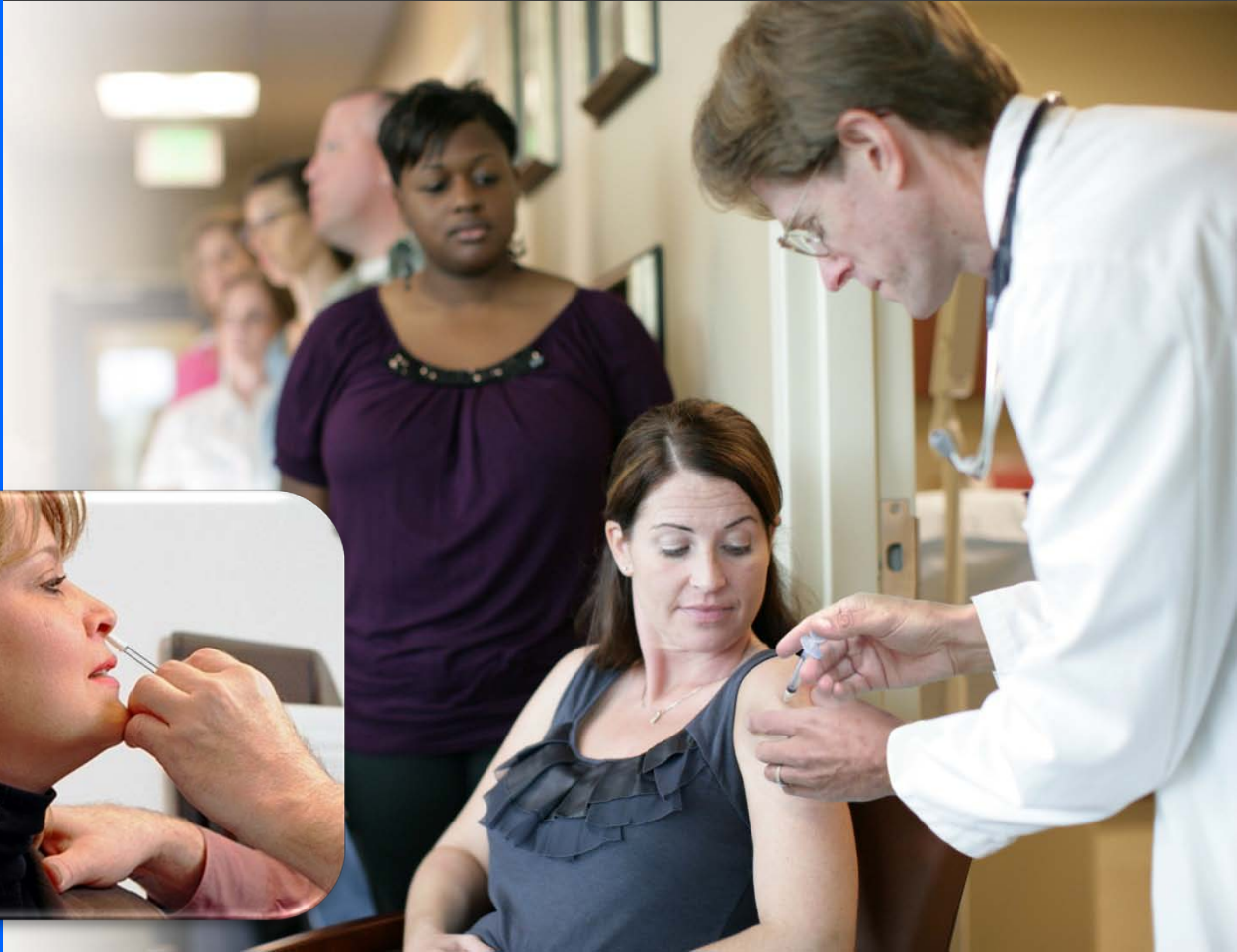


Make It Your Business To Fight The Flu

Promoting the 2010 – 2011 Seasonal Flu Vaccine



A Toolkit for Businesses and Employers



Seasonal Flu Vaccine



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Every year influenza, or “flu,” affects employers and businesses. Flu costs businesses approximately **\$10.4 billion*** in direct costs for hospitalizations and outpatient visits for adults.

- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common each year.
- The 2010-2011 flu vaccine will protect against an influenza A H3N2 virus, an influenza B virus and the influenza A H1N1 virus that caused so much illness last season.
- Everyone 6 months of age and older should get vaccinated against the flu as soon as seasonal vaccine is available.

Make It Your Business To Fight The Flu

Promoting the 2010 – 2011 Seasonal Influenza Vaccine

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- 1. Recommended Strategies for Businesses and Employers.** Learn what two strategies are recommended to businesses and employers this flu season.
- 2. Promoting Seasonal Flu Vaccination: A Checklist for Businesses and Employers.** Use this checklist to get started!
- 3. Flu Vaccine Clinic Here!** Host a flu vaccine clinic in the workplace and use this flyer. Complete with fillable text boxes so you can add the location, date, and time of your flu vaccine clinic.
- 4. You Need a Flu Vaccine.** Encourage employees to get vaccinated at locations in the community. Navigate to the Flu Vaccine Finder website to find locations offering flu vaccine, then update the flyer and post.
- 5. Note to Self.** Share this flyer with employees to encourage flu vaccination. Consider posting this in the workplace, or copy and place in mailboxes or include in pay statements or newsletters.
- 6. Note to Small Businesses.** Share this flyer with other workplace managers and supervisors to kickoff discussions about flu vaccination planning.
- 7. CDC Says “Take 3 Actions” To Fight The Flu.** Use this brochure to promote flu vaccination.
- 8. Key Facts about Influenza (Flu) & Flu Vaccine.** Know the answers to questions about the seasonal flu and vaccination.
- 9. Links.** Be aware of helpful links for businesses and employers.
- 10. Web Tools.** Promote flu vaccination using web technology.
- 11. Print Materials.** Take advantage of helpful materials to learn about seasonal flu, plus additional posters and brochures.

Make It Your Business To Fight The Flu

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Recommended Strategies for Businesses and Employers

The purpose of this Toolkit is to help businesses and employers fight the flu and to offer tips and suggestions to consider when planning and responding to the seasonal flu. Additional information can be found at the CDC website, <http://www.cdc.gov/flu/business>

**CDC recommends two strategies this season
for businesses and employers to help fight the flu.**

Strategy 1: Host a flu vaccination clinic in the workplace.

To minimize absenteeism, employers frequently offer onsite seasonal flu vaccination to employees at no or low cost to their employees. This option can work well if the employer has an on-site occupational health clinic. If you don't have a clinic, pharmacies and community vaccinators can be contracted to provide seasonal flu vaccination services on-site.

Strategy 2: Promote flu vaccination in the community.

Make sure your employees know where they and their family can get seasonal flu vaccination in the community. Find out about health providers, pharmacies or clinics that offer seasonal flu vaccinations in your community. Partner with a pharmacy or provider to get your employees vaccinated.



Even healthy people can get the flu, and it can be serious.

Promoting Seasonal Flu Vaccination

A Checklist for Businesses and Employers

Before getting started, review flu vaccination prevention and cost-saving facts with senior managers, employees, and unions, to encourage the promotion of flu vaccination. Determine if you will offer onsite flu vaccination (flu shot, nasal spray, or both) at your business location(s) and encourage employees to seek flu vaccination in the community.

