



# 2018-2019 Seasonal Flu Update

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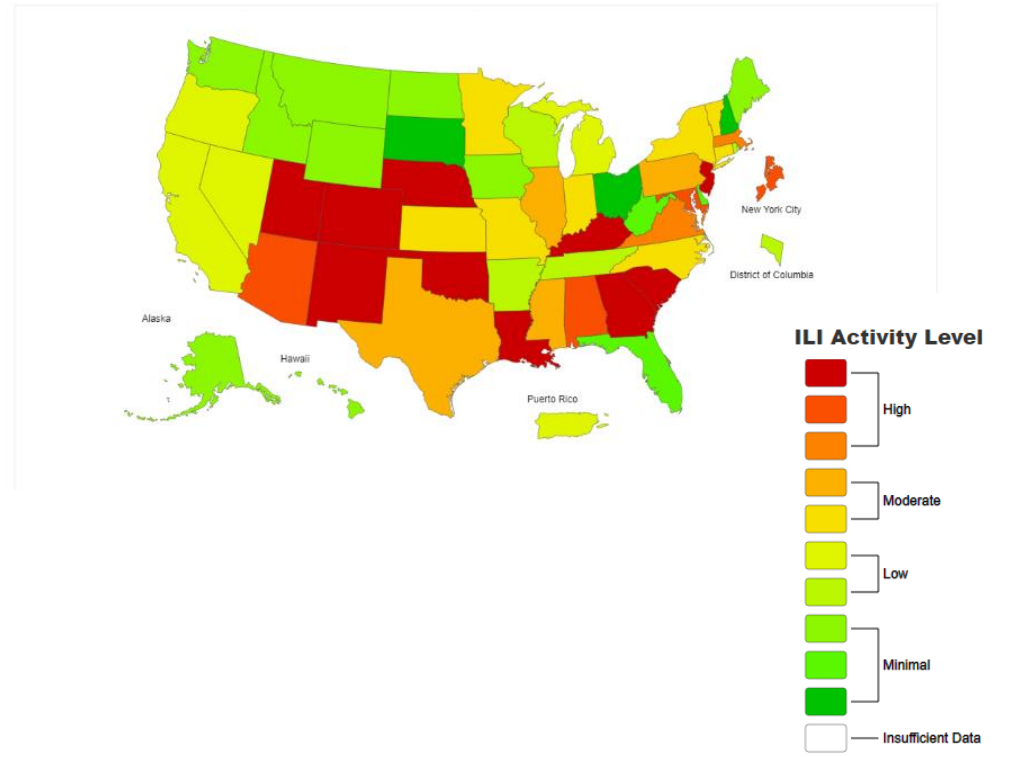
**NCIRD, Health Communication Science Office (HCSO)**

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# 2018-2019 Flu Season

- Flu activity has increased sharply in the United States in recent weeks
  - [FluView](#)
- Prevention of the flu → Flu vaccines are the most important way
- Treating the flu → Antivirals are the most important way
  - Approval of Baloxavir Marboxil in 2018
- Vast majority of flu activity a result of influenza A (H1N1)pdm09
  - 2017-18 flu season -- primary flu virus was influenza A H3N2
- In-season flu burden estimates  
<https://www.cdc.gov/flu/about/burden/pr/eliminary-in-season-estimates.htm>

2018-19 Influenza Season Week 1 ending Jan 05, 2019



# Additional CDC Flu Materials and Activities

## 2018-19 Key Seasonal Flu Vaccination Campaign Events

- NFID Influenza Vaccination Kickoff
  - September 27, 2018
- [National Influenza Vaccination Week \(NIVW\)](#)
  - December 2-8, 2018

## Communication and Education Resources

- [Digital Campaign Toolkit](#)
  - Print-ready materials
  - Web resources
    - Sample social media posts, animated images, flu vaccine finder
- [Resource center](#)
  - Print material (posters, brochures, flyers, fact sheets)
  - Web tools (animated images, virus images, infographics, banners)
- [Flu Forecasting](#)
- Follow us on Twitter [@CDCFlu](#)

# Preparing for Next Flu Season

- Planning ahead of time
- HCPs: Recommend vaccinating against the flu using [SHARE](#)
- Look to CDC for resources
  - <https://www.cdc.gov/flu/resource-center/index.htm>



### Flu Vaccine Finder



Everyone **six months of age or older** needs a flu vaccine.

Find the flu shot near you.

Questions? → [ilj1@cdc.gov](mailto:ilj1@cdc.gov)

[www.cdc.gov/flu](http://www.cdc.gov/flu)

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

