

Communication Plans for the 2013-14 Influenza Season: Key Events and Resources

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State and National Mayors Support Resolutions to Promote Flu Vaccine Among Medically Vulnerable

- Georgia Conference of Black Mayors first to sign resolution to promote flu vaccination in their cities.
- June 21, 2013: U.S. Conference of Mayors authored resolution “Promotion of Influenza Vaccination among Medically Vulnerable African American and Hispanic Populations”

ADOPTED RESOLUTIONS
The U.S. Conference of Mayors
81st Annual Meeting
June 21-24, 2013
Las Vegas

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IN SUPPORT OF PRESCHOOL FOR ALL FOUR YEAR OLDS IN LOW AND MODERATE INCOME FAMILIES; IN SUPPORT OF EXPANDED CARE FOR INFANTS AND TODDLERS THROUGH EARLY HEAD START AND CHILD CARE PROGRAMS; IN SUPPORT OF ADDITIONAL MANDATORY FUNDING TO EXTEND AND EXPAND CURRENT FEDERAL INVESTMENTS IN HOME VISITATION PROGRAM; ALL OF WHICH ARE PAID FOR AN INCREASE IN TOBACCO EXCISE TAXES	6
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Kicking Off Flu Vaccination Promotion

NFID Influenza /Pneumococcal Press Conference: September 26

- National Foundation for Infectious Diseases (NFID) annual influenza vaccination press event **September 26** in Washington DC
- NFID plans the news conference in collaboration with CDC and the Flu Summit.
- Scheduled to coincide with the widespread availability of influenza vaccine
- Drs. Koh and Schuchat will participate; other experts to touch on key issues
- CDC will release final influenza vaccine coverage estimates for 2012-13 season
- Flu vaccines will be available to all in attendance
- Radio media tours to extend reach to regional and local media markets



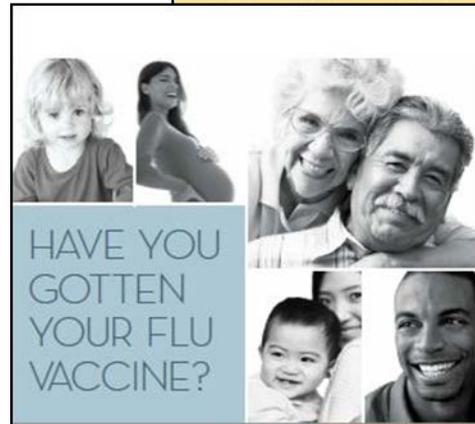
CDC Director Dr. Thomas Frieden at the 2012 NFID flu vaccination press event

National Influenza Vaccination Week

December 8-14, 2013

- Media Teleconference
- National and Ethnic Media Tours
- National/Grassroots partner outreach
- Local flu clinic activities
- Traditional, digital and social media outreach tools
- NIVW-specific calendar of events

**HAVE YOU GOTTEN
YOUR FLU VACCINE?**
GET VACCINATED NOW!
IT'S NOT TOO LATE!
National Influenza
Vaccination Week



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**National Influenza
Vaccination Week**

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

CDC Seasonal Influenza Website

Web content:

Update seasonal flu site (<http://www.cdc.gov/flu>) regularly for the general public, clinicians, and public health and other partners.

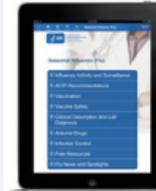
- What You Should Know for the 2013-2014 Influenza Season
- Weekly situation updates and new FluView interactive tools
- Articles written/posted on emerging seasonal flu issues
- Free resources
- Several pages mobile accessible
- Spanish-translated counterpart

Seasonal Influenza (Flu)

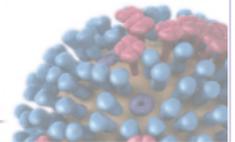
Manufacturers have begun shipping flu vaccines for the 2013-2014 U.S. season. Between 135 million and 139 million doses of vaccine are being produced. While some vaccine will be available in August, ample supplies should be available by September and October. Everyone 6 months of age and older should get their yearly flu vaccine, ideally by October.

CDC Influenza Application for Clinicians and Health Care Professionals

[Learn More >](#)



Available on the App Store



Flu Basics

Symptoms, How Flu Spreads, Higher Risk Groups, Past and Current Flu Season...

Prevention - Flu Vaccine

Vaccine Safety, Vaccination Coverage, Influenza VIS, "Take 3" Actions, NIVW, Infection Control...