IF YOU CHOOSE TO HOST A FLU VACCINATION CLINIC

- Consider getting employees vaccinated against flu as a business priority and create a goal aligned with this effort.
- Identify a flu vaccination coordinator and/or team with defined roles and responsibilities. Occupational health personnel or workplace safety staff often lead these efforts for businesses. Determine if you will need to contract with an outside provider of flu vaccination services (such as a pharmacy or community immunizer). The planning process should also include input from employees, and labor representatives, if needed.
- Schedule the flu vaccination clinic to maximize employee participation. Flu season usually begins in the Fall each year.
- Provide sufficient and accessible flu vaccination in as many business locations as possible.
- Provide a comfortable and convenient location for the flu vaccination clinic.
- Ask managers and supervisors to allow employees to attend an on-site flu vaccination clinics as part of their work day and without having to “go off of the clock.”
- Set an example by having managers and business leaders get vaccinated first.
- Use incentives for flu vaccination to increase participation, such as offering vaccine at no or low cost, providing refreshments at the clinic, or holding a contest for the department with the highest percentage of vaccinated employees.
- Promote the flu vaccination clinic with the following:
 - Posters about flu vaccination can be posted in break rooms, the cafeteria, and other high traffic areas.
 - An article in the company newsletter and/or intranet about the clinic and flu prevention.
 - Emails to inform employees of upcoming flu clinics.
 - Promotional posters/flyers to advertise the date and time of the clinic should be posted in high traffic areas.
- Set a goal and help show employees how their participation matters. Each year, try to improve upon the percentage of employees vaccinated.
- Consider offering flu vaccination to employees' families.

IF YOU CHOOSE TO PROMOTE FLU VACCINATION IN THE COMMUNITY

- Consider allowing for employee absences for flu vaccinations. Establish policies that allow for employee to take an hour or two to seek flu vaccinations in the community.
- Partner with nearby pharmacies or clinics to arrange for employees to get vaccinated.
- Promote flu vaccination with the following:
 - Use promotional posters/flyers to advertise locations in the community that offer seasonal flu vaccinations. Display posters about the flu vaccination in break rooms, the cafeteria, and other high traffic areas.
- Post an article in the company newsletter and/or intranet about the importance of flu vaccination and where to get vaccine in the community.
- Encourage flu vaccination for employees' families by distributing take-home information at the workplace.



Flu Vaccine Clinic Here!



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Location:

Date:

Time:



Even healthy people can get the flu, and it can be serious.

You Need a Flu Vaccine



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Flu Vaccine Finder Find flu clinics near you

The new seasonal flu vaccine protects against H1N1. All ages need protection.

powered by Google

[VISIT FLU.GOV](#) [SHARE THIS WIDGET](#)



The FLU Ends with U

Learn more: www.flu.gov

Even healthy people can get the flu, and it can be serious.

Note to Self



CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses

Note to Self:
Get a flu vaccine
to protect me,
my family, and
my co-workers!



Even healthy people can get the flu, and it can be serious.

Note To Small Businesses



Host a Flu
Vaccination Clinic!

Promote Flu
Vaccination in
the Community!



CDC recommends that all
people ages 6 months and
older get vaccinated.

Seasonal flu vaccinations
begin every fall.

Find out about health
providers, pharmacies or
clinics that offer seasonal
flu vaccinations in your
community.

Consider hosting a seasonal
flu vaccine clinic at work.

Promote flu vaccination!



For a Small Business, Flu is a Big Disruption

Flu is a **serious contagious** disease that can lead to **hospitalization** and even **death**.

Flu-like symptoms include:

- fever
- cough
- sore throat
- runny or stuffy nose
- body aches
- headache
- chills
- fatigue

Some people may also have vomiting and diarrhea. People may be infected with the flu, and have respiratory symptoms without a fever.

For more information, visit
<http://www.flu.gov>
or call
800-CDC-INFO.

August 2010
CS214209-A

CDC Says
“Take 3”
Actions
To Fight The Flu



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

CDC urges you to take the following actions to protect yourself and others from influenza (the flu):

#1 Take time to get a flu vaccine.

