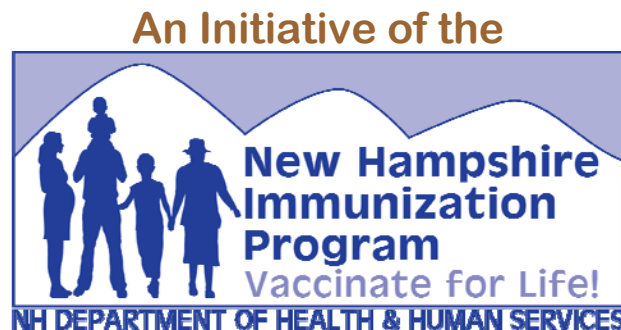


SHARE FUN. NOT THE FLU.
A Seasonal Influenza
Parent and Student
Awareness Campaign

Fall 2011



with the
Community Health Institute

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Introduction

Campaign Description

Everyone plays a role in keeping our schools clean and healthy. *Share Fun. Not the Flu.* is a parent and student awareness campaign made up of several components designed to teach New Hampshire students and parents ways to stop the spread of germs that cause the flu. Join this campaign to promote the easy steps to help your students stay healthy so they do not miss out on fun opportunities. This campaign is sponsored by the NH Department of Health and Human Services Immunization Program (NHIP) and the Community Health Institute.

The material for the K – 8 grade boards was adapted in part from *Teaching Children about the Flu, Lesson Plans and Activities for Child Care and Early Childhood Programs* developed by the Centers for Disease Control and Prevention.

Intended Audience

New Hampshire students and parents.

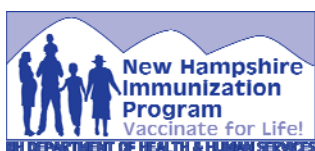
Campaign Objectives

- Increase awareness about flu symptoms.
- Increase awareness about ways flu spreads.
- Increase awareness about flu prevention.

Who do I call if I have questions?

If you have questions related to this campaign, call Katie Robert at (603) 573-3331 or email at krobert@jsi.com. If you have questions related to immunizations in NH, visit NHIP's website at <http://www.dhhs.state.nh.us/dphs/immunization/index.htm> or call (603) 271-4482.

The NHIP may be in touch following the launch of the campaign to evaluate the usefulness of the materials provided in this packet.



Who can participate in the contest?

Any NH K-12 school nurse or teacher may enter a photo of a completed bulletin board on behalf of their school.

How do we enter the contest?

There are two ways to enter your school bulletin board photo. Because these photos will be made public on the *Share Fun. Not the Flu*. Facebook page wall, please don't include your students in the photo unless you have explicit permission from parents/guardians.

- **Facebook:** Using your own Facebook login, search for the *Share Fun. Not the Flu* Facebook page. You can post your photo (along with the name of your school and contact information) on the *Share Fun. Not the Flu*. wall. Feel free to share other creative ways your school is working to prevent the flu by posting on our wall.
- **E-mail:** If you don't have a Facebook account, email your photo to Katie Robert at the Community Health Institute at KRobert@jsi.com by November 15, 2011. Please tell us what school and grades are the target of your board.

Check out the *Share Fun. Not the Flu*. Facebook page to see what other schools have submitted.

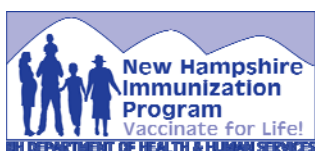
Note: *The Share Fun. Not Flu. Facebook page is public, so you do not need an account to view the page. You do need an account if you want to submit a comment or a picture. If you want updates to the Share Fun. Not Flu. Facebook page posted on your newsfeed, simply "like" the page.*

What is the deadline to enter the contest?

You must submit your entry form and picture by November 15, 2011.

Are there any restrictions?

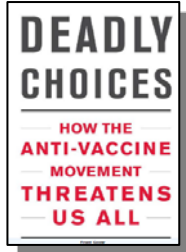
- You may use only the printed content provided by NHIP, but you can be creative with borders, colors and background material. Visit the *Share Fun. Not Flu*. Facebook page for examples.
- Only one submission per school.



What are the prizes?

There are three prizes for each age group (K-8, high school). Winners will receive a gift card to a store of their choice to purchase educational supplies for their school. The winners will be notified on December 1, 2011.

	<u>Prize</u>
1 st place	\$200
2 nd place	\$100
3 rd place	\$50



All contest participants will be entered into a raffle to win a free registration to the 2012 NH Immunization Conference held on March 21, 2012 in Manchester. The keynote speaker is Dr. Paul A. Offit, MD. Dr. Offit is a nationally-known pediatrician specializing in infectious diseases and is an expert in immunology and virology. He is the author of *Deadly Choices: How the Anti-Vaccine Movement Threatens Us All*.

Who will pick the winning boards?

Community Health Institute staff will pick the winning school bulletin boards. The bulletin boards will be judged on their creative use of the provided materials.

Who do I call if I have questions?

If you have questions related to this campaign or contest, call Katie Robert at (603) 573-3331 or email her at KRobert@jsi.com. If you have questions related to immunizations in NH, visit NHIP's website at <http://www.dhhs.state.nh.us/dphs/immunization/index.htm> or call (603) 271-4482.

