



**** MEDIA ADVISORY ****

Contact:
Jennifer Danzig
(858) 614-1558
(619) 822-3427
jdanzig@hasdic.org



FOR IMMEDIATE RELEASE:
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**FLU KICK-OFF EVENT MARKS START OF 2007-2008 FLU SEASON
COMMUNITY HEALTH IMPROVEMENT PARTNERS HELP SAN DIEGO BEAT THE FLU BUG**

WHAT: The Community Health Improvement Partners' (CHIP) Kick-Off Event will mark the beginning of the countywide campaign to "Immunize San Diego" against the flu. Flu vaccine will be given to the public by the San Diego Black Nurses Association. A press conference will follow at 11:00 a.m.

WHEN: **FRIDAY, SEPTEMBER 28, 2007**
9:00 a.m. – 12:00 p.m. FREE public flu clinic.
Flu vaccine will be provided for adults 18 years of age and older.
11:00 a.m. Press conference begins.

Beginning September 28, 2007:
Flu Hotline:
1-877-358-0202
CHIP Flu Website:
www.sdchip.org
click on "No Flu" logo

COST: FREE (no cost) flu vaccine.
Light refreshments will be provided by MedImmune, Inc.

WHERE: **Martin Luther King, Jr. Community Park & Recreation Center**
6401 Skyline Drive, San Diego, CA 92114 * Please wear soft-soled shoes to protect the gymnasium floor

PROGRAM: **11:00 a.m. PRESS CONFERENCE PROGRAM FEATURING:**
Richard K. Brown, M.D., Kaiser Permanente Department of Family Practice; *Stuart Cohen, M.D., MPH, FAAP*; President-Elect, San Diego County Medical Society; *Sue Hunt, PHN*, Public Health Nurse Consultant for the County of San Diego Health and Human Services Agency Immunization Branch; *Jason S. Kim, Pharm.D.*, Director of Pharmacy, Rancho Santa Fe Pharmacy and Wellness Center, San Diego California Pharmacist Association Past President.

WHO: The **Community Health Improvement Partners (CHIP)'s – Immunize San Diego Coalition** consists of hospitals, nonprofit organizations and health care agencies joining forces in a county-wide effort to increase the number of residents who get their flu and pneumonia vaccinations.

INFO: For more information, ask your health care provider.
FLU HOTLINE 1-877-FLU-0202: Beginning September 28th, please call for flu site locations in San Diego.
FLU WEBSITE information: www.sdchip.org beginning September 28th click on the "no flu" icon.

The flu shot is recommended for the following groups:
Adults 50 years of age or older – even if healthy; Children 6 months – 59 months – even if healthy*; Household contacts and people who take care of infants under 59 months; Pregnant women*; Adults and children with chronic diseases (heart disease, lung disease, asthma, cancer, diabetes, kidney disease, HIV/AIDS or immune system disorders); Residents of nursing homes or long-term care facilities; Health care personnel who provide direct patient care; Family members or anyone else coming in close contact with people at risk of influenza; and People who would like to reduce the likelihood of becoming ill with influenza or transmitting influenza to others.
* Pregnant women and children under 3 years of age must receive thimerosal free flu vaccine

The FluMist Nasal Spray Vaccine is recommended for:
* 2-49 year olds who are not pregnant.

WHO SHOULD NOT BE VACCINATED: People with allergies to eggs; People who are sick with a fever.

KEEP IN MIND that it is NOT TOO LATE to be vaccinated in December or even later!

Event Sponsors: Community Health Improvement Partners, AARP San Diego Metro Chapter 4916, CareView Medical Clinic, County of San Diego Health and Human Services Agency Immunization Branch, Kaiser Permanente, MedImmune, Inc., Rancho Santa Fe Pharmacy and Wellness Center, Rotary Clubs of San Diego District 5340, San Diego Black Nurses Association, San Diego California Pharmacist Association, San Diego County Aging and Independence Services, San Diego County Medical Society, San Diego National Association of Hispanic Nurses, Scripps Healthcare, Sharp Senior Resource Center and University of California, San Diego Medical Center.