



Don't Let the Flu Win

Get Smart About the Flu
Learn these Facts to *Stay in the Game*™!

Influenza (or "flu") is a highly-contagious, viral infection of the respiratory tract (nose, throat and lungs). Symptoms come on quickly and are much more severe than the common cold.

Do you have the smarts about the flu to stay healthy this season?

#1 Do you know the number one way to prevent catching the flu?

Most Americans understand that the flu is a serious threat to their health... Yet, **65% of Americans could not correctly identify the number one way...**



44% Washing your hands or using hand sanitizer

35% Receiving an annual flu vaccination



7% Stay at home when you're sick

2% Eating healthy foods

According to the Centers for Disease Control and Prevention (CDC), **everyone 6 months of age and older should receive an annual flu vaccination. It's the best preventative measure available!**

#2 True or False: Less than 50 children die from influenza each year

A majority (63%) of Americans know that influenza claims more lives than any other vaccine-preventable diseases combined... yet, most (**56%**) **incorrectly believe that less than 50 children die each year from flu.**

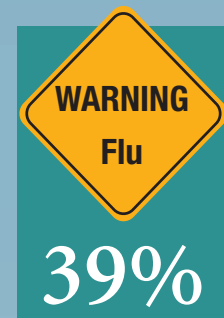
100 children die each year from influenza



The flu is serious – especially for our children whose immune systems are less developed than adults.

#3 Are you more concerned with Ebola or flu?

More Americans are concerned about Ebola (45%) than are concerned about flu (39%)



...even though each year up to 1 in 5 Americans gets the flu.¹



Influenza is highly-contagious and is mainly spread through tiny droplets created when a person with the flu coughs, sneezes or talks.

Ebola is making all of the headlines, but **far more people will be affected by the flu!**

#4 What would you miss most if you were sidelined by the flu?

If sick with the flu, Americans would most miss

40% Routine activities

33% Work-related activities

34% Family time

33% A child's activity



Our lives are busy, but should never be too busy to get an annual flu vaccination!