Tips to Set Up Your Bulletin Board

Tip 1: You will need:

- Computer & printer
- Paper & scissors
- Glue & tape
- Bulletin board
- .PDF bulletin board components provided by NHIP

Note: All materials are all formatted on standard 8-1/2 X 11 paper with instructions on where to cut and fold for the best fit. The material is designed to fit on a 36 X 24 bulletin board, but can be adapted to fit any size board you have available.

Tip 2: Develop a team to help you build the board and “Share the Fun” (optional).

Tip 3: Identify a bulletin board in your school that is in a high traffic area. Here are some suggestions for creative ways to build your board:

- Use scrap booking scissors and material
- Add borders to the panels
- Use bright paper as background
- Add texture and other related images
- Shrink or enlarge material

Tip 4: Enter the contest (optional) by reviewing the rules and submitting your picture. You may use the campaign materials and not enter the bulletin board contest.

Tip 5: We recommend that you display the bulletin board for all of the flu season. However, we recognize that you may need the board to convey other important information.

Tip 6: Keep your eyes peeled for new immunization material from NHIP in the spring of 2012.

Reverse-911 Script

Many schools utilize a “Reverse-911” communication system that places automatic phone calls with recorded messages to their students’ homes to notify parents and guardians of important events, such as school closings, upcoming events, etc. Your school can choose to use its Reverse-911 system to send a message about the upcoming flu season and how to stop the spread of the flu. NHIP has developed a sample script your school can use. If your school is hosting a flu clinic or any other flu-related activities, this would be a good place to add that information.

Dear Parents and Students of <Name of School>;

This is <name of person recording the message>. This message is a reminder about the upcoming flu season and the easy steps you can take to keep your family and our school healthy. Anyone can get the flu, but it is more common among children and can be worse for people with some health conditions. <Name of school> encourages you take the preventive actions to cut down on the spread of the germs that cause it.

Everyone plays a role in stopping the spread of germs that cause the flu. You can do the following to help:

- *Get your yearly flu vaccine*
- *Wash your hands often*
- *When you cough, cough into your elbow or tissue*
- *Stay home if you are sick*

Please talk to your children about washing their hands often, coughing properly, not sharing their personal items (such as chapstick™, water bottles and food) and keeping their hands away from their mouths. Remember your children cannot come to school if they have a fever and can only return 24 hours after it goes away without medicines.

Thank you for your help – together we can all stay healthy.

Article for School Newsletter

Schools are welcome to use the following language in a newsletter, on a website, or in any other publication used to communicate with parents about the upcoming flu season. For an electronic version of this article, please contact Katie Robert at krobert@jsi.com.

The flu season is upon us and the best way to protect your family is with the annual flu vaccine. It is recommended everyone 6 months of age and older get the seasonal flu vaccine (shot or nasal spray) every year. Young children and children with medical conditions such as asthma and diabetes can have serious problems if they get the flu. If your child is receiving the flu vaccine for the first time and is under the age of 9, then s/he will need 2 doses, 4 weeks apart. You should get the flu vaccine as soon as it is available. The flu season usually runs from October – May with most infections happening in January and February. Some people should not be vaccinated, so talk to your health care provider first.

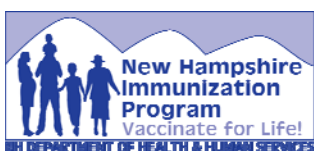
The viruses that cause the influenza or the flu are always changing, and you need to get a vaccine every year. You need the vaccine even if you have been sick with what you think was the flu. Every year the vaccine provides protection against three different viruses that cause the flu.

It is disruptive when your children and teachers are out sick. We can all work together to keep our school healthy and reduce the number of days staff and students are out because of sickness. Please talk to your children about washing their hands often, coughing into their sleeve or tissue, not sharing their personal items (such as chapstick, drinks and food) and keeping their hands out of their mouths, nose and eyes.

If your child is sick with a fever, do not send her/him to school. Keep your sick child home for at least 24 hours after the fever goes away. Your child can come back to school after her/his temperature returns to normal for 24 hours without medication. It is important to see a health care provider if your child has the following:

- *fast breathing or trouble breathing*
- *bluish or gray skin color*
- *not drinking enough*
- *vomiting a lot or for a long time*
- *not waking up or interacting with you*
- *inability to be soothed/comforted*

For more information about the flu, go to the websites for the Centers for Disease Control and Prevention at <http://www.cdc.gov/flu/> or www.flu.gov or the Immunization Action Coalition at <http://www.immunize.org/>



Other Flu Prevention Activities

Here are a few more ideas or suggestions for possible flu season activities in your school.

- Schedule a flu clinic at your school for students, families and/or staff. CDC recommends an annual flu vaccine for everyone (without medical contraindications) over the age of 6 months.
- Visit the CDC's flu website (www.flu.gov/flu) for free flu materials such as posters, handouts, lesson plans, and other campaign materials.
- Google "NH DHHS Influenza Awareness" to access free fact sheets and posters from the NH Department of Health and Human Services.
- Google "NH Foundation for Healthy Communities High Five" to get free materials for the "High Five for a Healthy NH" campaign sponsored by the NH Foundation for Healthy Communities.

