National Health Education Campaign: "When Will You Pick?"™ Encourages Families to Make Flu Vaccination a Priority This Fall

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GAITHERSBURG, Md., Sept. 21 /PRNewswire/ -- New school schedules, exciting sporting events, and daily homework assignments are already keeping families busy this fall. But how many have taken time to get their annual flu vaccinations? The U.S. Centers for Disease Control and Prevention (CDC) advises that flu vaccination begin as soon as vaccine is available and this year, for the first time, the CDC recommends every eligible American ages six months and older get a seasonal flu vaccine.

To help raise awareness about the importance of annual flu vaccination early in the season and support the expanded CDC recommendations, MedImmune, Women's Professional Soccer (WPS), and the American Youth Soccer Organization (AYSO) – along with Brandi Chastain – today launched "When Will You Pick?," a campaign that emphasizes the importance of getting vaccinated before the flu strikes with the message: "This Flu Season, Don't Wait to Vaccinate!"

"My top priority is keeping myself and my family healthy and active all season," said Brandi Chastain, international soccer legend and mother of two. "We know that vaccination is the best way to help protect ourselves against the flu, so we make getting a flu vaccine a priority each

year, there's no need to wait."

Flu vaccine doses including the nasal spray FluMist® (Influenza Vaccine Live, Intranasal) started shipping in July this year. FluMist is indicated for eligible individuals 2-49 years of age. This year, flu vaccines contain the three strains recommended by the CDC, including the 2009 H1N1 pandemic strain. The most common side effects of FluMist are runny or stuffy nose; sore throat and fever over 100 degrees F.

Parents and families can learn more about the importance of flu vaccination by visiting the "When Will You Pick?" Facebook page at www.facebook.com/dontwaitvaccinate [1], which offers tips to help people stay he
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[2] http://www.bio-medicine.org/medicine-technology-1/National-Health-Education-Campaign-3A--26quot-3BWhen-Will-You-Pick-3F-26quot-3B-u2122-Encourages-Families-to-Make-Flu-Vaccination-a-Priority-This-Fall-11049-1/