



Centers for Disease Control and Prevention (CDC)  
National Center for Immunization and Respiratory Diseases

[Date]

[Contact Name]

[Contact Title]

[Organization Name]

[Address]

[Address]

Dear [Contact Name],

Your efforts to spread the word about influenza vaccination during the Centers for Disease Control and Prevention's (CDC) 2009–10 National Influenza Vaccination Campaign was invaluable. You helped countless Americans avoid a dangerous disease that takes the lives of tens of thousands of people—and hospitalizes many more—every year.

Thank you.

Your support is just as critical this year, since the coming 2010–11 influenza season holds several new developments. As you may already know, health experts now recommend flu vaccination for everyone 6 months of age and older. Also important to note, this season's flu vaccine will protect against the H1N1 virus that caused so much illness last season, as well as other seasonal influenza viruses expected to circulate.

In order to protect as many Americans as possible, we need [insert organization name]'s help in alerting your networks about the dangers of influenza, the benefits of the vaccine and new information pertaining to this flu season.

Enclosed is a copy of the CDC's key points for the 2010-11 campaign which includes messages about the new universal recommendation, protection offered from this season's vaccine, and messages for specific populations at higher risk for developing complications from influenza.

Even something as simple as posting news to your website can help make a difference in someone's health. Here are several ways in which you can help fight the flu this year:

- Use your website to spread flu-related news by:
  - Creating a section about the influenza vaccine
  - Signing up to syndicate CDC's online information and content on influenza
  - Posting CDC “widgets” (interactive applications) or online banners about influenza
  - Establishing an electronic link with the government's official webpage: [www.flu.gov](http://www.flu.gov) or the CDC's flu information portal: [www.cdc.gov/flu](http://www.cdc.gov/flu)
  - Posting CDC public service announcement videos
  - Promoting the CDC free influenza campaign materials

- Publish CDC articles about flu vaccination—adapted for your audiences—in your organization’s internal and external media (i.e., magazines, information sheets, listservs, e-newsletters, website)
- Encourage your members to become fans of influenza vaccination on Facebook or by tweeting (via Twitter) to their friends, family members, and colleagues when they get vaccinated
- Print and distribute influenza vaccine posters among your members
- Integrate messages on the importance of influenza vaccination in your ongoing activities, such as training sessions and conferences
- Publish some of CDC’s flu vaccine print ads in your organization’s information sheet or magazine
- Organize influenza vaccination clinic posts at convenient places for your [members, staff, grassroots groups]
- Prepare correspondence about influenza and vaccination, adapted to your organization’s specific groups
- Participate in and/or promote National Influenza Vaccination Week, which will be held December 5–11, 2010

A member from our campaign partner organization, the Academy for Educational Development (AED), will be in touch with you soon to discuss these efforts in more detail and explore ways in which [name of organization] can get involved.

Vaccination is the *best way* for individuals to reduce the risk of influenza illness, hospitalization, or even death and to prevent the spread of influenza to those at even higher risk of potentially dangerous flu-related complications. We look forward to working with you again in our mutual desire to protect [add target group] and *all* Americans against influenza, this year and beyond.

Best regards,



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