

TO: EZIZ Users
FROM: CDPH
SUBJECT: Flu Recommendations and Educational Materials for 2018-19
DATE: 9/11/18

Get your practice ready for flu season

Flu season is right around the corner. Make sure your practice is ready to both vaccinate and communicate the importance of flu vaccination.

- Refer to the latest [influenza vaccine recommendations from the ACIP](#).
- Use CDPH's [2018-2019 Flu Vaccine Identification Guide](#) to distinguish among products.
- [Strongly recommend](#) flu vaccine to all your patients age six months and older. **The strongest predictor of getting vaccinated is a provider's recommendation.**

Tragically, few of the [many pediatric flu deaths](#) last season were vaccinated. Last season's flu vaccine was [36%-67% effective](#).

A [2017 study](#) showed that children vaccinated against flu cut their risk of dying from influenza by half (51%).

Make it personal. If you have a compelling personal flu story, share it. And use the ShotByShot storybank to share [true](#) flu stories like:

- [Facing Influenza](#) (video) describes 3 kids who got the flu and the serious consequences.
- [Scarlet's story](#) (video) A mom describes losing her healthy six-year-old to influenza and her remorse for not getting her vaccinated.
- [Gianna's Story](#) (written) is about an unvaccinated two year old who died from flu.
- Find more flu stories at www.ShotByShot.org.



Scarlet's Story

Post or distribute flu educational materials in your practice

The California Department of Public Health encourages you to educate your patients, staff, and community about the importance of flu vaccination. Download these free materials today! (You can also contact your [local health department](#) to order FREE copies of many of these items.)

- [If You Work in a Healthcare Setting, Get Your Flu Vaccine](#)
- [Flu Prevention Tips | Spanish](#)
- [Cover Your Cough table tent](#)
- [Flu—It's Not Too Late to Vaccinate! \(English/Spanish\)](#)
- [“Babies Need You” Parents and Caregivers poster | Spanish](#)
- [“Guess Who Needs a Flu Vaccine?” family poster \(bilingual\)](#)
- [“Protect Against Flu and Whooping Cough” poster | Spanish](#)

Thank you for protecting California patients and communities from influenza!