

CDC 2016-2017 Flu Season

National Influenza Vaccination Week 2016

National Influenza Vaccination Week (NIVW), scheduled for **December 4-10, 2016**, provides an opportunity to remind everyone 6 months and older that it's not too late to get a flu vaccine. NIVW is a national observance established in 2005 by the Centers for Disease Control and Prevention (CDC) to highlight the importance of **continuing influenza vaccination after the holiday season and beyond**.

NIVW provides an opportunity for public health and health care professionals, health advocates, communities and families across the country to work together to promote flu vaccination. We know that many partners across the United States have plans to participate in NIVW, and the success of NIVW relies upon the involvement of partners at all levels.

Major highlights of CDC's plans for NIVW 2016 are outlined below. For those of you already hard at work in your communities promoting and administering flu vaccinations, we hope that these events offer new opportunities to help get your message out, or assist you in developing new collaborative activities. For our partners who don't traditionally concentrate on promoting flu vaccination, these channels may help you think about ways you can engage in flu vaccine promotion.

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Activities during NIVW will include:

NIVW Blog-A-Thon: December 4-10

During NIVW, we are encouraging partners to write a post on their blog on the importance of flu vaccination. CDC will be kicking off the Blog-a-thon on Monday, December 5 with a post on Public Health Matters before passing the torch to other partners spreading the message on flu vaccination. Look for other participating blogs throughout the week and share your own post on social media using the hashtag #NIVW2016 and #fightflu. For those interested in being a part of the Blog-a-thon, a badge will be available to include with your post to show your participation in the event. Help us spread the word that it is not too late to get a flu vaccine this season! For more information about the Blog-a-thon, contact FluInbox@cdc.gov.

NIVW Reddit Science Ask Me Anything: Tuesday, December 6, 1:00 pm ET

Reddit Science Ask Me Anything (AMA) digital Q & A forum will feature CDC Advanced Molecular Detection (AMD) technology expert, John Barnes, PhD. Dr. Barnes will be answering Reddit users' questions about how CDC is using AMD technology to improve influenza virus monitoring and directly inform the development of better-performing influenza vaccines. Join the conversation on December 6, 2016 from 1:00-3:00 pm ET on Reddit, [here](#).

NIVW Twitter Hashtag Challenge: Wednesday, December 7 from 11:00 am to 1:00 pm ET

CDC will sponsor a twitter hashtag challenge to spread awareness about the upcoming flu season and to remind the public that it is not too late to get a flu vaccine. Working with Hashtag Roundup and National Lampoon, CDC will toss out a movie hashtag on December 7 at 11am ET. Choose a movie, replace one of the words in the movie title with the word "flu," and tweet your movie title with the challenge hashtag. For our flu partners, we are asking that you also include in the tweet or follow up your movie title tweet with a message about the importance of flu vaccination. An example tweet can be found below:

- The Hunger Games: Catching Flu. Don't catch the #flu this season. A flu vaccine is the 1st & best protection against flu. (insert movie hashtag)
- Close Encounters of the Flu Kind. Avoid your own close encounter with flu this season. Get a flu vaccine! (insert movie hashtag)

Our goal is to have flu facts and information popping up within the hashtag feed, providing a learning opportunity for those playing along.

Influenza Data and Online Reports to be released

CDC will share the following updates through partner emails and online reports:

1. this season's influenza activity in the US (<http://www.cdc.gov/flu/weekly/index.htm>).
2. early-season flu vaccination coverage estimates (www.cdc.gov/flu/fluview).
3. topline results from a flu vaccine impact study for 2015-2016



Department of Health and Human Services
Centers for Disease Control and Prevention

Need more information about NIVW 2016? Want to find additional resources or learn how to get involved? NIVW is our chance to help boost your efforts, but it's also an opportunity to recognize the fantastic and unsung work happening at the local level.

The CDC flu web site offers an array of resources, including print materials for various audiences, media toolkits, web and social media tools, audio and video public service announcements, and more.

- NIVW resources can be found on CDC's [NIVW Communication Resources webpage](#), including NIVW-specific matte article, flyers and posters, web buttons, graphics and an animated image that you can embed onto web and social media sites.
- The [NIVW Media Toolkit](#) includes NIVW information, recommended strategies, and resources to engage media and promote seasonal flu vaccination messages.
- Sample Twitter and Facebook NIVW flu prevention messages are available to share on your organization's social media channels.
- A variety of general flu prevention campaign resources and tools are available in CDC's Flu [Free Resource Center](#).
- Resources for partners are also available on CDC's [Flu Partner webpage](#). Bookmark the page and use it as your one-stop shop for all things flu-related, including strategies and best practices to reach health disparate populations.

If you are interested in learning more or collaborating on any of the planned activities taking place in your area, contact us via email at fluinbox@cdc.gov.

Partners like you make it possible to reach the communities we're working to protect from the flu—thank you!