sneezes
 - Wash your hands often (with soap and water), and
 - Clean and disinfect surfaces and objects that may be contaminated with flu viruses.

- Take antiviral drugs if your doctor prescribes them! If you get the flu, antiviral drugs can be used to treat flu illness.

Keep your family healthy and strong this flu season. Learn more about these three actions to fight flu by visiting [Take 3 Actions to Fight the Flu](#).

Blurb: If Your Child Gets the Flu, Antiviral Drugs Can Be Used to Treat Flu Illness

While getting a flu vaccine each year is recommended by CDC as the first and most important step in protecting against the flu, there also medicines that can treat your child’s flu illness. These medicines are called “influenza antiviral drugs” and are an important treatment option for the flu. (These drugs are used for treating flu illness and are not a substitute for vaccination, which can prevent flu illness.)

Antiviral drugs for children come in the form of pills, liquid, or an inhaler. They fight the flu by keeping flu viruses from reproducing in the body. Antiviral drugs must be prescribed by a doctor — they are not available over-the-counter.

For treatment, influenza antiviral drugs should ideally be started within 2 days after becoming sick and taken for 5 days. If a child gets sick with the flu, antiviral drugs offer a safe and effective treatment option.

For more information, visit [Children and Flu Antiviral Drugs](#).

Blurb: Antiviral Drugs Approved for Use in Children

There are two influenza antiviral drugs approved by the FDA for use in the United States which are recommended for use in children during the 2016-2017 flu season: oseltamivir (available in generic and under the trade name Tamiflu®) and zanamivir (trade name Relenza®). There is another drug in the same class as oseltamivir and zanamivir, called peramivir (Rapivab®), but it is only recommended for use in adults aged 18 and older. If your child is younger than 5 years, or of any age with certain long-term health problems, he or she should be treated with influenza antiviral drugs if they get the flu. Your child’s doctor will decide what influenza antiviral drug should be used if your child become sick with flu. Learn more by visiting CDC’s [Children and Flu Antiviral Drugs](#).

Older Adults

Blurb: Older Adults Need a Yearly Flu Shot!

While flu seasons can vary in severity, during most seasons adults 65 years and older bear the greatest burden of severe flu disease making it especially important for older adults to get an annual flu shot. People 65 years and older are at higher risk of serious complications from the flu compared with young, healthy adults because human immune defenses become weaker with age. For people at high risk, getting the flu can be more serious than for other people. Flu is more likely to lead to hospitalization or death for people at high risk.

Flu vaccine uptake estimates among adults 50 years and older fell by 3 percentage points last flu season. That means many more adults were left vulnerable to flu and its complications. A yearly flu vaccine is the first and best protection against the flu and flu-related complications.

You have the power to fight the flu this season and protect yourself as well as the ones you love from flu. If you are 65 or older, or live with or care for someone who is, get your yearly flu vaccine. For more information about flu and flu vaccines, visit [What You Should Know and Do This Flu Season If You Are 65 Years and Older](#).

Blurb: Older Adults Should Seek Medical Advice Quickly if They Develop Flu Symptoms

Antiviral drugs are prescription medicines (pills, liquid, an inhaled powder, or an intravenous solution) that fight against the flu in your body. If you get the flu, antiviral drugs are a treatment option.

People 65 years and older are at high risk of serious complications from the flu compared with young, healthy adults because human immune defenses become weaker with age. Check with your doctor promptly if you are at high risk of serious flu complications and you start to experience any [flu symptoms](#).

Flu symptoms can include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. Your doctor may prescribe antiviral drugs to treat your flu illness. For more information about flu antiviral drugs, visit [What You Should Know About Flu Antiviral Drugs](#).