Treatment - Antiviral Drugs

Drugs to Treat Flu Virus, Stay Home When Sick, Caring for Someone Sick With Flu...

News & Highlights

Flu Spotlights, Press Releases...

Health Professionals

Vaccination, Antiviral Drugs, Infection Control, Diagnostic Testing, Patient Education, and Training...

Free Resources

Printable Materials, Photos, Podcasts, Videos, PSAs, eCards, Badges & Buttons, Articles...

Information For Partners

Campaign Highlights, Partner Activity Entries, Media Briefings, Promotional and Educational Tools...

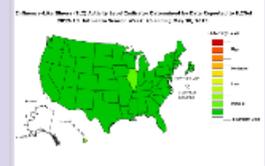
PHIL Influenza Images

Public Health Image Library, Photographs, Illustrations, Multimedia Files...

Other Flu Web Sites

[Avian](#) [H3N2v](#) [Swine](#) [Pandemic](#) [Bat](#) [Canine](#) [Other](#)

Flu Activity & Surveillance



Check where flu is active near you.

[More >](#)

International Flu



Laos and Nicaragua protect high-risk persons from influenza with help from donor coalition and CDC.

[More >](#)

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

Seasonal Influenza (Flu)

Seasonal Influenza (Flu)

2013-2014 Flu Season

Influenza - Flu Basics

Prevention - Flu Vaccine

Treatment - Antiviral Drugs

Specific Groups

Health Professionals

Information For Partners

Partners Activities

Partner Success Stories

Submit Your Own Flu Season Event

National Influenza Vaccination Disparities Partnership

National Partner Outreach

Flu Activity & Surveillance

FluVaxView Influenza Vaccination Coverage

Avian Flu

Avian Influenza A (H7N9) Virus

Swine Flu

Influenza A (H3N2) Variant Virus

National Influenza Vaccination Week (NIVW)

Vaccination Pledge

What's New & Featured

Seasonal Influenza (Flu)

Recommend Tweet Share

Information for Flu Prevention Partners

First and foremost, CDC sends a special "THANKS" to all partners for their significant contributions to promote and provide flu vaccinations and prevent influenza across the United States. The overall success of this vital public health service depends on the support of partners at all levels—public health professionals, advocates, medical providers, community stakeholders and concerned consumers from across the country. We appreciate your time, energy, and commitment to public health.

Become A Partner

By becoming a flu prevention partner, CDC encourages 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.

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

Partner Campaign Highlights

Submit Your Flu Vaccination Promotion Events

Updated! Partner Activities

Submit Your Own Success Story

National Influenza Vaccination Campaign: Targeting Underserved Populations

National Influenza Vaccination Campaign: Targeting General Audiences

Media

CDC Telebriefing on H7N9 Influenza Cases

CDC Online Newsroom

Featured Partner: A Success Story

Improving Childhood Influenza Immunization Rates



The 2012-2013 influenza season marked five years since the National Foundation for Infectious Diseases (NFID) established the **Childhood Influenza Immunization Coalition** (CIIC) to encourage and support a universal pediatric influenza immunization recommendation and help improve influenza vaccination rates.

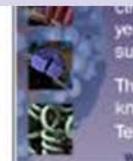
Learn more about this **success story**, see **other partner success stories**, or **submit your own success story** »

Featured Partner: A Success Story

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Contact Us:

Centers for Disease Control and Prevention

1600 Clifton Road, NE

Atlanta, GA 30333

800-CDC-1098

TTY: 404-458-5071



Digital and Social Media Strategies and Tools

Publisher Outreach

Content syndication

CDC email alerts

Mobile messaging (<http://m.cdc.gov/>)

Smart phone/iPad apps

Social Networking sites

Social Media Tools

Blogs

Content Syndication: <http://tools.cdc.gov/syndication/>

RSS Feeds: <http://www2c.cdc.gov/podcasts/rss.asp>

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

CDC Flu Twitter: <http://twitter.com/CDCFlu>

CDC Facebook: <http://www.facebook.com/CDC>



CDC FREE RESOURCES: <http://www.cdc.gov/flu/freeresources>

MATTE ARTICLES

These are ready-to-use articles that you can reprint in your publications or upload to your website. You can choose flu articles that address specific audiences: general audiences, baby boomers, first responders, pharmacists, young adults, and many more.

Audience: General Population (Everyone 6 months)
Word count: 558
CDC 2012-2013 Flu Season

Flu Vaccine Recommended for Almost Everyone

An annual flu vaccination is the best way to prevent lead to hospitalization and even death. Health care workers and older get a flu vaccine.