- CDC recommends a yearly flu vaccine as the first and most important step in protecting against flu viruses.
- While there are many different flu viruses, the flu vaccine protects against the three viruses that research suggests will be most common.
- The 2010–2011 flu vaccine will protect against an influenza A H3N2 virus, an influenza B virus and the 2009 H1N1 virus that caused so much illness last season.
- Everyone 6 months of age and older should get vaccinated against the flu as soon as the 2010–2011 season's vaccine is available.
- People at high risk of serious flu complications include young children, pregnant women, people with chronic health conditions like asthma, diabetes or heart and lung disease and people 65 years and older.
- Vaccination of high risk persons is especially important to decrease their risk of severe flu illness.
- Vaccination also is important for health care workers, and other people who live with or care for high risk people to keep from spreading flu to high risk people.
- Children younger than 6 months are at high risk of serious flu illness, but are too young to be vaccinated. People who care for them should be vaccinated instead.



#2 Take everyday preventive actions to stop the spread of germs.

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand rub.
- Avoid touching your eyes, nose or mouth. Germs spread this way.
- Try to avoid close contact with sick people.
- If you are sick with flu-like illness, CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities. (Your fever should be gone without the use of a fever-reducing medicine.)
- While sick, limit contact with others as much as possible to keep from infecting them.



#3 Take flu antiviral drugs if your doctor prescribes them.

- If you get the flu, antiviral drugs can treat your illness.
- Antiviral drugs are different from antibiotics. They are prescription medicines (pills, liquid or an inhaled powder) and are not available over-the-counter.
- Antiviral drugs can make illness milder and shorten the time you are sick. They may also prevent serious flu complications.
- It's very important that antiviral drugs be used early (within the first 2 days of symptoms) to treat people who are very sick (such as those who are hospitalized) or people who are sick with flu symptoms and who are at increased risk of severe flu illness, such as pregnant women, young children, people 65 and older and people with certain chronic health conditions.
- Flu-like symptoms include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills and fatigue. Some people may also have vomiting and diarrhea. People may be infected with the flu, and have respiratory symptoms without a fever.



Key Facts About Influenza (Flu) & Flu Vaccine

What is Influenza (Also Called Flu)?

The flu is a contagious respiratory illness caused by influenza viruses. It can cause mild to severe illness, and at times can lead to death. The best way to prevent the flu is by getting a flu **vaccine** each year.

Symptoms of Flu

People who have the flu often feel some or all of these symptoms:

- fever* or feeling feverish/chills
- cough
- sore throat
- runny or stuffy nose
- muscle or body aches
- headaches
- fatigue (very tired)

*It's important to note that not everyone with flu will have a fever.

How Flu Spreads

Most experts believe that flu viruses spread mainly by droplets made when people with flu cough, sneeze or talk. These droplets can land in the mouths or noses of people who are nearby. Less often, a person might also get flu by touching a surface or object that has flu virus on it and then touching their own mouth, eyes or nose.

Period of Contagiousness

You may be able to pass on the flu to someone else **before** you know you are sick, as well as while you are sick. Most healthy adults may be able to infect others beginning 1 day before symptoms develop and up to 5-7 days **after** becoming sick. Some people, especially children and people with weakened immune systems, might be able to infect others for an even longer time.

How Serious is the Flu?

Flu is unpredictable and how severe it is can vary widely from one season to the next depending on many things, including:

- what flu viruses are spreading,
- how much flu vaccine is available
- when vaccine is available
- how many people get vaccinated, and
- how well the flu vaccine is matched to flu viruses that are causing illness.

Certain people are at greater risk for serious complications if they get the flu. This includes older people, young children, pregnant women and people with certain health conditions (such as asthma, diabetes, or heart disease).

One study found that during the 1990s, flu-related deaths ranged from an estimated 17,000 during the mildest season to 52,000 during the most severe season (36,000 average). Studies going back to 1976 have found that flu-related deaths ranged from a low of 4,700 to a high of 56,600 (average 25,500). During a regular flu season, about 90 percent of deaths occur in people 65 years and older.



During 2009-2010, a new and very different flu virus (called 2009 H1N1) spread worldwide causing the first flu pandemic in more than 40 years. It is estimated that the 2009 H1N1 pandemic resulted in more than 12,000 flu-related deaths in the U.S. In contrast to seasonal flu, nearly 90 percent of the deaths occurred among people younger than 65 years of age.

