

CDC Influenza Communications Resources

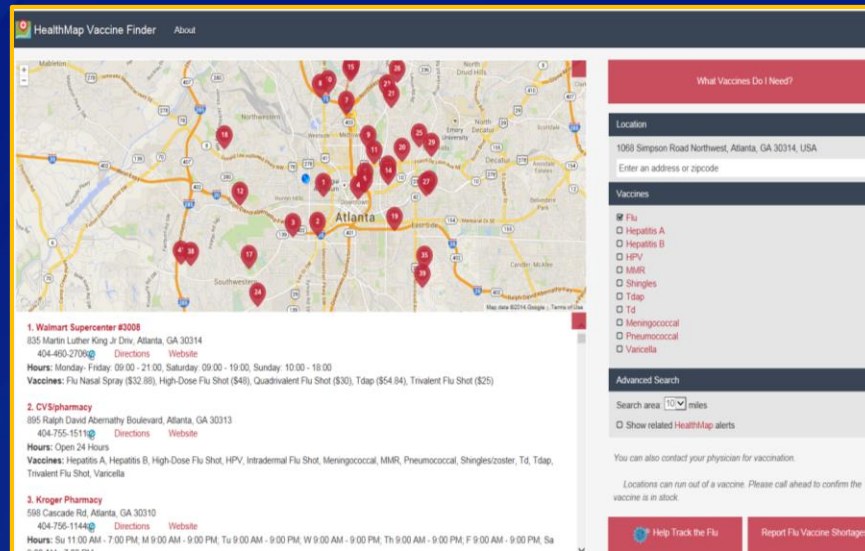
Audience-Tailored Tools to Promote Flu Vaccination

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Educating the Consumer

- ❑ CDC Flu Website: <http://www.cdc.gov/flu>
- ❑ Digital Media Outreach
- ❑ CDC Free Resources
- ❑ HealthMap Vaccine Finder: <http://vaccine.healthmap.org/>



HealthMap Vaccine Finder About

What Vaccines Do I Need?

Location
1066 Simpson Road Northwest, Atlanta, GA 30314, USA
Enter an address or zipcode

Vaccines

- ☒ Flu
- ☐ Hepatitis A
- ☐ Hepatitis B
- ☐ HPV
- ☐ MMR
- ☐ Shingles
- ☐ Tdap
- ☐ Td
- ☐ Meningococcal
- ☐ Pneumococcal
- ☐ Varicella

Advanced Search

Search area: 10 miles

☐ Show related HealthMap alerts

You can also contact your physician for vaccination.

Locations can run out of a vaccine. Please call ahead to confirm the vaccine is in stock.

Help Track the Flu Report Flu Vaccine Shortages

1. Walmart Supercenter #2008
835 Martin Luther King Jr Driv, Atlanta, GA 30314
404-460-2706 Directions Website
Hours: Monday-Friday: 09:00 - 21:00, Saturday: 09:00 - 19:00, Sunday: 10:00 - 18:00
Vaccines: Flu Nasal Spray (\$32.88), High-Dose Flu Shot (\$48), Quadrivalent Flu Shot (\$30), Tdap (\$54.84), Trivalent Flu Shot (\$25)

2. CV'S Pharmacy
895 Ralph David Abernathy Boulevard, Atlanta, GA 30313
404-755-1511 Directions Website
Hours: Open 24 Hours
Vaccines: Hepatitis A, Hepatitis B, High-Dose Flu Shot, HPV, Intradermal Flu Shot, Meningococcal, MMR, Pneumococcal, Shingles/zoster, Td, Tdap, Trivalent Flu Shot, Varicella

3. Kroger Pharmacy
598 Cascade Rd, Atlanta, GA 30310
404-756-1144 Directions Website
Hours: Su 11:00 AM - 7:00 PM, M 9:00 AM - 9:00 PM, Tu 9:00 AM - 9:00 PM, W 9:00 AM - 9:00 PM, Th 9:00 AM - 9:00 PM, F 9:00 AM - 9:00 PM, Sa 9:00 AM - 7:00 PM, Su 11:00 AM - 7:00 PM