Over the years, the number of people recommended to get a flu vaccine has grown. Now, it's recommended for almost everyone 6 months and older.

Download for free at
http://www.cdc.gov/flu/NIVW/matte_articles.htm

POSTERS

Print out posters to help promote flu vaccination. Posters address diverse audiences including parents, healthcare workers, first responders, and employees. Available in Spanish and English, posters can be printed on standard office or commercial printers.



Download for free at
<http://www.cdc.gov/flu/freeresources/print.htm>

WEB BUTTONS, BANNERS, AND WIDGETS

Create visibility on your website about the flu and vaccination. Posting a web button allows viewers to click directly to the latest information from the CDC. Web banners act as visual reminders. Products are available in English and Spanish.



Download banners for free at
<http://www.cdc.gov/flu/NIVW/tdy.htm>
http://www.cdc.gov/flu/freeresources/web_tools.htm

Download widgets for free at
<http://www.cdc.gov/flu/freeresources/widgets.htm>



WEB CONTENT SYNDICATION

Receive the latest information from CDC about flu season activity and vaccination through a variety of tools:

- Content Syndication: <http://tools.cdc.gov/syndicator/>
- RSS Feeds: <http://www2.cdc.gov/podcasts/rss.asp>
- 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

- CDC on Facebook
- CDC Flu on Twitter
- Get email updates
- Subscribe to RSS

on right side of the web page

MULTICULTURAL MATERIALS

These materials can be easily downloaded and are reproducible for color or in black and white desktop printers and available for professional printers as indicated.



Download for free at
<http://www.cdc.gov/flu/freeresources/print.htm>

FLYERS, HANDOUTS, AND BROCHURES

Make it easy for audiences to understand the facts about flu and vaccination with flyers, handouts, and brochures. Materials are tailored to diverse audiences such as parents, caregivers, providers, and others. They are available in English and Spanish.



Download for free at
<http://www.cdc.gov/flu/freeresources/print.htm>

VIDEOS, PSAS, AND PODCASTS

Bring alive the issues and facts surrounding flu and vaccination with interactive visual and audio tools. From award-winning videos to podcasts from CDC experts, you can share these media resources with your audiences.



Download for free at
<http://www.cdc.gov/flu/freeresources/media.htm>

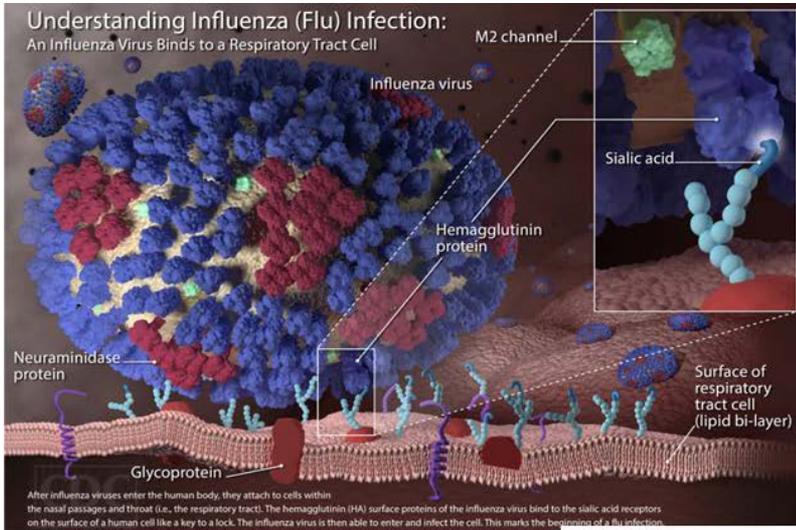
E-CARDS

Send out virtual reminders about the flu and vaccination with E-cards. Recipients can receive these electronic greeting cards with messages about staying home if they are sick, washing their hands, getting vaccinated, and many more.