Complications of Flu

Complications of flu can include bacterial pneumonia, ear infections, sinus infections, dehydration, and worsening of chronic medical conditions, such as congestive heart failure, asthma, or diabetes.

Preventing Seasonal Flu: Get Vaccinated

The single best way to prevent the flu is to get a flu vaccine each season. There are two types of flu vaccines:

- **The “flu shot”**—an inactivated vaccine (containing killed virus) that is given with a needle. The seasonal flu shot is approved for use in people 6 months of age and older, including healthy people, people with chronic medical conditions and pregnant women.
- **The nasal-spray flu vaccine**—a vaccine made with live, weakened flu viruses that do not cause the flu (sometimes called LAIV for “Live Attenuated Influenza Vaccine”). LAIV is approved for use in healthy* people 2-49 years of age who are not pregnant.

About two weeks after vaccination, antibodies develop that protect against influenza virus infection. Flu vaccines will not protect against flu-like illnesses caused by non-influenza viruses.

The seasonal flu vaccine protects against the three influenza viruses that research suggests will be most common. The 2010-2011 flu vaccine will protect against 2009 H1N1, and two other influenza viruses (an H3N2 virus and an influenza B virus).



When to Get Vaccinated Against Seasonal Flu

Yearly flu vaccination should begin in September, or as soon as vaccine is available, and continue throughout the flu season which can last as late as May. This is because the timing and duration of flu seasons vary. While flu season can begin early as October, most of the time seasonal flu activity peaks in January or later.

Who is at Higher Risk for Developing Flu-Related Complications?

- Children younger than 5, but especially children younger than 2 years old,
- Adults 65 years of age and older
- Pregnant women, and,
- People who have medical conditions including:
 - » Asthma (even if it's controlled or mild)
 - » Neurological and neurodevelopmental conditions [including disorders of the brain, spinal cord, peripheral nerve, and muscle such as cerebral palsy, epilepsy (seizure disorders), stroke, intellectual disability (mental retardation), moderate to severe developmental delay, muscular dystrophy, or spinal cord injury].
 - » Chronic lung disease (such as chronic obstructive pulmonary disease [COPD] and cystic fibrosis)
 - » Heart disease (such as congenital heart disease, congestive heart failure and coronary artery disease)
 - » Blood disorders (such as sickle cell disease)
 - » Endocrine disorders (such as diabetes mellitus)
 - » Kidney disorders
 - » Liver disorders
 - » Metabolic disorders (such as inherited metabolic disorders and mitochondrial disorders)
 - » Weakened immune system due to disease or medication (such as people with HIV or AIDS, or cancer, or those on chronic steroids)
 - » People younger than 19 years of age who are receiving long-term aspirin therapy
 - » People with Chronic Obstructive Pulmonary Disease (COPD)
 - » People who are morbidly obese (Body Mass Index (BMI) of 30 or greater)

Also, last flu season, American Indians and Alaskan Natives seemed to be at higher risk of flu complications.

Who else should get vaccinated?

Other people for whom vaccination is especially important are:

- People who live in nursing homes and other long-term care facilities
- People who live with or care for those at high risk for complications from flu, including:
 - » Health care workers
 - » Household contacts of persons at high risk for complications from the flu
 - » Household contacts and caregivers of children younger than 5 years of age with particular emphasis on vaccinating contacts of children younger than 6 months of age (children younger than 6 months are at highest risk of flu-related complications but are too young to get vaccinated)

Use of the Nasal Spray Seasonal Flu Vaccine

Vaccination with the nasal-spray flu vaccine is an option for healthy* people 2-49 years of age who are not pregnant. Even people who live with or care for those in a high risk group (including health care workers) can get the nasal-spray flu vaccine as long as they are healthy themselves and are not pregnant. The one exception is health care workers who care for people with severely weakened immune systems who require a protected hospital environment; these people should get the inactivated flu vaccine (flu shot).