Educating the Consumer

The image displays a collage of CDC educational materials for seasonal influenza, overlaid on a screenshot of the CDC's 'Free Resources' page. The materials include:

- flu shot reminder**: A poster featuring a pregnant woman, stating 'As part of your prenatal care, your doctor recommends getting a flu shot anytime during your pregnancy.' It lists benefits: 'Getting a flu shot is a safe way to protect you and your baby from the flu for many years.' and 'A flu shot during pregnancy protects both you and your baby from the flu. Millions of pregnant women have safely received the flu shot for many years.' It also notes 'Pregnant women should get the most up-to-date vaccine.'
- flutalk Get the facts**: A brochure with the headline 'Spread the word and GET VACCINATED!' and bullet points: 'The flu vaccine is safe', 'Does not cause the flu', and 'Protects the people you love'.
- Protect the Circle of Life**: A circular graphic with the text 'Your Flu Vaccine Protects Me My Flu Vaccine Protects You' and a list of reasons to get vaccinated.
- Did you know... it is estimated that 200,000 PEOPLE PER YEAR are hospitalized due to the flu**: A graphic showing a hospital building and the text 'Emergency Room'.
- the Flu**: A graphic with the text 'Test Your Knowledge' and 'Protect the Circle of Life'.
- Mobile app screens**: Screenshots of the CDC's mobile apps, showing the 'CDC Flu' app interface.

The background screenshot is the CDC's 'Free Resources' page for Seasonal Influenza (Flu). It includes a search bar, a 'Language' dropdown menu, and sections for 'Print Materials' (Brochures, Fact Sheets, Articles, Posters, Stickers, Media Toolkit), 'Video/Audio Tools' (Podcasts, Videos, PSAs), and 'Mobile Content' (Mobile Web, Mobile Apps, Syndicated Content, RSS). The page also features a 'Download Free Broadcast Quality Media' button and a 'Flu Virus Images' section.

<http://www.cdc.gov/flu/freeresources/index.htm>

Working with Partners

<http://www.cdc.gov/flu/partners/>

- Features success stories
- Photos from promotional activities
- Campaign Highlights
- New & Popular Tools
- Staying Connected
- Media
- NIVW
- What's New/Updated
- How to Become a Partner
- Submit success stories

Seasonal Influenza (Flu)

Resources for Flu Prevention Partners

Recommend Tweet Share

Language: English

This portal is intended to be a resource that partners can use in their flu prevention activities.

Featured Partner: A Success Story



[Family Voices](#), a nonprofit dedicated to family centered care for children and youth with special healthcare needs (CYSHCN), has launched a collaborative campaign with CDC that aims to inform parents and caretakers about the importance of flu vaccination among people in this group. This collaboration helped reach a new audience with critical messaging about the importance of flu prevention – a major achievement for the campaign.

Learn more about [this success story](#), see [other partner success stories](#), or [submit your own success story](#).

Not a Partner Yet?

Join the effort by becoming a flu prevention partner. CDC encourages partner organizations to promote flu vaccination within their communities, coordinate or host flu vaccination clinics, and increase awareness about the importance and benefits of annual flu vaccination. For information about how to become a partner, send an email to: fluinbox@cdc.gov.

Partner Campaign Highlights

- Submit Your Flu Vaccination Promotion Events
- Partner Activities
- Submit Your Own Success Story
- National Influenza Vaccination Campaign: Targeting Underserved Populations (NIVDP)
- National Influenza Vaccination Campaign: Targeting General Audiences

Tools

NIVDP on Facebook

Free Resources (Vaccine Information Statements (VIS), print materials, videos, PSAs, podcasts, web buttons, eCards, widgets)

Order Free Print Materials

Take & Share the Flu Vaccination Pledge Widget

Take & Share the Flu IQ Widget

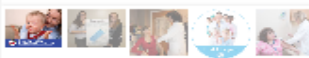
Materials for Grassroots Outreach

Hispanic Motion Comic Book

CDC Flu Site in Spanish



Keep him healthy
Family Voices campaign poster



What's New & Updated

UPDATED: Questions and Answers about Fluoride High-Dose Vaccine
Tuesday, August 05, 2014 9:53:00 AM

