



Everyone. Every Year.

¡Contiene
versión en
español!

The flu is more than just a headache.
Learn about how getting a simple flu vaccine
can save lives — maybe even yours.

A Special Advertising Supplement



IMMUNIZE NEVADA

Promoting health and preventing disease



Heidi Parker
is executive
director of
**Immunize
Nevada.**

We all have a community responsibility to ensure we're keeping ourselves, our children, our seniors and those with compromised immune systems protected from disease. Vaccines accomplish this all at once.

Unfortunately, on any given day, about one-third of Nevada's toddlers are missing crucial vaccines. Immunize Nevada's mission is to change that and to ensure that people across Nevada can access vaccines, health care and other resources they need to stay healthy.

In 1995, the Washoe County Coalition for Childhood Immunizations arose out of concern about Nevada's historically low immunization rates; now, Immunize Nevada is a statewide 501(c)(3) nonprofit coalition that collaborates with key partners to improve the health of all Nevadans through vaccination. Our community outreach program serves thousands of Nevadans each month at events throughout the state.

Not only do we help community members, but Immunize Nevada also supports health care professionals by offering monthly webinars for continuing education, an annual health conference, and parent resources for physician offices and clinics.

"As we've challenged some of the misconceptions about immunization, we've seen a swing toward a more pro-vaccine attitude and our vaccine rates have started to increase," says Heidi Parker, executive director of Immunize Nevada. "This will have a direct impact on the incidence of vaccine-preventable disease throughout our state."

To find out about how you, your business or organization can get involved with Immunize Nevada's efforts, please call 775-624-7117, visit immunizenevada.org/get-involved or follow us on Facebook, Instagram and Twitter.

Protect Yourself. Protect Us All.

The flu vaccine can help you, your family and vulnerable people avoid a dangerous disease

BY MATT JOCKS

If something were threatening you, your family and your community, what would it be worth to possibly prevent it? How about a few minutes of your time and minimal or no money out of your pocket?

That's the deal provided by flu vaccinations. And, although the terms sound too good to be true, many need convincing.

Some think of the flu as a nuisance — like it's just a bad cold. However, according to the Centers for Disease Control and Prevention, more than 200,000 Americans are hospitalized and thousands die every year from the influenza virus.

Heidi Parker, executive director of Immunize Nevada, a group that advocates for and facilitates immunization, says the flu causes 38 million lost school days and 111 million lost work days a year, resulting in more than \$7 billion in lost wages.

Still, many find reasons to not get protected.

"There are many excuses that people use to not get vaccinated. They may not like needles, but eligible people

can get the needle-free FluMist. They may say they're too busy, but most retail store pharmacies have flu vaccine and take insurance," Parker says. "Families struggling to pay their bills may be worried about cost, but Nevada has many options for no-cost flu vaccinations. There is truly no excuse."

Despite the available information, some are convinced only through experience.

Rhonda Baskins, a nurse who serves as Immunize Nevada's adult immunization coordinator, remembers a woman who declined the vaccination, but later returned to get it for her whole family.

What changed? Her husband's friend had just died from the flu, and she wanted to make sure her family was protected.

"Getting a flu vaccine is the ultimate act of kindness," says Baskins. "It's a selfless thing to do and an easy way to protect vulnerable people in our community."

Read on to learn how you can save lives — maybe even your own — by getting a simple flu vaccine.

"Getting a flu vaccine is the ultimate act of kindness. It's a selfless thing to do and an easy way to protect vulnerable people in our community."

