



Immunization Initiative

How can I help the Do your part... be FLU SMART! campaign? Here are some suggestions...

Public Health and the private medical community are asking for your help this year to ensure that San Diegans take precautions to protect themselves, their families and their neighbors from influenza.

Taking part in an important grassroots community health initiative has never been so easy... we'll provide the materials and you spread the message. Be creative!

Protect

E-what?

- Send a *Do your part... be FLU SMART!* email to your employees or members
- Post messages on electronic bulletin boards
- Add a *Do your part... be FLU SMART!* message to your website
- Create a *Do your part... be FLU SMART!* email signature



family

Where people pay!

- Put a flier on, or visibly under a glass counter where people pay for your merchandise
- Do you sell tickets? Post a message where people waiting in line can see it
- Charge or pay for parking? Have the attendant post a flier on the ticket booth or electronic ticket dispenser
- Stick *Do your part... be FLU SMART!* information on vending machines
- Use food vendors to display materials on the back of visible soda dispensers, near your menu, on the cash register
- Paychecks! Use the provided paycheck stuffers to share the *Do your part... be FLU SMART!* message with employees



friends

Where people have to go or look!

- Restroom mirrors are perfect for posting the *Do your part... be FLU SMART!* materials
- Add to directories and campus maps...shopping, office buildings, large corporations
- Display materials on entrances and exits
- Add a notice to public announcement boards
- Have your receptionist post and/or hand out *Do your part... be FLU SMART!* materials



& community

When people listen!

- Discuss how to *Do your part... be FLU SMART!* at your next staff meeting
- Announce the *Do your part... be FLU SMART!* messages over the building-wide intercom

Please contact the San Diego Immunization Program at (619) 692-8661 to let us know how you can help *Do your part... be FLU SMART!*