



**North Carolina Department of Health and Human Services
Division of Public Health – Women's & Children's Health Section**

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November 21, 2011

MEMORANDUM

TO: Local Health Department Directors
Local Health Department Nursing Directors

FROM: Beth Rowe-West, R.N., B.S.N., Head
Immunization Branch

SUBJECT: National Influenza Vaccination Week – December 4-10, 2011

The purpose of this memo is to encourage your facility to promote National Influenza Vaccination Week from December 4-10, 2011, by planning activities that will educate members of your community about the benefits of vaccination against influenza.

The goal of National Influenza Vaccination Week is to encourage individuals that as the holiday season approaches, it is the perfect time to be vaccinated against influenza. Getting vaccinated now will offer protection against the flu past the holiday season, into January and beyond.

As part of National Influenza Vaccination Week, the N.C. Immunization Branch is promoting a "No More Excuses" theme. During the week, the branch's website will highlight the most common excuses and myths people use for not getting a flu vaccine, and counter those reasons with correct facts.

The N.C. Immunization Branch has a variety of web-based materials to help you promote National Influenza Vaccination Week. These materials include the following:

- Sample News Release for Local Health Departments
- "You Need a Flu Vaccine: No Excuses" Poster
- "Places to Get Your Flu Vaccine" Poster
- CDC Banners and Widgets to Promote National Influenza Vaccination Week on Your Website

Log on to our website at <http://www.immunize.nc.gov/data/awarenesscampaigns.htm> to view, download and print materials.

Thank you for your role in making the National Immunization Vaccination Week initiative successful!

CCs: SMT NC Immunization Branch NCIB Regional Consultants
Vaccine Manufacturers