RHONDA BASKINS
Registered Nurse and adult immunization
coordinator for Immunize Nevada



Erik Schoen of Reno decided not to get a flu shot in 2014 and spent seven weeks regaining his health after he got sick. His stepdaughter, who is medically fragile, also became seriously ill and spent several weeks in an intensive care unit.
PHOTO BY GIL FOLK

THE FLU AFFECTS EVERYONE

By not getting a flu vaccination, you're risking much more than getting yourself sick. Medically fragile or immunocompromised individuals, unborn babies, infants under 6 months old and older adults are more susceptible to serious illness or even death from the flu. Even if you don't show any symptoms, you still risk passing on the virus to these vulnerable populations. The only sure way to protect yourself — and others — is to get a vaccination. Here are some flu facts you need to know:

- ▶ Your immunity from the vaccine gets weaker over time. To be protected, you need an annual shot.
- ▶ Flu viruses are always changing. Because flu vaccines are created to protect against the strains that are most prevalent each year, it is important to get an annual flu vaccine.
- ▶ The flu vaccine can't guarantee you won't get sick, but it does offer your best chance to avoid the flu. It can prevent serious illness, hospitalizations and deaths from the flu virus, and it can lessen your symptoms if you do get sick.

An Underestimated Threat

Nevada father and stepdaughter hospitalized from flu virus

BY MIKE BLOUNT

When Erik Schoen made it through 2013 without getting the flu, he thought he was in the clear. He had seen co-workers, several high school students he chaperoned on a trip and even his own stepdaughter become ill, but he hadn't felt any symptoms, despite being exposed to the flu virus numerous times. So, when 2014 rolled around, he decided he would skip getting a flu shot. That decision would come back to haunt him a few months later.

"I thought I was a pretty healthy guy," says Schoen, who is 45 years old. "When I was a kid, I would only be sick for three to five days and bounce right back. Knowing my wife and stepdaughter were already vaccinated and being around others who'd been ill gave me a false sense of confidence."

In April 2014, Schoen was at work when he started to experience flu symptoms. The next few days for him were a blur. He battled a fever over 100 degrees and became delirious. Schoen relied heavily on his wife, Stephanie, to take care of him.

"I could hardly get up when I was on the couch," Schoen says. "I felt like I was on the bottom of the ocean. That was when I started developing chest pain. It felt like someone had put a tourniquet around my chest and was slowly tightening it."

His severe case of the flu landed him in the hospital.

At the same time, his 27-year-old stepdaughter was also seriously ill from the flu. Chelise, who has a neurological condition called Rett syndrome, was especially vulnerable to secondary complications from the flu virus. Chelise's oxygen levels were dangerously low, and she was admitted into an intensive care unit for 26 days while Schoen was being kept under observation for his chest pains.

"Stephanie was torn because she didn't know where to go and was having to bounce back and forth between rooms," Schoen says. "She was thinking she was going to lose her husband and her only daughter."

Chelise and her stepfather were eventually able to go home, although it took several months for Chelise to fully recover. Today, the family considers itself fortunate to have made it through the ordeal and encourages everyone to get a flu shot — even if you think you don't need it.

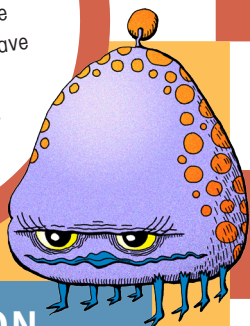
"We don't take it for granted anymore," Schoen says. "Missing it is not an option."

"Knowing my wife and stepdaughter were already vaccinated and being around others who'd been ill gave me a false sense of confidence."

ERIK SCHOEN
Reno resident

Beat the Flu

Braving this flu season without the protection of the vaccine can have dangerous consequences. Play our game to see how you might fare.



THE PROTECTION

If you follow these practices, add points to your starting score:

HAND-WASHING

20 seconds of scrubbing under warm water and soap will kill 99.99% of germs on your hands.
(+15 points)

CLEANING

Disinfecting surfaces prevents the virus from getting on your hands and food.
(+15 points)

HEALTHY HABITS

Good diet, low stress and plenty of sleep, fluids and exercise will keep your immune system in top shape.
(+10 points)

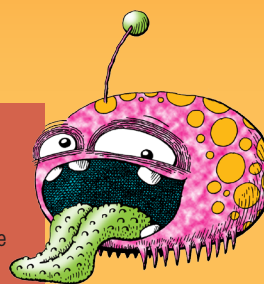
THE FLU VACCINE

Adding an annual flu vaccine to your prevention routine is your best bet to avoid illness. Get the flu vaccine to skip past the minefield of contagion.

