



National Influenza  
Vaccination Week  
12/8/13 - 12/14/13

NIVW is a Centers for Disease Control and Prevention (CDC) observance. It was established to highlight the importance of continuing influenza vaccination, as well as fostering greater use of flu vaccine, after the holiday season.

**Flu vaccination for everyone 6 months of age and older should continue throughout flu season.**  
**Flu activity usually peaks in February and can last as late as May.**

Here are easy ways to encourage late season influenza vaccination in your practice or facility...

Visit the CDC website for free materials, resources, education, training, and updated information. Check back **frequently** over the course of the influenza season.  
[www.cdc.gov/flu/NIVW/resources.htm](http://www.cdc.gov/flu/NIVW/resources.htm) and [www.cdc.gov/flu/index.htm](http://www.cdc.gov/flu/index.htm).

Get vaccinated against the flu now!  
Encourage your staff to get vaccinated now as well. Consider mandating employee influenza vaccination in your facility.  
[www.health.ny.gov/prevention/immunization/toolkits/hc\\_provider/](http://www.health.ny.gov/prevention/immunization/toolkits/hc_provider/)

Check the New York State DOH Seasonal Influenza website **frequently** for updates, free materials.  
[www.health.ny.gov/diseases/communicable/influenza/seasonal/](http://www.health.ny.gov/diseases/communicable/influenza/seasonal/)

Sign up for the CDC's FREE email updates. Receive email notices whenever flu information is updated. Go to [www.cdc.gov/Other/emailupdates/](http://www.cdc.gov/Other/emailupdates/), click on "Subscribe," enter your email address, then choose all the flu (and immunization) topics important for your practice.

Patients give you excuses for not getting the flu vaccine? Give them a copy of the CDC's *No More Excuses—You Need a Flu Vaccine* fact sheet.  
[www.cdc.gov/flu/pdf/freeresources/general/no-excuses-flu-vaccine.pdf](http://www.cdc.gov/flu/pdf/freeresources/general/no-excuses-flu-vaccine.pdf)

Place CDC flu prevention graphics on your web pages. These tools can be placed in any way that works best for your site. [www.cdc.gov/flu/nivw/webtools.htm](http://www.cdc.gov/flu/nivw/webtools.htm)

Change your outgoing phone message to include an influenza vaccination message. Go to the CDC's NIVW *Key Messages* page for ideas.  
[www.cdc.gov/flu/pdf/nivw/nivw-keypoints-2013.pdf](http://www.cdc.gov/flu/pdf/nivw/nivw-keypoints-2013.pdf)

## 2013 National Influenza Vaccination Week (NIVW) Key Points

### Overview

1. CDC established National Influenza Vaccination Week (NIVW) in 2005 to highlight the importance of continuing flu vaccination through the holiday season and beyond. **NIVW is scheduled for December 8-14, 2013.**
  - a. Flu vaccination coverage estimates from past years have shown that influenza vaccination activity drops quickly after the end of November. CDC and its partners want to remind you that even though the holiday season has arrived, it is not too late to get your flu vaccine.
  - b. As long as flu viruses are spreading and causing illness, vaccination can provide protection against the flu and should continue. Even unvaccinated people who have already gotten sick with one flu virus can still benefit from vaccination since the flu vaccine protects against three or four different flu viruses (depending on which flu vaccine you receive) expected to circulate each season.
2. CDC recommends a yearly flu vaccine for everyone 6 months of age and older as the first and most important step in protecting against influenza disease.
3. Another goal of NIVW is to communicate the importance of flu vaccination for people who are at high risk for developing flu-related complications.
  - a. People at high risk for developing serious flu complications include children younger than 5 years, people 65 years of age and older, pregnant women, and people with certain long-term medical conditions, such as asthma, diabetes, heart disease, neurological and neurodevelopmental conditions, blood disorders, morbid obesity, kidney and liver disorders, HIV or AIDS, and cancer.

For these people, getting the flu can mean more serious illness, including hospitalization, or it can mean a worsening of existing chronic conditions.
  - b. A full list of “People at High Risk of Developing Flu–Related Complications” is available at [http://www.cdc.gov/flu/about/disease/high\\_risk.htm](http://www.cdc.gov/flu/about/disease/high_risk.htm).

### Vaccination

1. The flu vaccine is the best way modern medicine currently has to protect against this potentially serious disease.
2. Flu vaccination can reduce flu illnesses, doctors' visits, missed work due to flu, as well as prevent flu-related hospitalizations and deaths.
3. Despite the unpredictable nature of the flu, you should know:
  - a. You need the 2013-14 flu vaccine to protect against the flu viruses experts predict will spread this season.
  - b. You need a flu vaccine every year for optimal protection.
  - c. Yearly vaccination is needed because:

- i. Flu viruses are always changing and new vaccine is made each year so that the vaccine protects against the currently circulating influenza viruses, and
    - ii. Immune protection from vaccination declines over time so vaccination is recommended every year for optimal protection.
  - d. It takes about two weeks after vaccination for the immune system to fully respond with antibodies that develop in the body and provide protection
  - e. Flu activity *usually* peaks in January or later in the United States and can last as late as May. As long as flu viruses are circulating, it's not too late to get vaccinated.
  - f. With flu activity starting to increase and family and friends gathering for the holidays, now is a great time to get a flu vaccine to protect yourself and your loved ones.
4. We hope that NIVW will act as a reminder to parents and caregivers of children about the importance of flu vaccination in general and the fact that some children may need two doses of flu vaccine this season to be fully protected.
  - a. Children younger than 9 years old who are getting vaccinated for the first time will need two doses of vaccine.
  - b. Some children who have received influenza vaccine previously also will need two doses of vaccine this season to be fully protected.
  - c. Your child's health care provider can tell you if your child needs two doses.
5. There are many choices available this year for flu vaccine, both in terms of where to get vaccinated and what vaccine to get.
  - a. Traditional flu vaccines made to protect against three different flu viruses (called "trivalent" vaccines) will be available this season. In addition, this season, flu vaccines made to protect against four different flu viruses (called "quadrivalent" vaccines) also will be available. Check with your doctor about which vaccine you should get.
  - b. Flu vaccines are offered in many locations, including doctor's offices, clinics, health departments, retail stores and pharmacies, and health centers, as well as by many employers and schools.
  - c. CDC does not recommend one flu vaccine over another. This includes deciding between trivalent or quadrivalent vaccine or between injection (the flu shot) or nasal spray vaccine. The important thing is to get a flu vaccine every year. Talk to your doctor or nurse about the best options for you and your loved ones.
6. Millions of doses of influenza vaccine have been administered to people safely for decades.
7. 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 the flu.