Who Should Not Be Vaccinated Against Seasonal Flu

Some people should not be vaccinated without first consulting a physician. They include:

- People who have a severe allergy to chicken eggs.
- People who have had a severe reaction to an influenza vaccination in the past.
- People who developed Guillian-Barré syndrome (GBS) within 6 weeks of getting an influenza vaccine previously.
- Children younger than 6 months of age (influenza vaccine is not approved for use in this age group).
- People who have a moderate or severe illness with a fever should wait to get vaccinated until their symptoms lessen.

If you have questions about whether you should get a flu vaccine, consult your health care provider.

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Links

CDC Seasonal Flu Website

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

Seasonal Flu Information for Workplaces and Employers

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

What's New on Seasonal Flu (*check back regularly!*)

<http://www.cdc.gov/flu/whatsnew.htm>

Seasonal Flu Video and Audio Tools (*great to use in meetings!*)

<http://www.cdc.gov/flu/freeresources/media.htm>

Questions and Answers about Seasonal Flu

<http://www.cdc.gov/flu/about/qa/disease.htm>

More Information about Flu Vaccination

<http://www.cdc.gov/flu/protect/vaccine/index.htm>

What You Should Know about Flu Antiviral Drugs Fact Sheet

http://www.cdc.gov/flu/pdf/antiviral_factsheet1011.pdf

More Information from CDC and HHS on Seasonal and Pandemic Flu

<http://flu.gov>

National Foundation for Infectious Diseases, Help Reduce Flu at Work

<http://www.nfid.org/docs/workplaceflu.html>

National Business Group on Health, Vaccinating Against the Flu: A Business Case

<http://www.businessgrouphealth.org/pdfs/Final%20Proof%20-%20Seasonal%20Influenza.pdf>



Make It Your Business To Fight The Flu

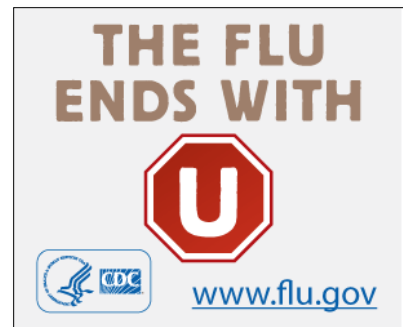
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Web Tools

Click on the icon or go to the link for more tools, buttons, and widgets to use on your website or in your email signature line at work.

http://www.cdc.gov/flu/freeresources/buttons_badges.htm

http://www.cdc.gov/flu/freeresources/web_tools.htm



Make It Your Business To Fight The Flu

Promoting the 2010 – 2011 Seasonal Influenza Vaccine

Print Materials

Everyday Preventive Actions That Can Help Fight Germs, Like Flu

(Brochure)



Who Needs a Flu Vaccine

(Poster)



Who Needs a Flu Vaccine

(Poster)



CDC Says "Take 3 Actions" To Fight The Flu

(Poster)



Make It Your Business To Fight The Flu

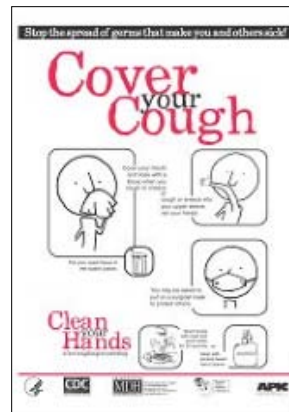
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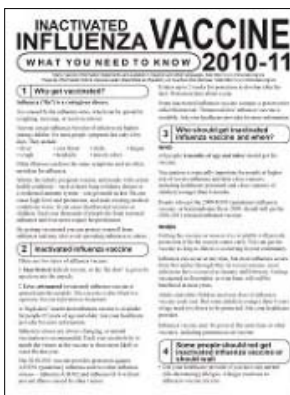
[Flu & You](#)
(Brochure)



[Cover Your Cough](#)
(Poster)



[Inactivated Influenza Vaccine](#)
(Fact Sheet)



[Live, Intranasal Influenza Vaccine](#)
(Fact Sheet)



More Print Materials: <http://www.cdc.gov/flu/freeresources/print.htm>