Go straight to the finish line! YOU WIN!!!

THE MINEFIELD

Without the vaccine, you're less protected from the minefield of germs in your daily life. Try to reach the finish line without getting the flu.



THE SNEEZE

A sneeze can spread germs around an entire room, and the virus can remain suspended in the air for hours.
(-2 points for every sneeze you see)



THE DOOR KNOB

Any hard surface, such as a door knob, keyboard, TV remote, telephone, pen, gym equipment, chip bowl, arm rest, gas pump, ATM, elevator button, etc., can hold the flu for up to 8 hours.
(-1 point per surface you touch)



THE DOLLAR BILL

Paper money can reportedly transport a live virus for 17 days.
(-3 points for every bill in your wallet)



NEVADA SPEAKS!

Q: Why do you get a flu vaccine every year?



DELMO ANDREOZZI

County Commissioner for Elko County

"I get immunized every year. The proof is in the pudding. It's just another way to protect myself, my family, and the people I care about and love."



ETHAN BAIR

Rabbi, Temple Sinai

"As a rabbi, I shake a lot of hands, visit our community members in the hospital and interact with a lot of people. I will get the flu shot this year to protect everyone in my synagogue and the surrounding community. Health has to come first, zie gesund!"



HOW DID YOU DO?

If you subtracted any points, you should have gotten the flu vaccine. You have the flu! You lose the game, but it doesn't end there. Here are the people you might now get sick:

YOUR YOUNG FRIENDS

20,000 children under 5 are hospitalized each year from the flu.

YOUR ELDERLY FRIENDS

90% of flu-related deaths are people over 65 years of age.

YOUR ALREADY-SICK FRIENDS

People with asthma, diabetes, heart disease, HIV, AIDS or cancer are at higher risk for complications from the flu.

YOUR EXPECTING FRIENDS

Pregnant women are more likely to get severely ill from the flu, increasing the risk of premature labor and birth defects in their children.

YOUR HEALTHY FRIENDS, FAMILY AND CO-WORKERS

Anyone can get the flu, and if you don't get vaccinated, you risk spreading it to them.

Next time, skip the minefield. Get the flu vaccine and go straight for the win!

YOU GOT SICK. NOW WHAT?

1. FIGURE OUT IF IT'S REALLY THE FLU

You might have the flu if you have...

- A 100°F or higher fever
- A cough and/or sore throat
- A runny or stuffy nose
- Headaches and/or body aches
- Chills
- Fatigue
- Nausea, vomiting and/or diarrhea

2. CONSIDER WHETHER YOU NEED TO SEE A DOCTOR

Most people with the flu have a mild form of the illness and do not need medical care or antiviral drugs. Antiviral drugs work best when started within two days of getting sick and are vital for high-risk groups. If you get sick with flu symptoms, in most cases, you should stay home and avoid contact with other people except to get medical care.

If, however, you have symptoms of flu and are in a high risk group, or are very sick or worried about your illness, contact your health care provider.

Symptoms that may require medical attention include:

- Difficulty breathing or shortness of breath

- Purple or blue discoloration of the lips
- Pain or pressure in the chest or abdomen
- Sudden dizziness
- Severe or persistent vomiting
- Seizures
- Flu-like symptoms that keep returning

3. STAY HOME

CDC recommends that you stay home for at least 24 hours after your fever is gone except to get medical care or other necessities. Your fever should be gone without the use of a fever-reducing medicine.

4. PREVENT THE SPREAD

Stay away from others as much as possible to keep from infecting them. If you must leave home, for example to get medical care, wear a face mask if you have one, or cover coughs and sneezes with a tissue or the crook of your elbow. Wash your hands often to keep from spreading flu to others.

All facts from www.flu.gov



OSCAR DELGADO

Reno City Councilman
Ward 3

"Vaccinations play a huge role in keeping our emergency rooms accessible for emergencies rather than issues that could have been prevented by immunizations. It's no secret that when you're sick, you're not a productive learner or worker. That hurts us all."



