

August 1999

Dear Public Health Partner:

People with diabetes are three times more likely to die with flu and pneumonia. Both of these infections can easily be prevented or mitigated with life-saving vaccinations. Yet, in 1997, only half of people with diabetes reported getting an annual flu shot, and only a third reported ever getting a pneumococcal shot. We are launching a campaign nationally this fall to change this, and you can help us increase vaccination rates for people with diabetes on state and local levels.

There are four components to the campaign:

- **Health systems intervention:** Your state diabetes program is implementing complementary interventions and outreach activities to help people get a flu and pneumonia shot. The program director will provide more information about your role in this intervention.
- **Public service advertising (PSA):** CDC will send television, radio and print PSAs to most media in the country – 12,564 in total. There are PSAs for three different audiences: English-speakers, Spanish-speakers and African Americans. This kit includes photocards illustrating the TV PSAs, scripts of the radio PSAs, copies of the print PSAs and a list of media that received the PSAs. We ask you to follow up with media in your area after mid-September to encourage them to use the PSAs.
- **News media relations:** CDC will also distribute materials in mid-September to news media across the country. We ask you to follow up with media in your area to encourage them to produce stories on the need for people with diabetes to get a pneumococcal shot and an annual flu shot. In this kit, you will find a list of media which will receive press kits in mid-September, and a guide to working with the media. Later this summer, be on the look out for a second mailing in which you will receive the actual press kits, and media materials that you can customize. Media materials will also be available on our website, www.cdc.gov/diabetes so you may customize them. Please check with your state diabetes program director for availability and opportunities to print materials.
- **Educational Materials:** This kit also includes many other types of communications pieces that can be used to reach our target audiences. In addition to brochures and posters, we've developed bill stuffers, transit ads, event posters and postcards for patients and providers. These may be customized and printed for your state, so please check with your state Diabetes Control Program for availability and opportunities to print these pieces in bulk.

If you have questions about the campaign, please call:

Your state Diabetes Control Program director

Wendy Holmes, CDC, 770-488-5842

Kate Wilson, Prospect Associates, 770-216-9953.

Thank you for your support in communicating this important message to people with diabetes and the ones they love.

Sincerely,

Frank Vinicor, MD
Director, Division of Diabetes Translation
Centers for Disease Control and Prevention

Walter A. Orenstein, MD
Director, National Immunization Program
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