"Selfies" Encouraged as Vermonters Get Flu Shots

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BURLINGTON - Grin, bear it, and send a selfie of yourself getting your flu vaccine. That is the message from the Vermont Department of Health and the Centers for Disease Control and Prevention (CDC), which has launched the #VaxWithMe selfie promotional campaign to capture and share that important moment when you get your shot.

CDC will share photos with the #VaxWithMe hashtag across various digital platforms (Twitter, Facebook, Instagram, YouTube). CDC will post weekly updates to the campaign timeline.

"Get the word ‘Vermont’ in the photo,” said Health Commissioner Harry Chen, MD. “Let’s show our pride in the fact that Vermonters know getting a flu vaccine is the first, and most important, step we can take in protecting ourselves and loved ones against flu.

“Mine will be a ‘selfie with a smile,’” said Dr. Chen. “We Vermonters are tough – we thrive in northern winters – so try not to make a face. A flu shot doesn’t really hurt, and believe me, it is over before you know it.”

Vaccination can reduce illness, doctor visits, and missed work and school due to flu, as well as prevent flu-related hospitalizations. That flu vaccine protects against the viruses that CDC research suggests will circulate the most this season.

Everyone 6 months of age and older should get a 2015/16 flu vaccine as soon as possible.

It’s especially important that people at high risk of developing serious influenza-related complications get vaccinated to decrease their risk of severe illness. People at high risk of serious flu complications include young children, pregnant women, those with certain chronic health conditions like asthma, diabetes, or heart and lung disease, and people aged 65 years and older.

Flu supply is plentiful this year and should be available at primary care providers, drugs stores, the Visiting Nurses Association and home health agencies. For a clinic near you visit:

To see the interactive display of selfies posted with the #VaxWithMe hashtag, visit:
http://www.cdc.gov/flu/partners/timeline/partners.htm

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