

## National Influenza Vaccination Week: December 4–10, 2011

National Influenza Vaccination Week (NIVW) highlights the importance of yearly influenza vaccinations, and fosters greater use of flu vaccine after the holiday season. The observance is supported by the Centers for Disease Control and Prevention (CDC). This flu season, the CDC is encouraging everyone 6 months of age and older to get vaccinated against the seasonal flu.

### Activities for NIVW

- Print and hang **posters** throughout your facility to promote adult vaccinations:
  - “Get the Flu Vaccine, Not the Flu”  
(Centers for Medicare & Medicaid Services [CMS] and CDC):  
<http://www.cms.gov/Immunizations/Downloads/FluPoster2010508.pdf>
  - “Shots aren’t just for kids.”:  
<http://www.cdc.gov/flu/pdf/freeresources/seniors/f-adults-shots.pdf>
  - “My health is my biggest asset”:  
[http://www.cdc.gov/flu/pdf/freeresources/seniors/flu\\_ad\\_seniors\\_biggest-asset-508.pdf](http://www.cdc.gov/flu/pdf/freeresources/seniors/flu_ad_seniors_biggest-asset-508.pdf)
- Distribute printable **educational materials to your patients**:
  - “CDC Says ‘Take 3 Actions’ to Fight the Flu” brochure, promoting influenza vaccinations and other steps to stay healthy during flu season:  
<http://www.cdc.gov/flu/pdf/freeresources/general/take3.pdf>
  - Vaccine Information Statement on the seasonal shot:  
<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flu.pdf>

### CDC resources

- “Free NIVW Web Tools” (buttons and widgets): <http://www.cdc.gov/flu/NIVW/webtools.htm>

### CMS resources

- Adult immunizations information and resources: <https://www.cms.gov/AdultImmunizations/>
- Medicare coverage of flu shots:  
<http://www.medicare.gov/navigation/manage-your-health/preventive-services/flu-shots.aspx>

### Staff education and background resources

- 2011–2012 flu season information: <http://www.cdc.gov/flu/about/season/>
- “Key Facts about Influenza & Flu Vaccine”: <http://www.cdc.gov/flu/keyfacts.htm>
- Immunization resources on the Acumentra Health website: <http://www.acumentra.org/immunize>

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