NEWS RELEASE

Despite a Season Dominated By Multiple Strains of Flu, Many Americans Still Confused About Preventative Measures

9/29/2009

VISITING NURSE ASSOCIATIONS OF AMERICA, FAMILIES FIGHTING FLU AND THE CLOROX COMPANY TEAM UP TO HELP EDUCATE FAMILIES AND MAKE IT EASIER TO SAY "BOO!" TO THE FLU

WASHINGTON, Sept. 29, 2009 - With the emergence of the 2009 H1N1 virus and the presence of annual seasonal flu, health experts are concerned that this flu season could be more confusing than ever for families. Recent studies have pointed to misunderstandings about what families should do to help prevent the spread of these viruses.

As the 2009 H1N1 virus continues to dominate headlines, many U.S. adults have questions about seasonal flu, including prevention steps and the effectiveness of the vaccine, according to a recent survey from the National Foundation for Infectious Diseases (NFID). Additionally, a separate survey from The Clorox Company found that nearly half of adults believe that the 2009 H1N1 virus is the same as seasonal flu.

"It's no secret that this year's flu season is complicated. With multiple vaccines, we want to help families easily understand the right steps to help prevent the spread of the flu," said Heather McKenzie, RN, VNAA's Senior Director of Clinical Education and Quality Initiatives. "I encourage parents to visit **www.SayBooToTheFlu.com** to

learn more about what they can do to help protect their family. The Say "Boo!" to the Flu program aims to increase the number of families vaccinated against the flu and educate them about simple flu prevention tricks - both online and in communities."

For its fifth year, Say "Boo!" to the Flu is larger than ever, doubling the number of seasonal flu vaccination events across the country. At more than 100 events currently scheduled, family members can get vaccinated against seasonal flu and learn other important tips to help prevent the spread of seasonal and 2009 H1N1 flu viruses.

Online at **www.SayBooToTheFlu.com**, parents can take a pledge to vaccinate their families and help spread prevention in their communities. They can also find up-to-the minute information to help navigate flu season, including news updates from the Centers for Disease Control and Prevention (CDC) and a vaccination event locator.

"My wife and I didn't realize how important one flu vaccination could be until we lost our daughter, Amanda, to the seasonal flu," said Richard Kanowitz, President of Families Fighting Flu. "We are committed to educating parents about the importance of getting their families vaccinated against both the seasonal flu and the 2009 H1N1 virus. I urge all parents to visit **www.SayBooToTheFlu.com**, pledge to help their families stay healthier this flu season and find out if there is a Say "Boo!" to the Flu event in their area."

SayBooToTheFlu.com Becomes Online Resource

Say "Boo!" to the Flu's online home, **www.SayBooToTheFlu.com**, is an up-to-the-minute flu resource for families. In addition to taking the Flu Prevention Pledge, parents can:

- Get up-to-the minute flu news straight from the CDC
- Learn how to post a "flu widget" on their own blogs and Web sites to help spread the word about flu prevention
- Find seasonal flu vaccination clinics in their areas
- Learn how to teach kids flu prevention steps in a fun way
- Track the status of the flu in their neighborhood

Everyone is Saying "Boo!" to the Flu!

Say "Boo!" to the Flu events kick-off September 29, administering seasonal flu vaccinations and teaching simple flu prevention tips at more than 100 events nationwide. Some events will even offer free vaccinations. The Halloween-themed events and give-aways help make vaccinations less spooky for kids.

Visit **www.SayBooToTheFlu.com** to find an event near you and to see updates from an event you attended. If there is not a Say "Boo!" to the Flu event near your city, the site can help you find an alternate vaccination location in your area.

About Families Fighting Flu

Families Fighting Flu is a nonprofit, 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** or call 1-888-2ENDFLU.

About Visiting Nurse Associations of America

The Visiting Nurse Associations of America 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. For more information, visit **www.VNAA.org**.

About The Clorox Company

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 and the role of disinfecting to help prevent the spread of surface germs that cause the flu. For more information, visit **www.Clorox.com**. For more information about the role of disinfecting to help prevent the spread of surface germs that cause the flu, visit **www.SayBooToTheFlu.com**.

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