NEW: July 2014 Spanish NIVDP Newsletter (PDF)

Digital and Social Media Tools

- Publisher Outreach
 - Mobile messaging
 - Smart phone/iPad apps
 - blogs
 - CDC Partner webpage
 - Animated GIFs
 - Web buttons, banners
 - Prepared tweets
- **Content Syndication:** <http://tools.cdc.gov/syndication/>
 - **CDC Flu Twitter:** <http://twitter.com/CDCFlu>
 - **CDC Facebook:** <http://www.facebook.com/CDC>
 - **Receive notices as CDC posts updates to specific flu web pages:** <http://www.cdc.gov/Other/emailupdates/>
 - **Routine email updates from CDC—register by sending request to:** fluinbox@cdc.gov



Educating the Health Professional

Seasonal Influenza (Flu)

Seasonal Influenza (Flu)

Information for Health Professionals

Recommend Tweet Share

Language: English

The pages listed below offer public health and healthcare professionals key information about vaccination, infection control, prevention, treatment, and diagnosis of seasonal influenza.

Topics

- Clinical Information
 - Transmission, clinical signs and symptoms of illness, complications of influenza
- Diagnostic Tests
 - Information on influenza diagnostic testing
- Antiviral Drugs
 - Guidance on the use of antiviral agents for treatment and chemoprophylaxis
- Vaccine Recommendations (ACIP)
 - Recommendations from the Advisory Committee on Immunization Practices
- Institutional Outbreaks and Infection Control
 - Guidelines for various settings, respiratory hygiene/cough etiquette
- Influenza Activity and Surveillance
 - Overview and map of current influenza activity in the United States
- Vaccination
 - Dosing & administration, supply, storage, VIS, effectiveness & safety
- Vaccination Coverage
 - Current available coverage data and past trends
- Patient Education
 - Influenza materials for health professionals to provide to patients
- Training
 - Webcasts and online courses
- Long-term Care Facilities
 - Consolidated guidance on influenza outbreak management and prevention.

Other Resources

- 2014-15 Flu Vaccination Communication Plans & Strategies @
- Communication to Health Care Providers
- How Effective Is the Flu Vaccine? @
- CDC Medscape Expert Commentary
- Guidance for H1N1
 - Archived guidance documents for 2009 H1N1 issued during the pandemic
- Flu Activity and Surveillance
 - Current & past flu activity
- National Influenza Vaccination Week (NIVW)
 - Designed to raise awareness of the importance of continuing flu vaccination
- Vaccines and Immunizations
- Provider Resources for Vaccine Conversations with Parents

<http://www.cdc.gov/flu/professionals/index.htm>

Educating the Health Professional

- ❑ **FluView:** <http://www.cdc.gov/flu/weekly/fluactivitysurv.htm>
- ❑ **FluVaxView:**
<http://www.cdc.gov/flu/fluvoxview/index.htm>
- ❑ **Streaming & Medscape Videos:**
<http://www.cdc.gov/flu/freeresources/media.htm>
- ❑ **Influenza-related Training:**
<http://www.cdc.gov/flu/professionals/training/index.htm>



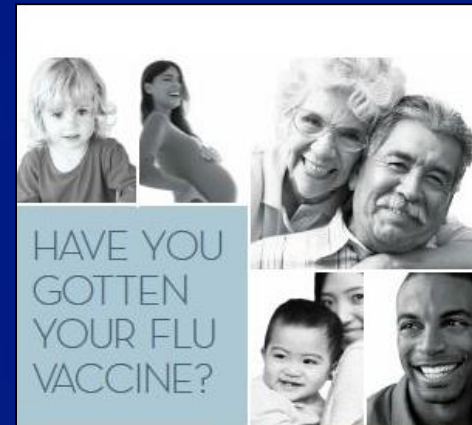
Mark Your Calendars

❑ NFID Flu Season Kickoff Event

- Press Conference: September 18th
- Radio Media Tour: September 18th and 19th

❑ National Influenza Vaccination Week (NIVW)

- December 7-13, 2014
- <http://www.cdc.gov/flu/nivw>



Thanks!

fluinbox@cdc.gov