

National Influenza Vaccination Week



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



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National Influenza Vaccination Week (NIVW)

- Most Americans who seek influenza vaccination do so in September, October and November
 - demand for vaccination drops severely after the Thanksgiving holiday
- A substantial amount of vaccine will be still be available in December and later
- To address this challenge (and opportunity) during the 2006-07 season, CDC and HHS launched the inaugural National Influenza Vaccination Week (NIVW).

National Influenza Vaccination Week (NIVW)

- The purpose of NIVW is to highlight the importance of influenza vaccination at a time of the season when demand for vaccine drops
- NIVW messages emphasize the importance of continuing vaccination into December and later, and that the flu season most often peaks in February and can last as late as May.

National Influenza Vaccination Week (NIVW)

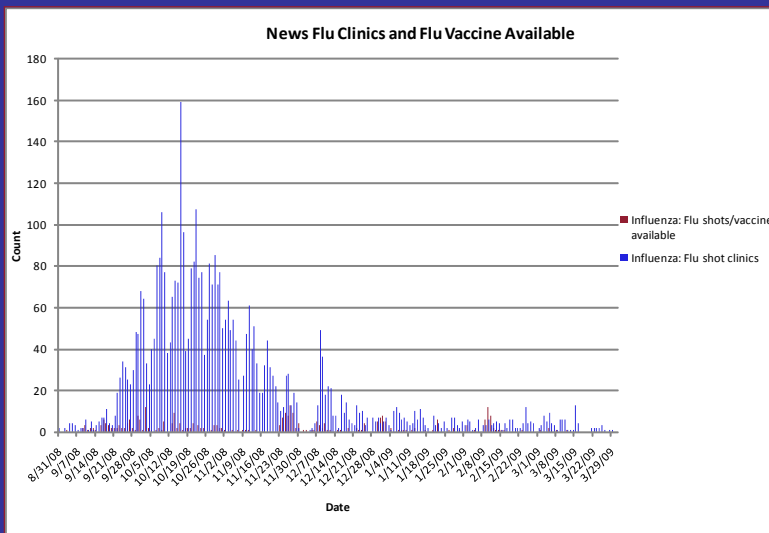


- CDC's NIVW campaign activities have included:
 - press events and media interviews;
 - television, radio, and limited print ad placement;
 - partner and provider communications; and
 - utilization of the Web and other new-media strategies.
- A number of national, state, and local partners also help promote NIVW.

National Influenza Vaccination Week (NIVW)

- NIVW featured select days the importance of childhood, senior, and healthcare influenza vaccination.
- These featured days generated interest in these groups receiving influenza vaccination.
- Held December 8 to 14, 2008

National Influenza Vaccination Week (NIVW)



National Influenza Vaccination Week (NIVW) 2009

- **Scheduled for December 6 to 12, 2009**
 - **Children's Vaccination Day**
 - **Tuesday, December 8, 2009**
 - **Healthcare Worker Vaccination Day**
 - **Thursday, December 10, 2009**
 - **Senior Vaccination Day**
 - **Friday, December 11, 2009**

National Influenza Vaccination Week (NIVW) 2009

- **Campaign activities will continue into January 2009 (and perhaps later, depending on disease circulation and vaccine supply)**
- **Additional Recognition Days ?**

National Influenza Vaccination Week (NIVW) 2009



Increased Regional Events
Targeted Audiences
Reinforcing Influenza Vaccination Messages