CAROLINE BYERMAN

Las Vegas Mom

"We get immunized because it keeps our family healthy. We also get immunized because there are some people in our society who cannot get immunized because their immune system is compromised. If we don't protect ourselves, we could get them sick. Some cases of the flu could endanger us all."



CHERIE JAMASON

President and CEO, Food Bank of Northern Nevada

"I get a flu shot every year to protect not only myself and my family, but our staff at the Food Bank. Our team of 60 staff members work hard to bring food and services out to the community and we cannot afford to get sick – people are counting on us!"

Henderson residents Sheri and Don Jensen endured a harrowing ordeal when Sheri nearly lost her life to the flu after failing to get vaccinated. Today, she never misses a flu shot and urges friends, family and co-workers to do the same.

PHOTO BY JAB ANDREO BUHAY

The Ordeal She'll Never Forget

Healthy Nevada resident's brush with death began with the flu

BY MATT JOCKS

The words, "get your flu shot" were easy ones for Sheri Jensen to ignore. The word "breathe!" coming from a frantic emergency room doctor is impossible for her to forget.

Until a bout of flu threatened her life in 2009, Jensen paid little heed to the annual call for people to get immunized, even when it came from her husband.

"I just thought the flu was one of those things where you might be sick for a day or two," Jensen says. "I thought, 'Nothing really happens. In 24 hours or so, you're fine.'"

For Jensen, a Planning Commission coordinator for the city of Henderson, the education came in a frightening fashion.

Away at the family's cabin, suffering what she thought was a cold, Jensen suddenly found herself delirious and too weak to stand on her own. It was about all she could do to tell her husband to get her to the emergency room. The sudden onset of symptoms is a tell-tale sign of the flu.

By the time Jensen reached the hospital, her condition had quickly deteriorated.

"I remember the ER doctor yelling, 'Breathe! You have children! You're getting 100 percent oxygen, but you need to breathe!'" Jensen says.

It was only the start of a harrowing 10 days in the hospital. Many of those days were spent with Jensen wondering if she would make it to the next one.

"I had developed severe complications," she says. "Infection set in. It felt like my whole body was just completely shutting down. I could feel myself slipping away."

The feeling was based in fact. Later, Jensen would learn that her husband was told at one point to rush to her bedside because he might not get another chance. Most chillingly, her pulmonary specialist told Jensen,

"I had six patients go through what you did and you're the only one going home."

Going home after 10 days was hardly the end. Severely weakened, Jensen would not return to work until eight weeks after the incident.

More fortunate than many, Jensen had enough sick time stored to avoid a serious financial hit. Despite good health coverage, however, she still spent about \$2,000 out of pocket for her care.

"I was lucky," she says. "Without insurance, the cost for the hospital stay alone would have been about \$125,000."

Jensen is no longer an immunization skeptic. Family members and co-workers, having witnessed her ordeal, don't need to be convinced, but she still feels compelled to spread the word.

"There's a reason why we have people coming up with these vaccines," she says. "They're put here for a purpose."

"It felt like my whole body was just completely shutting down. I could feel myself slipping away."

SHERI JENSEN
Henderson resident

PROTECT OUR CHILDREN: VACCINATE.

As a healthy adult, when you get a flu vaccine, you're protecting more than yourself. You're helping to limit the spread of disease to the most fragile members of our communities. Infants and young children are particularly susceptible to complications or even death from the flu virus.

During the 2014-2015 flu season, 141 pediatric deaths were reported from 40 states and New York City. **8 pediatric deaths** occurred in Nevada in that same time.

The median age of children who **died from the flu** virus from January 2014-June 2015 is **5.9 years old**.

Children are **two to three times** more likely to get the flu.

Children between 6 months and 8 years of age may need **two doses of flu vaccine to be fully protected** from flu. The two doses should be given at least 4 weeks apart.

Flu vaccines are made from dead flu virus and are a **safe way** to keep your children — and other children — healthy.

