

# National Influenza Vaccination Week Key Points

## December 5-11, 2010

### Overview

1. CDC established National Influenza Vaccination Week (NIVW) in 2005 to highlight the importance of continuing flu vaccination and to foster greater use of flu vaccine after the holiday season. This season's NIVW is scheduled for December 5-11.
2. This is the first year that everyone 6 months and older is recommended to receive an annual flu vaccine. Therefore, a big part of our efforts for NIVW this season will be to reach people of all ages.
3. Another goal of NIVW is to communicate the importance of vaccines for people who are at high risk for developing flu-related complications.
  - a. People at high risk for developing flu-related complications include those with certain high-risk medical conditions, including asthma, diabetes (type 1 and 2), heart disease, neurological and neurodevelopmental conditions, blood disorders, morbid obesity, kidney and liver disorders, HIV or AIDS, and cancer.
4. Each day of NIVW focuses on reaching a different part of the U.S. population, including:  
*(brief message included for each day)*
  - a. **Sunday, December 5** – NIVW Kick-off, General Audiences (includes faith-based communities)
    - i. Get vaccinated on Sunday before getting caught up in your weekly schedule.
  - b. **Monday, December 6** – Families – highlights pregnant women, children, and caregivers of children younger than 6 months of age
    - i. Families are great at sharing—but that's not a good thing when it comes to the flu. Get everyone in your family vaccinated!
  - c. **Tuesday, December 7** – People with Certain Chronic Medical Conditions
    - i. If you or your loved ones have certain chronic medical conditions, such as asthma or diabetes, a flu shot is especially important.
  - d. **Wednesday, December 8** – Employee Health (includes health care workers)
    - i. Employee vaccination provides protection for both the employee, and those they live and work with. Additionally, health care workers can protect patients by getting their flu vaccine.
  - e. **Thursday, December 9** – Older Adults (65+)
    - i. If you're 65 or older, you're at increased risk for complications from flu, including hospitalization and even death.
  - f. **Friday, December 10** – Young Adults (19-24)
    - i. If you're 19—24, protect your friends and family from the flu by getting yourself vaccinated.
  - g. **Saturday, December 11** – NIVW Wrap-up, General Audiences

- i. The week is done, but you can still get a flu vaccine throughout the winter if you didn't this week.

## **Vaccination**

1. Despite the unpredictable nature of influenza, you should know:
  - a. The flu vaccine is updated each season to protect against the three flu viruses that research indicates will cause the most illness. At this time, the vaccine is well matched to the flu strains currently circulating in the United States.
  - b. Because flu viruses are always changing, last season's flu vaccine may not protect against newer viruses, and annual vaccination is the only way to maintain protection each season.
  - c. With flu activity increasing, family and friends gathering for the holidays, and cold weather setting in, now is a great time to get a flu vaccine.
2. This time of year also serves as an important reminder for parents and caregivers of children to have their children vaccinated. Many children younger than 9 years old need two doses of vaccine this season to be fully protected.
  - a. If your child has not received a first dose of flu vaccine, get his/her first dose of vaccine *now*.
  - b. For those children younger than 9 who have been vaccinated with one dose, you should check with the child's doctor to see if he/she needs a second dose in order to be fully protected this season.
3. Flu activity *usually* peaks in January or February in the United States, making fall an ideal time to get a flu vaccine. However, as long as flu season isn't over, it's not too late to get vaccinated.
4. Once vaccinated, you can enjoy this holiday season knowing that you have taken the single best step to protect yourself and your loved ones against influenza. Remember, the "Flu Ends With U".