



National Influenza Vaccination Week (NIVW) 2018

John Donovan, MPH

Seasonal Flu Campaign Lead

NCIRD, Health Communication Science Office (HCSO)

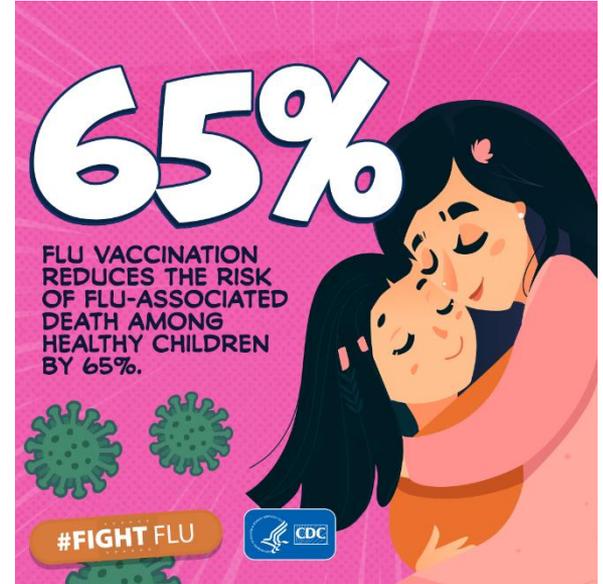
December 13, 2018

Background

- This year, NIVW was December 2-8, 2018
- Goals of NIVW:
 - Highlight the importance of continuing flu vaccination through the holiday season
 - Communicate the intense burden of flu
- Flu vaccination coverage estimates from past years have shown that influenza vaccination activity drops quickly after the end of November
- NIVW occurs in December to remind people that even though the holiday season has arrived, it is not too late to get your flu vaccine
- Primary target audiences – health care providers (HCPs) and general public

Activities

- [Flu Fighters](#)
 - Highlighting all those who work to fight flu on the ground
 - 5 HCPs external to CDC highlighted for their work
- NIVW Data Series
 - Highlighting compelling data with the help of visual communication, illustration
- #HowIRecommend Flu Vaccine webinar
 - Focused on assisting HCPs with making a compelling flu vaccine recommendation to patients
 - Rescheduled due to 12/5 National Day of Mourning for 12/12/18



<https://www.cdc.gov/flu/resource-center/nivw/index.htm>

Messages and Resources

- NIVW 2018 Key Messages
- Web tools
 - Flu Vaccine Finder
 - Badges and Banners
- NIVW Communications Material
 - Social media messages, graphics
 - Posters
 - Web badges
 - Animated graphic



www.cdc.gov/flu/nivw

NIVW Success Stories

- CDC would love to hear about your successful NIVW activities and events!
- Share your story by submitting the following information to fluinbox@cdc.gov.
 - Write a 250 word (maximum) description of your success story including name of organization, any collaborating organizations, when the event took place (either last flu season or this flu season only), and any evaluation taken from the activity.
 - Include a minimum of (1-2) pictures of the event. Acceptable file formats include JPG, GIF, and PNG. Preferred size at least 500 by 300 pixels (or larger).
 - Include contact information in case CDC follow up is needed. Please let us know if we can share your contact information within your success story in case other organizations would like to partner with you for future events.
- Past Success Stories: https://www.cdc.gov/flu/partners/success_stories.htm

Questions? → ilj1@cdc.gov

www.cdc.gov/flu

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