The Centers for Disease Control and Prevention recommend an annual flu vaccine for everyone over 6 months of age. Protect your children each year by getting them vaccinated. And protect babies in the community who are too young for vaccines by getting one yourself. **You just might save an innocent life.**



Once was enough for Karissa Loper: After a bad case of the flu in college, she now never misses a vaccination. PHOTO BY ALLISON YOUNG

Lesson Learned

College student discovers she's not immune to the flu **BY MATT JOCKS**

A weekend was lost, but for Karissa Loper, it was nothing compared with the knowledge gained.

Loper is now a program manager for the Nevada State Immunization Program. Then, she was just a college student who thought flu vaccines were for someone else.

"I just ignored it," she says. "It wasn't like I was against it or anything. My whole crew that I hung out with, none of us were in health-related fields of study. So no one really even talked about it."

It took just one weekend for that to change for Loper.

"I remember on that Thursday, I woke up and I felt pretty cruddy, but I didn't think it was anything serious, so I went to class," Loper says. "But Friday, I felt just awful. It was really, *really* bad."

Loper says she dragged herself to the student health center, was tested for flu, given antivirals and told to go home and not do anything.

That last bit of advice wasn't really necessary.

"I literally stayed in bed the whole weekend," she says. "My friends had plans. But I didn't want to move at all."

It's a familiar story, played out across the country. A University of Buffalo study in 2010 found just 8 percent of college-age respondents had been vaccinated.

While the risk of life-threatening complications is lower than for young children and seniors, the flu packs a punch that often comes as a surprise to young adults.

"The flu really knocks you down," says Dr. Andy Pasternak of Silver Sage Center for Family Medicine in Reno. "You can be laid out for two or three weeks. It affects your studies, your athletic fitness."

The lifestyle of younger adults puts them at specific risk of spreading the disease. They generally live and socialize more in groups and, as Pasternak says, it just takes one person to infect the group.

"People in that age group tend to burn the candle at both ends," he says. "They study hard, they play hard and may not be getting as much sleep as they should. Those things can compromise the immune system."

Loper was lucky in a few respects. She had easy access to a student health center, she caught it early enough to avoid hospitalization and recovered in less than a week.

The experience, however, was enough to change her outlook. She became diligent about getting her shots. And her crew?

"They get their shots," Loper says. "We didn't have to talk about it. They saw what happened to me."

"The flu really knocks you down. You can be laid out for two or three weeks."

DR. ANDY PASTERNAK
Silver Sage Center for
Family Medicine

A LOOK AT YOUR OPTIONS

There are different types of flu vaccine and ways administered to meet a variety of needs.

► TRIVALENT

These are designed to combat three strains, or types, of flu.

- **Intramuscular (Flu Shot):** Ages 6 months and older.
- **High Dose:** A higher dose of antigen in the vaccine designed to give older people a better immune response and, therefore, better protection against the flu. Ages 65 and older.
- **Cell-based or Recombinant:** For those with egg allergies. Ages 18 and older.

► QUADRIVALENT

These are designed to combat four strains, or types, of flu.

- **Intramuscular (Flu Shot):** Ages 6 months and older.
- **Intradermal:** Using a smaller needle, it is injected into the skin instead of the muscle. Ages 18-64.
- **Nasal spray:** Vaccine is given via a spray, no needles involved. Ages 2-49.

GET A FLU VACCINE:

Everyone, Every Year.

Protect yourself, your family
and the whole community

- ▶ Seasonal flu vaccines are the best protection against the flu.
- ▶ Everyone 6 months and older should get a flu vaccine every year.
- ▶ Flu vaccines are safe, easy and affordable.
- ▶ If you have health insurance, check with your insurance provider. You may be able to get a flu vaccine at your local pharmacy or at your health care provider's office.
- ▶ Get your flu shot or spray as soon as the vaccine is available in your area. Check availability at Flushot.healthmap.org.
- ▶ It's especially important to get the vaccine if you or someone you care for is at risk of complications from the flu.
- ▶ People who are feeling ill, have an allergy to any of the ingredients in the vaccine or have Guillain-Barré Syndrome should talk to their doctor before getting the vaccine.

