



Kids and the Flu

For kids, the flu can mean more than just “achoo.” In fact, influenza is the leading cause of vaccine-preventable deaths for children. It is estimated that each year in the U.S., nearly 100 children die from the flu and more than 20,000 children less than five years old are hospitalized due to the illness.

In February 2008, the Centers for Disease Control and Prevention expanded the seasonal flu vaccination recommendations to include **all children from 6 months through 18 years old**. In addition, household contacts and caregivers – this means moms, dads, grandparents, nannies and other child care providers – should get vaccinated.

Say “Boo!” to the Flu™

That is why Families Fighting Flu, Visiting Nurse Associations of America (VNAA) and The Clorox Company teamed up to help families say “boo!” to the flu this flu season.

Say “Boo!” to the Flu is a national campaign created to increase the number of families vaccinated against the flu nationwide and educate them on other simple prevention tricks – like hand washing and disinfecting germ hot spots – to help families have a healthier flu season.

Find Tips and Tricks Online, Too!

Say “Boo!” to the Flu has an online home, www.SayBooToTheFlu.com, which was recently transformed to be a one-stop-shop for the most current flu news and information. Parents will find interactive tools to help them teach their children about flu prevention. At the site, parents can:

- Sign an online pledge, promising to get their families vaccinated and take other flu prevention steps all flu season
- Download fun games designed to teach kids how to help prevent the spread of the flu virus – like “Cinnamon Magic,” which helps make hand washing fun
- Locate *Say “Boo!” to the Flu* events across the county on a new, interactive map that will be updated with event information, photos and statistics
- Watch video commentary to see what other kids, moms and health experts have to say about the flu
- Download a *Say “Boo!” to the Flu* poster and brochure
- Learn how to post a “flu widget” on their blogs and Web sites that links back to www.SayBooToTheFlu.com

Bringing Boo to You

Say “Boo!” to the Flu may be visiting your neighborhood this year! More than 100 *Say “Boo!” to the Flu* events will take place at local Visiting Nurse Associations (VNAs) nationwide this flu season. The events give everyone an opportunity to get their family vaccinated against the seasonal flu, and to learn simple tricks to make the flu virus too scared to hang around your house. Some of the tips include:

- **Sing & Scrub**: Make sure kids wash their hands the right way. They should wash frequently with warm water and soap for at least 20 seconds (the time it takes to sing the “Happy Birthday” song twice).
- **Disinfect Hot Spots**: Kids can touch up to 300 surfaces in 30 minutes. Disinfect the surfaces kids touch most frequently – like doorknobs, light switches, faucets – with disinfecting products.
- **Do the Elbow Cough**: Cough into elbows, not hands, where they are more likely to spread bacteria and viruses through touch.
- **Follow Good Health Guidelines**: Eat right, exercise and get plenty of sleep.

At the nationwide events, families can play fun games and learn how to help prevent the spread of the flu virus. The fun Halloween theme can help kids forget about their flu vaccination!

Parents and children also receive free giveaways – trick-or-treat bags, refrigerator magnets, Clorox disinfecting products and more! Moms and dads can talk to on-site health experts about why flu prevention is so critical, especially for young children.