



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.¹ It is estimated that each year in the U.S., more than 20,000 children younger than five years old are hospitalized due to the illness.¹

In February 2010, the Centers for Disease Control and Prevention (CDC) expanded the seasonal flu vaccination recommendations to include **everyone 6 months and older**. Experts emphasized that while everyone should get a flu vaccine every year, it is even more important for certain people to do so – for example, those at high risk of having serious flu-related complications or people who live with or care for people at high risk of developing flu-related complications. This year’s flu vaccine is designed to protect against H1N1 and two other viruses that research indicates will cause the most illness during this flu season.¹

Say “Boo!” to the Flu™

For the sixth year, Families Fighting Flu, Visiting Nurse Associations of America (VNAA) and The Clorox Company teamed up to help families say “Boo!” to the flu.

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.

Families Casting the Wrong Spells on Flu

When it comes to flu Americans are confused by what’s fact and what’s fiction and often rely on time honored “old wives’ tales” to scare away the virus, according to a recent survey² of 1,000 consumers by The Clorox Company. The survey revealed that:

- Only 10 percent of Americans understand that flu is contagious both before and after one develops symptoms. In fact, most healthy adults may be able to infect others beginning one day before symptoms develop and up to 5-7 days after becoming sick.¹ That’s why taking prevention steps like frequent hand washing, coughing and sneezing into your elbow and disinfecting frequently touched surfaces are so important.
- Only about 10 percent of Americans seem clear that eating chicken soup or drinking tea and other warm beverages does not help flu symptoms go away more quickly. While chicken soup, tea and other warm beverages may help you feel better temporarily, they have not been proven to make symptoms go away more quickly.
- Nearly one-third of Americans believe cold weather can lead to flu, and one-third are also mistaken or confused about whether going out in the cold with wet hair can lead to flu. In fact, experts confirm that flu is transmitted from person to person when someone with flu coughs, sneezes or talks.

¹ www.cdc.gov

² Survey conducted by The Clorox Company, September 2010

Say “Boo!” to the Flu and the Winner Could be You!

Throughout the month of October, all consumers who take the flu prevention pledge at www.SayBooToTheFlu.com will be entered into a sweepstakes to win a trip to their favorite wizard-themed amusement park in Orlando, Florida. Additionally, each week five lucky winners will receive a **Say “Boo!” to the Flu** prize pack.

Bringing “Boo!” to You

Say “Boo!” to the Flu may be visiting your neighborhood this year! **Nearly 100 Say “Boo!” to the Flu** events will take place at local Visiting Nurse Associations (VNAs) nationwide this October. 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.