LOCATIONS:

Flu vaccine is available in many convenient locations throughout Nevada. It's fast, easy and usually free through health insurance under the Affordable Care Act. Check with your local hospital to see if they have events or community sites scheduled. Your local retail pharmacy may take a variety of insurance plans and may have extended evening and weekend hours. Enter your zip code into Flushot.healthmap.org and find flu vaccines near you or visit one of the following community clinics or public health departments:

NORTHERN NEVADA

Austin Medical Center
121 Main St.
Austin, NV 89310
775-964-2222

**Carlin Community
Health Center**
310 Memory Lane
Carlin, NV 89822
775-754-2666

**Carson City Health
and Human Services**
900 E. Long St.
Carson City, NV 89706
775-887-2190

**Churchill County
Community Health**
485 W. B St., Ste. 101
Fallon, NV 89406
775-423-4434

**Community Health
Alliance (previously
HAWC)**
Wells Avenue Medical/
Dental Center
1055 S. Wells Ave.
Reno, NV 89502
775-329-6300

Outreach Health Center
335 Record St., Ste.
254
Reno, NV 89512
775-324-2599

Nell J. Redfield Health
Center, Neil Road
3915 Neil Road
Reno, NV 89502
775-870-4333

Nell J. Redfield Health
Center, Sun Valley
5295 Sun Valley Blvd.
Sun Valley, NV 89433
775-870-4334

School Based Health
Center
1950 Villanova Drive
Reno, NV 89502
775-284-3386

**Crescent Valley
Medical Clinic**
5043 Tenabo Ave.
Crescent Valley, NV
89821
1-800-787-2568

**Douglas County
Community Health**
1329 Waterloo Lane
Gardnerville, NV 89410
775-782-9038

**Elko Family Medical
and Dental Center**
762 14th St.
Elko, NV 89801
775-738-5850

**Eureka Medical
Center**
250 S. Main St.
Eureka, NV 89316
775-237-5313

**Humboldt County
Community Health**
50 E. Haskell St.,
Ste. B
Winnemucca, NV
89445
775-623-6575

**Jackpot Community
Health**
135 Keno Drive
Jackpot, NV 89825
775-755-2500

**Kids to Seniors Korner
Mobile health
outreach**
Call 775-858-5251 for
monthly schedule

**Lander County
Community Health**
555 Humboldt St.
Battle Mountain, NV
89820
775-635-2386

**Lyon County
Community Health**
5 Pinecone Drive, Ste.
101
Dayton, NV 89403
775-246-6211

555 E. Main St.
Fernley, NV 89408
775-575-3363

2965 Fort Churchill
Rd.
Silver Springs, NV
89429
775-577-5016

26 Nevin Way
Yerington, NV 89447
775-463-6539

**Mineral County
Community Health**
331 First St.
Hawthorne, NV 89415
775-945-3657

**Northern Nevada
HOPES (ages 12+)**
580 W. Fifth St.
Reno, NV 89503
775-786-4673

**Pershing County
Community Health**
535 Western Ave.
Lovelock, NV 89419
775-273-2041

**Sierra Nevada Health
Center**
3325 Research Way
Carson City, NV 89706
1-800-787-2568

**Washoe County
Health District**
1001 E. Ninth St.,
Bldg. B
Reno, NV 89512
775-328-2402

**White Pine County
Community Health**
297 11th St., Ste. 5
Ely, NV 89301
775-293-6558

**Wendover Community
Health Center**
925 Wells Ave.
West Wendover, NV
89883
775-664-2220

**OTHER
NEVADA
RESOURCES**
TRICARE Flu
**Resources for military
families**
www.tricare.mil/flu



(775) 624-7117 • info@immunizenevada.org

Northern Nevada
427 Ridge St., Ste. C
Reno, NV 89501

Southern Nevada
1050 Flamingo Road, Ste. E225
Las Vegas, NV 89119



This campaign is supported by the Nevada State Division of Public and Behavioral Health through Grant Number 5H23IP000727-03 from the CDC. Its contents are solely the responsibility of Immunize Nevada and do not necessarily represent the official views of neither the Division nor the CDC.