



Update on 2017-18 Flu Vaccination Campaign

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Seasonal Flu Campaign

October 2017

Digital Toolkit: “Campaign in a Box”

One-stop-shop for seasonal flu vaccination materials, including:

- Important Dates and Events
- Messages to Share (sample social media and newsletter content)
- Print Ready Materials (posters and fact sheets)
- Social Media Images and GIFs
- Web material (badges, widgets, microsite)



www.cdc.gov/flu/toolkit

Print Ready Materials

The following print-ready material may be downloaded, copied, and distributed without alteration

Poster



FIGHT FLU
Get your family vaccinated against flu this season. It's the best way to protect you and your loved ones from getting the flu.

- English (blue) [95 KB, 1 page, 8.5"x11"]
- English (green) [95 KB, 1 page, 8.5"x11"]
- Spanish [98 KB, 1 page, 8.5"x11"]

Poster



READY WRIGLEY PREPARES FOR FLU SEASON

- English [1.60 MB, 20 pages]
- Spanish [1.60 MB, 20 pages]

Flyer



Flu Vaccination: Who Should Do It, Who Should Not


Fact Sheet



Influenza (Flu) Vaccine: What You Should Know

elow online or on social media. Click the links below to images to download and click to "more" messages to share throughout the season.


Social Media Image Green



CDC FLU FACT
The flu vaccine does NOT cause flu illness. The viruses in the flu shot are inactivated (i.e., killed), which means they cannot cause infection.

[Download larger image](#)

Social Media Image Red



SYMPTOMS OF FLU

- Fever*
- Cough
- Sore throat
- Runny or stuffy nose
- Feeling feverish/chills
- Muscle or body aches
- Headaches
- Fatigue (tiredness)

[Download larger image](#)

it sample Twitter and Facebook flu prevention messages to share on your organization's social media

o prevent flu illness. #FightFlu <http://www.cdc.gov/flu/protect/keyfacts.htm>

[More Messages](#)

Animated Get Vaccinated. Fight Flu.



Fight Flu Animated Image

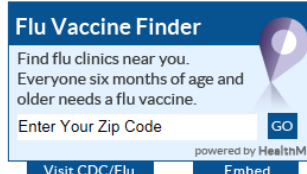


Health Care Professionals Animated 300 x 250



Flu Vaccine Finder

The Flu Vaccine Finder locates flu vaccine clinics near you. Simply enter your zip code or city and state to find mapped locations of flu vaccine clinics.



Flu Vaccine Finder
Find flu clinics near you. Everyone six months of age and older needs a flu vaccine.
Enter Your Zip Code
powered by HealthMap

```
<iframe  
src="//www.cdc.gov/flu/freeresources/flu-  
finder-widget.html" scrolling="no"  
height="160" frameborder="0" width="280"  
title="CDC Flu Vaccine Finder"  
style="background-color: #f0f0f0; border: 1px solid #ccc; padding: 5px; width: 100%; height: 100%;"/>
```

Digital Events

Blog-a-Thon (November 6-11)

- This blog relay will kick off on CDC's [Public Health Matters blog](#) on November 6.
- **CDC is encouraging partners to blog and post on their websites about the importance of flu vaccine.**
- Copy the blog-a-thon badge (*coming soon*) to include with your post, and share your blog link on social media (tag @CDCFlu). To be featured on CDC's blog-a-thon recap list, send your post to FluInbox@cdc.gov.



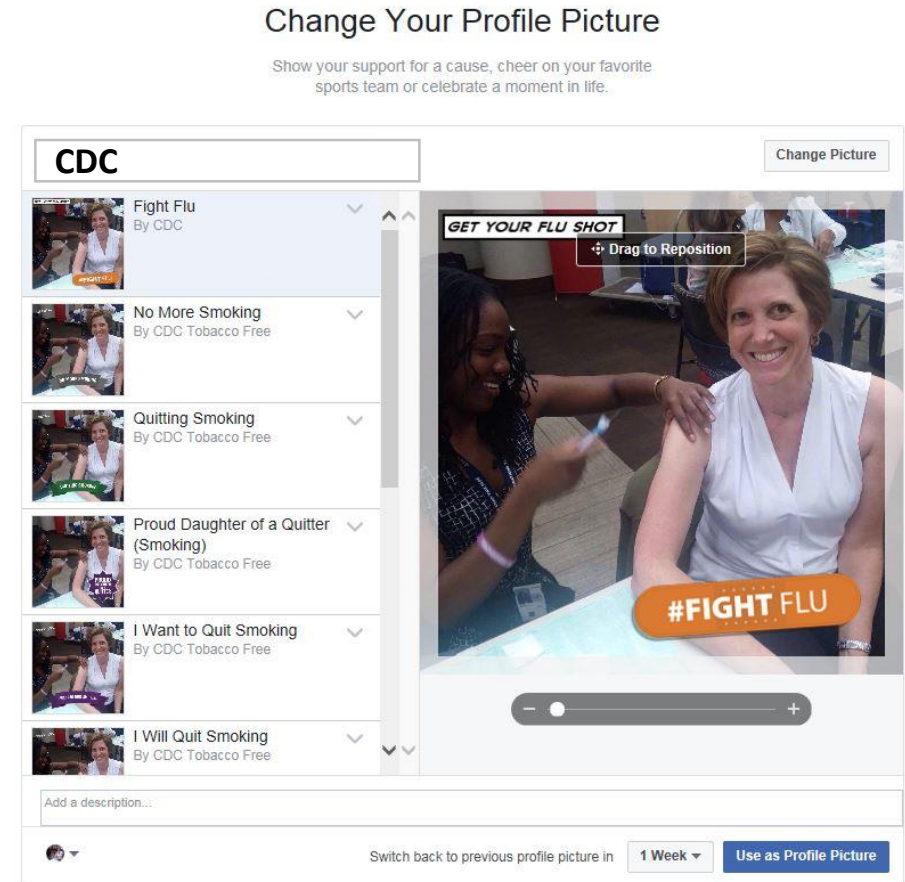
Social Media

Facebook Frame

- Add our Fight Flu Facebook frame to your profile picture.
 - Go to www.facebook.com/profilepicframes
 - Search “CDC” to find the frame.
 - Select a frame from the menu
 - Click **Use as Profile Picture** to save

Humana Twitter Chat Oct. 26 from 1-2pm ET

- @CDCFlu will be participating as a subject matter expert answering questions about season flu.
- Join the conversation using #FluChat
- Follow @CDCFlu and @Humana



In case you missed it!

- **NFID Press Conference** to kick-off the 2017-2018 seasonal flu campaign.
– <http://www.nfid.org/2017flunews>
- **CDC's Dr. Jernigan on Medscape's Facebook LIVE** focused on flu vaccination and the upcoming flu season.
– <https://www.facebook.com/medscape/videos/vb.30664024188/10155872156379189/?type=2&theater>
- **CDC Clinician Outreach and Communication Activity (COCA)** continuing education on *The Role of Healthcare Professional in Protecting Older Adults against Influenza*
https://emergency.cdc.gov/coca/calls/2017/callinfo_101217.asp
- **Save the Date! COCA Call on November 7 at 2pm ET! CDC and AAP present Influenza Recommendations for Children.**



Stay Tuned

- National Influenza Vaccination Week – December 3-9
- Digital Events and Toolkit available soon!

**It's National Influenza
Vaccination Week (NIVW)!**





Questions?

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