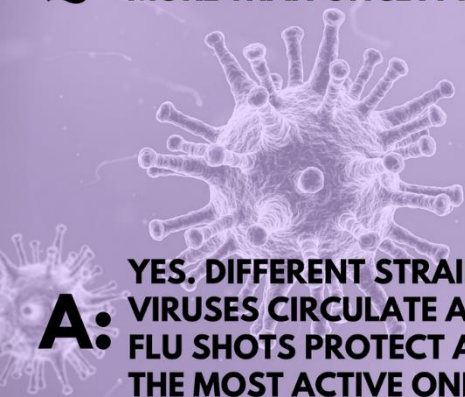
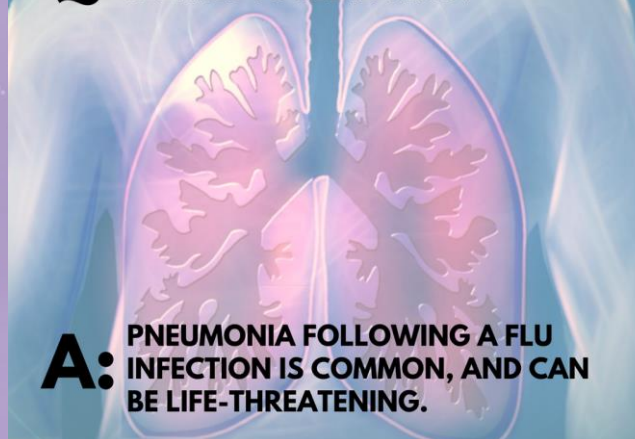


Q: CAN I GET SICK FROM FLU MORE THAN ONCE A YEAR?



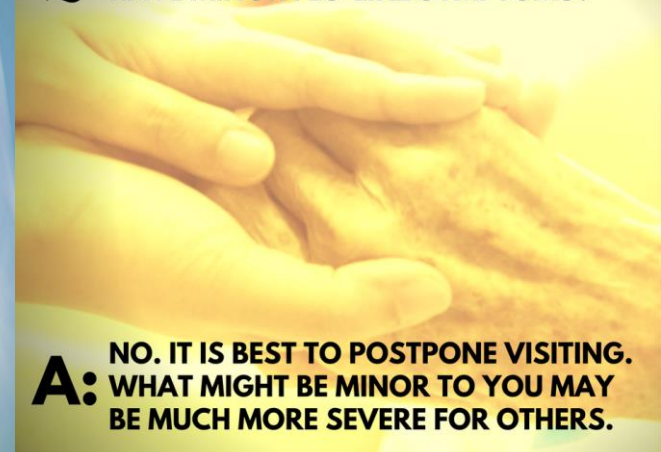
A: YES, DIFFERENT STRAINS OF FLU VIRUSES CIRCULATE ALL YEAR. FLU SHOTS PROTECT AGAINST THE MOST ACTIVE ONES.

Q: WHAT IS A SECONDARY INFECTION RELATED TO FLU ILLNESS?



A: PNEUMONIA FOLLOWING A FLU INFECTION IS COMMON, AND CAN BE LIFE-THREATENING.

Q: SHOULD I VISIT MY GRANDPARENTS IF I HAVE MINOR FLU-LIKE SYMPTOMS?



A: NO. IT IS BEST TO POSTPONE VISITING. WHAT MIGHT BE MINOR TO YOU MAY BE MUCH MORE SEVERE FOR OTHERS.

THIS VALENTINE'S DAY,



**SHARE THE LOVE.
NOT DISEASES.**

**RECOGNIZE THE EMERGENCY
WARNING SIGNS OF FLU SICKNESS**

CHILDREN SHOULD GO TO THE ER WITH ANY OF THESE:

Fast breathing or trouble breathing
Bluish skin color
Not drinking enough fluids
Not waking up or not interacting
Being so irritable that the child does not want to be held
Flu-like symptoms improve but then return with fever and worse cough
Fever with a rash

**Get medical help right away for
INFANTS when:**

Being unable to eat
Has trouble breathing
Has no tears when crying
Significantly fewer wet diapers than normal

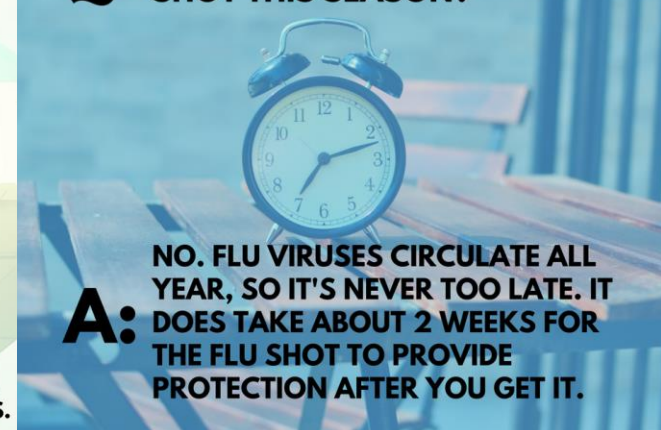
ADULTS SHOULD GO TO THE ER WITH ANY OF THE THESE:

Difficulty breathing or shortness of breath
Pain or pressure in the chest or abdomen
Sudden dizziness

Confusion
Severe or persistent vomiting
Flu-like symptoms that improve but then return with fever and worse cough

**FLU SHOTS ARE STILL AVAILABLE & CAN PREVENT ILLNESS.
VISIT WWW.KNOCKOUTFLU.ORG FOR VACCINE LOCATIONS.**

Q: IS IT TOO LATE TO GET A FLU SHOT THIS SEASON?



