


"On average, nearly 100 children younger than five years of age die in the United States from influenza and its complications every year. My daughter, Amanda, was one of them. At age four, Amanda died suddenly from complications from the flu. We did not realize how important that one vaccination could be.


Through the *Say "Boo!" to the Flu* program, we are urging other parents to get their children vaccinated against the flu every year and to take other steps to help prevent the spread of the flu."

**Richard Kanowitz, President  
Families Fighting Flu**

[www.SayBooToTheFlu.com](http://www.SayBooToTheFlu.com)


## Say "Boo!" to the Flu Partners

 Families Fighting Flu (FFF) is a non-profit, volunteer-based organization established in 2004 that is made up of families and healthcare practitioners. Each family has experienced first-hand the death of a child due to the flu or has had a child experience severe medical complications from the flu. We are dedicated to educating people about the severity of influenza and the importance of vaccinating children against the flu every year. Through education and advocacy, we hope to improve the rates of childhood flu vaccinations and help reduce the number of childhood illnesses and deaths caused by the flu each year. For more information, visit [www.FamiliesFightingFlu.org](http://www.FamiliesFightingFlu.org) or call **1-888-2ENDFLU**.

 The Visiting Nurse Associations of America (VNAA) is the official national association for nonprofit, community-based home healthcare and hospice agencies who care for and treat approximately 4 million patients each year. The nation's network of nonprofit home healthcare and hospice providers share a mission to provide cost-effective and compassionate care to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities.

As a *Say "Boo!" to the Flu* lead partner, VNAA represents the largest network of nonprofit community immunizers in the country and is committed to enhancing vaccination programs nationwide. Collectively, VNAA members administered more than 1.5 million doses of flu vaccine in 2008.

For more information, visit [www.VNAA.org](http://www.VNAA.org).

 The Clorox Company is committed to helping families live easier, healthier and better lives. As part of this commitment, Clorox is honored to support the *Say "Boo!" to the Flu* program to educate parents about the importance of flu prevention.

For more information about the role of disinfecting to help prevent the spread of surface germs that cause the flu, visit [www.SayBooToTheFlu.com](http://www.SayBooToTheFlu.com).

# SAY BOO TO THE FLU™

## Act now and treat your family to a healthier flu season



  
FAMILIES  
FIGHTING FLU, INC.

  
VNAA  
VISITING NURSE ASSOCIATIONS OF AMERICA

  
CLOROX

## Say "Boo!" to the Flu

There are lots of things you worry about for your kids. By learning some simple flu prevention steps, the flu will not have to be one of your top concerns.

To help your family have a healthier flu season, Families Fighting Flu (a group of parents who have lost a child to the flu), Visiting Nurse Associations of America (the largest non-profit network of flu immunizers) and The Clorox Company teamed up to say "Boo!" to the flu.



## Get Vaccinated for Seasonal Flu Now!

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 (moms, dads, brothers, sisters, nannies, etc.) of children younger than six months old should be vaccinated because while children younger than six months cannot be given the flu vaccine, they are the pediatric group at highest risk of flu complications.

Families Fighting Flu and the Visiting Nurse Associations of America urge you to start getting your family vaccinated as soon as vaccines are available. Get your family vaccinated in October and November, before flu activity peaks. If you do not get vaccinated early, you can still get vaccinated late in the season, in December, January and beyond.

To find a Say "Boo!" to the Flu vaccination event in your area, visit [www.SayBooToTheFlu.com](http://www.SayBooToTheFlu.com).

## What is the Flu?

Influenza, or "the flu," is an easy-to-spread viral infection. The symptoms include high fever, chills, cough, aches and fatigue. Influenza is a serious infection. In fact, it is estimated that each year in the United States more than 20,000 children less than five years old are hospitalized due to the flu.

It can be hard to tell the difference between the flu and a common cold. Symptoms are similar, but they are more severe with the flu and can also result in other serious health problems. Either way, you should see a healthcare provider to determine if you have the flu or a cold.

A simple cough or sneeze can spread the flu from person to person. Flu viruses can remain on household surfaces, too. The flu may spread when a person touches a surface, like a toy, with the flu virus on it, and then touches his or her mouth or nose.

## What About Novel H1N1 2009 Flu Virus?

This flu season, it's also important to stay informed about novel H1N1 virus (referred to early on as "swine flu"), a new influenza A virus that is different than the seasonal flu. CDC has determined that novel H1N1 virus is contagious and spreads from human to human in the same way as the seasonal flu virus. Flu viruses are spread mainly from person to person through people with influenza coughing or sneezing. Sometimes a person may become infected by touching something with flu viruses on it and then touching their mouth or nose. Follow the tricks below to help protect yourself from novel H1N1 virus and seasonal influenza, and stay tuned to [www.SayBooToTheFlu.com](http://www.SayBooToTheFlu.com) for the most up-to-date information.

## What You Can Do

Once your family is vaccinated, make sure you still use these tricks to make the flu virus – and other potentially harmful bacteria and viruses – too scared to hang around your house:

- 1. 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).
- 2. Cover Your Cough:** Teach kids to use a tissue when they cough or sneeze. If a tissue is not available, cough into elbows, not hands that are more likely to spread bacteria and viruses through touch.
- 3. Disinfect Hot Spots:** Be sure to disinfect the surfaces kids touch most frequently – like doorknobs, light switches, faucets or toys. There are disinfectants available to kill cold and flu viruses.
- 4. Follow Good Health Guidelines:** Eat right, exercise and get plenty of sleep to help boost your body's ability to fight the effects of colds and the flu.

## Where are the Flu Viruses in Your House?

A study done at the University of Arizona found a strain of the flu virus was present on 60 percent of common household items in homes with just one sick child. The top five most virus-contaminated spots were:

1. Phone receiver
2. Refrigerator, microwave and door handles
3. Kitchen faucet
4. Light switch
5. TV remote

Help prevent the spread of the flu virus by disinfecting surfaces in your home with products like Clorox® disinfecting products.

—Journal of Infection, "The occurrence of Influenza A virus on household and day care center fomites," Stephanie Boone and Charles Gerba, September 2004.



Visit [www.SayBooToTheFlu.com](http://www.SayBooToTheFlu.com) to download a shopping list that includes all the items you may need to help your family fight the flu virus this season.