



MEDIA ADVISORY

Date: October 11, 2012
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East Baton Rouge Parish Schools Kick-Off Flu Vaccinations for Children Thursday Officials to Discuss Local Flu Threat this Season

WHAT: La Belle Aire Elementary School is hosting a school-based vaccination clinic to help prevent the spread of influenza among East Baton Rouge Parish School System (EBRPSS) students, teachers and their communities.

This school year, the EBRPSS will host school-based vaccination clinics on all school campuses served by HCS staff— providing both the nasal spray vaccine as well as the traditional shot. More than 43,000 students are enrolled in the school district. Students will receive flu immunization with parental permission only; there may be some shortage of some types of flu vaccine.

WHEN: **Thursday, October 11, 2012, at 9:30 AM Central**

WHERE: La Belle Aire Elementary School
12255 Tams Drive, Baton Rouge, LA, 70815
Phone: 225-275-7480

WHO: **Sue Catchings**, CEO, Health Centers in Schools
Dr. Bernard Taylor, Superintendent, East Baton Rouge Parish School System
John Paul Funes, President & CEO, Our Lady of the Lake Foundation
Dr. Mike Strain, Commissioner of the Louisiana Department of Agriculture & Forestry
And other speakers

WHY: According to a recent survey by the National Foundation for Infectious Diseases, 43 percent of Americans say they will not be getting a flu vaccine this fall, and one-third of American mothers say that they have no plans to vaccinate their children.

However, children between 2 and 17 years of age are twice as likely to get the flu as adults, including the elderly, and they are also a main source for spreading the flu. Each year, an average of 20,000 children under the age of 5 is hospitalized because of flu complications. According to the Centers for Disease Control and Prevention (CDC), getting an annual flu vaccine is the best defense against the influenza virus.

Visuals and Interview Opportunities:

- Local community leaders will speak about the importance of seasonal flu vaccination and efforts to prevent the spread of this disease throughout East Baton Rouge.
- Elementary students will be present and will receive their vaccination at the school-based clinic.

Find more facts and information on influenza on the websites of the National Foundation for Infectious Diseases, <http://www.nfid.org/idinfo/influenza> or of the Centers for Disease Control and Prevention, <http://www.cdc.gov/flu/>