A: NO. FLU VIRUSES CIRCULATE ALL YEAR, SO IT'S NEVER TOO LATE. IT DOES TAKE ABOUT 2 WEEKS FOR THE FLU SHOT TO PROVIDE PROTECTION AFTER YOU GET IT.



2018-2019 FLU VACCINE PROMOTIONAL PLANNING AND PREVIOUS SEASON RECAP

Office of Immunization and Child Profile
Prevention and Community Health Division

Covered Topics



2017-18 Flu Season Recap

- DOH Promotional Highlights



2018-19 Flu Outreach Plan

- Communication & Education
- Knock Out Flu Promotion

2017-2018 Flu Season Recap: Education & Promotion

Employee Flu Vaccination Clinics

- Gov. Jay and Trudi Inslee received their annual flu vaccines at DOH's annual workplace flu clinic
- WA Health Care Authority promoted new workplace vaccination toolkit developed by DOH
 - SmartHealth Wellness incentive for all state employees who opt for flu vaccination



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- # A Universal Approach to Addressing Flu Vaccine Hesitancy

Barry D. Iverson | Office of Immunization and Child Profile | Washington State Department of Health

BACKGROUND

Flu vaccine hesitancy is a global public health problem. In Washington State, 15% of children and 20% of adults are not vaccinated against influenza. This is a significant public health problem because influenza is a leading cause of death and disability in the United States.

Flu Vaccine Hesitancy: Parents Lead the Discussion

SETTING

Washington State Department of Health, Office of Immunization and Child Profile. The program is a public health program that provides immunization services to children and adults.

POPULATION

The population is the general public, including children and adults. The program is designed to reach all segments of the population, including those who are hesitant about vaccination.

Flu Vaccine Update

RESULTS

The program has resulted in a significant increase in flu vaccine uptake. In 2014, 15% of children and 20% of adults were vaccinated. In 2015, 20% of children and 25% of adults were vaccinated. This represents a 33% increase in children and a 25% increase in adults.

Flu Vaccine Hesitancy: Parents Lead the Discussion

A NEW GUIDE TO STEER THE CONVERSATION

www.KnockOutIt.org

2018-2019 Flu Season Education and Outreach Plan

2018-2019 Flu Vaccine Promotion



Communication

- News releases
- Partnership committees
- Social media
- Provider reminder letters
 - OB/GYN & Midwives
 - LTC Staff/Residents
 - General Providers
- Weekly web updates
- Internal media talking points
- Pandemic planning workgroup



Education

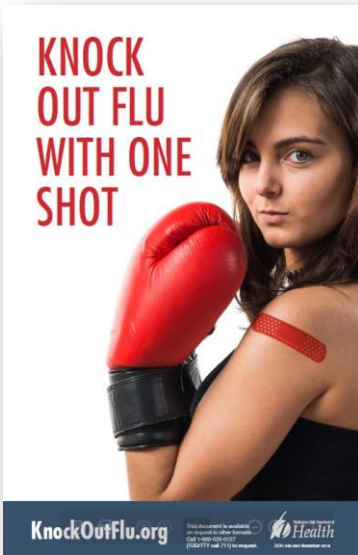
- Workplace flu vaccination toolkit
- Vaccine hesitancy discussion guide
- Joint messaging with new DOH programs
- Child Profile mailings
- National Influenza Vaccination Week
- 2019 Community Health Worker Conference



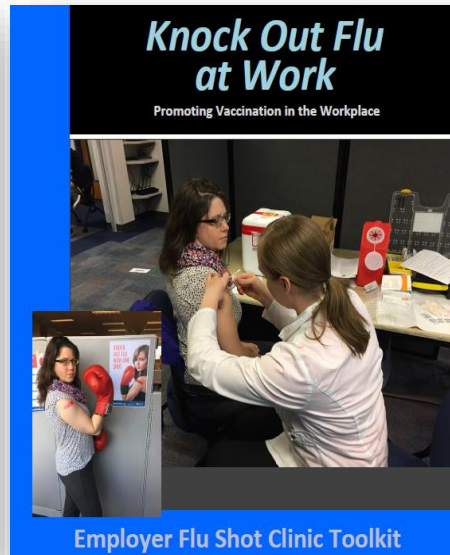
#KnockOutFlu



Branded promotional resources for public promotional use include:



Posters




Workplace Vaccination
Toolkit



Real photos




Videos


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Flu activity is on the rise in Washington. Everyone aged 6 months and older [should get a flu vaccine as soon as possible](#).

Behavioral Health Integration

Mental health, substance use disorder and problem gambling treatment programs licensing and certification have transferred from DSHS to DOH. [Learn more about these changes and how they affect you.](#)

(BRFSS) Answer The Call—And Our Health Survey Questions

Ever heard of the [Behavioral Risk Factor Surveillance System \(BRFSS\)](#)? If you receive a phone call from ICF International (our partner), it's the Department of Health, asking you to participate in a survey. We ask questions about your general health and specific conditions like asthma, access to health care, and cancer screening. The information helps us understand the health landscape in WA. Thanks for answering!



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