

Now Available at www.nfid.org

NFID Online Influenza Media Resource Guide

Available for Reference When Developing Year-Round Coverage

- ✦ Presentations from leading health officials
- ✦ In-depth backgrounders on various seasonal influenza issues
- ✦ Year-round editorial calendar of milestones, potential story ideas
- ✦ Seasonal vs. avian influenza fact sheet
- ✦ Camera-ready graphics
- ✦ Contact list for various medical and public health organizations

Comprehensive Overview – Updated Throughout the Year

- ✦ Public health goals for influenza vaccination and treatment recommendations
- ✦ Need for improved immunization rates, especially among high-risk groups
- ✦ Ongoing virus surveillance and reporting
- ✦ Yearly influenza vaccine production, supply and distribution
- ✦ Role of available treatment options, including antivirals
- ✦ Annual provider and consumer education efforts

Visit the NFID Web site, www.nfid.org, to access these materials when developing stories throughout the year.



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