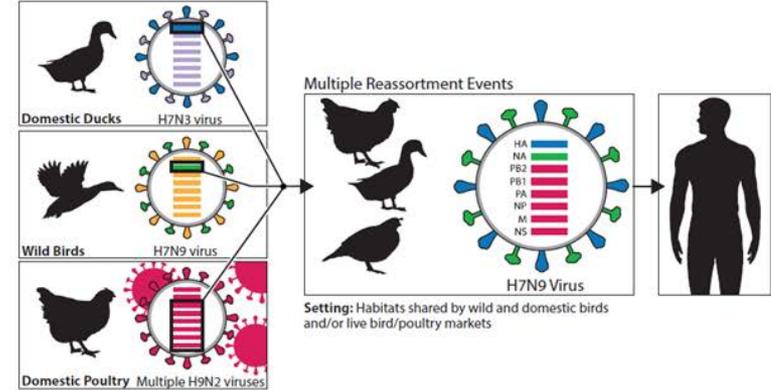


Download for free at
<http://tools.cdc.gov/eCards/browse.aspx?category=157>

Communicating Through Imagery



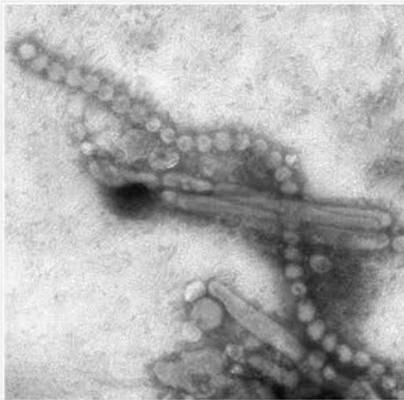
Genetic Evolution of H7N9 Virus in China, 2013



The eight genes of the H7N9 virus are closely related to avian influenza viruses found in domestic ducks, wild birds and domestic poultry in Asia. The virus likely emerged from "reassortment," a process in which two or more influenza viruses co-infect a single host and exchange genes. Scientists think multiple reassortment events led to the creation of the H7N9 virus. These events likely occurred in live bird/poultry markets, where different species of birds are housed together. The H7N9 virus likely obtained its HA (hemagglutinin) gene from domestic ducks, its NA (neuraminidase) gene from multiple related H9N2 influenza viruses in domestic poultry.

Electron Micrograph Images of H7N9 Virus from China

→ H7N9 virus - Image A Large



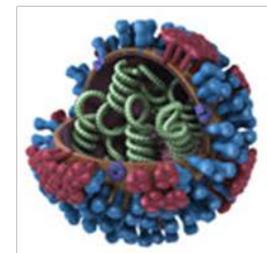
Influenza A H7N9 as viewed through an electron microscope. Both filaments and spheres are observed in this photo.

CDC Scientist working with H7N9 Virus

→ H7N9 Lab - Image A Large



A CDC Scientist harvests H7N9 virus that has been grown for sharing with partner laboratories for research purposes.



CDC Expert Commentary Series on Medscape

What is Medscape?

- Professional arm of the WebMD Health Network
- The leading online source of medical information and professional education
- More than 32 clinician specialties
- **5 million** health professional visits / month
- <http://www.medscape.com>



CDC Expert Commentary Series

- Weekly video commentary
- Taped in batch at CDC studios
- Closed captioned to comply with CDC 508 compliance requirements
- Editorial calendar developed by Medscape editors and CDC communication teams

More than .7 million views of influenza commentaries

Some Recent Influenza Commentaries

[The New Avian Influenza A \(H7N9\) Virus](#) – *Text Commentary*

Alicia M. Fry, MD, MPH



[Recommendations for Influenza Antiviral Medications](#)

Alicia M. Fry, MD, MPH

30,238+ views

[Sorting Out the 2012-2013 Influenza Vaccine Recommendations](#)

Tim Uyeki, MD, MPH, MPP

26,392+ views



Some Recent Influenza Commentaries

[Recommended Vaccines for All Healthcare Personnel](#)

JoEllen Wolicki, BSN, RN

21,959+ views



[Child Deaths From Influenza](#) – ***Text Commentary***

Laurie Scudder, DNP, PNP, Georgina Peacock, MD, MPH

30,312+ views



[Human Infections With H3N2v Virus -- Interim Information](#) – ***Text Commentary***

Influenza Division, CDC

60,980+ views

Health Insurance Marketplace Communication Plan

<https://www.healthcare.gov/>

Objective:

Create awareness about the Health Insurance Marketplace program, sign-up dates, and the Marketplace consumer information resources.

Strategies:

- Three waves of promotion - Fall season, NIVW, and January
- Key events

Messages:

- Dates of enrollment: October 1, 2013 to March 31, 2014
- Coverage starts as early as January 1, 2014
- <http://Healthcare.gov> or <http://www.CuidadoDeSalud.gov>
- Toll-free number: 1-800-318-2596.
- New way to find affordable health coverage--including many free preventive services such as flu vaccination

fluinbox@cdc.gov

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: <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.