



**December 2014**



**HAVE YOU GOTTEN YOUR FLU VACCINE?**  
GET VACCINATED NOW!  
IT'S NOT TOO LATE!

**National Influenza Vaccination Week**  
December 7 - 13, 2014

[www.cdc.gov/flu](http://www.cdc.gov/flu)



**2014 National Influenza Vaccination Week (NIVW)**

National Influenza Vaccination Week (NIVW), scheduled for December 7-13, 2014, 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 into January 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 2014 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.

**Activities and Materials**

[Resources for Flu Prevention Partners](#) - Includes partner events, CDC updates, & helpful tools for partners

[NIVW Activities](#) - National, regional, state, & territorial calendar of events...

[2014 NIVW Key Points](#)

[NIVW Materials](#) - (Updates in progress) Posters, brochures, fact sheets, etc. for use during NIVW...

[NIVW Media Toolkit](#) - Information on how to develop key messages, press materials, train spokespersons, etc...

[2014 NIVW Update](#)

[NIVW Web tools](#) - Podcasts, ecards, buttons, banners, & badges for download...

[Resources for Health Care Professionals](#) - Media toolkits, print materials, PSAs, & audio/video tools for download...

[Resources for Faith-Based and Community Organizations](#)

The Maine Immunization Program will be observing National Influenza Week by providing licensed child care providers with copies of two entertaining and informative books aimed at teaching children about germs, vaccines and influenza. We hope that “The Flu and You” along with “Vaccines for Maxine” become popular additions to your center’s library!



## Do your part in protecting your loved ones during the holidays

With the holidays approaching, this means many family get-togethers, which can also mean being exposed to many more germs. There are certain family members that are at a higher risk of getting sick over the holidays than others. It is important to protect your loved ones by making sure that you are up-to-date on your vaccinations, especially **Tdap** and **Influenza**. People that may be sensitive and require extra protection during the holidays include:

- Babies who are still building their immune systems and too young to receive vaccines
- Elderly relatives with weakened immune systems
- Anyone with a compromised immune system

Do your part to ensure a happy and safe holiday season!

If you have any questions, please contact the Maine Immunization Program at:  
Phone (207) 287-3746 or (800) 867-4775

