



Kids and the Flu

For children, 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 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 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.

Bringing Boo to You

In October, *Say “Boo!” to the Flu* hits the road on an exciting cross-country tour with traveling family-friendly events in multiple cities from the East to West Coasts. The events give everyone an opportunity to get their family vaccinated in October, before flu activity peaks, 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, interactive games to learn how to help prevent the spread of the flu virus. Painting kids’ faces and playing fun games can help kids forget about their flu vaccination!

Parents and children also receive free give-aways – T-shirts, refrigerator magnets, Clorox disinfecting products and more! Moms and dads can talk to on-site experts about why flu prevention is so critical, especially for young children.

Find Tips and Tricks Online, Too!

Say “Boo!” to the Flu also has an online home, www.SayBooToTheFlu.com, where parents will find interactive tools to help them teach their children about flu prevention. At the site, parents can follow the traveling tour, type in their zip code to find a vaccination event in their neighborhood, download games for their kids, and find informational brochures and posters. The whole family can even watch video commentary to see what other kids have to say about the flu!

Everyone is Saying “Boo!”

In addition to the traveling *Say “Boo!” to the Flu* tour and the online resource, other groups will be signing on to help say “boo!” to the flu. Visiting Nurse Associations across the country, pediatricians’ offices, flu shot clinics, child care centers and moms’ groups nationwide will receive *Say “Boo!” to the Flu* materials, resources and tools to help prevent the spread of the flu virus in their communities.