



County of Fresno

DEPARTMENT OF PUBLIC HEALTH
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NEWS RELEASE

FOR IMMEDIATE RELEASE:
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“Say No 2 Flu” Campaign Launched

The Fresno County Department of Public Health will launch the “*Say No 2 Flu*” campaign and invites radio, television, and print media representatives to partner in the effort. The campaign will clarify similarities and differences between Seasonal Flu and Pandemic Flu H1N1 as well as inform the community about steps that can be taken to reduce the risk of getting the flu.

While symptoms of Seasonal Flu and Pandemic Flu H1N1 are similar, populations that experience severe illness are different. Those at highest risk from Seasonal Flu infection are the elderly (over 65 years of age) and the very young (under 59 months.) With Pandemic Flu H1N1, the populations currently considered at greatest risk for hospitalization and death include pregnant women and children and young adults (6 months to 24 years of age.) Individuals with chronic medical conditions are at higher risk from both kinds of flu.

Steps to prevent Seasonal Flu and Pandemic Flu H1N1 are the same and include:

- Get a vaccination as soon as it becomes available.
- Cover nose and mouth with a tissue or the corner of the elbow for coughs or sneezes. Throw the tissue away after each use.
- Wash hands often with soap and water, especially after coughs or sneezes. Alcohol-based hand cleaners are also effective.
- Stay home when sick and keep sick children home from school.
- Avoid close contact with others who are sick.
- Avoid social gatherings when ill or if existing medical conditions increase the risk for flu complications.

Seasonal Flu vaccine shipments are expected to arrive earlier than usual this year with initial shipments of vaccine expected in September. Consumers should contact their health care provider now to arrange for a Seasonal Flu vaccination. Additional information and Seasonal Flu vaccination clinic schedule will be posted on the Fresno County Department of Public Health website at www.fcdph.org/flu. Consumers can also call the Department’s toll-free hot line at 1-888-993-3003.

The public is also urged to stay informed about the Pandemic Flu H1N1. A Pandemic Flu H1N1 vaccine will be available later this fall. Those who should be vaccinated are pregnant women, children from 6 months to 24 years of age, and those who care for children under 6 months old. Two Pandemic Flu H1N1 vaccinations will be needed because this strain of flu virus has not been seen before. The second Pandemic Flu H1N1 vaccination should be administered approximately one month after the first.

To schedule English, Spanish, and Hmong interviews and guest appearances, call the Department of Public Health, Administrative Communication Unit at 559-445-3249.

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Dedicated to Public Health

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