



## **MOTHERS NEED TO REMAIN DILIGENT ABOUT INFLUENZA VACCINATION THROUGH THE HOLIDAY SEASON**

### ***Ongoing Efforts Important to Help Protect Families Through the Winter and Spring***

The American Lung Association supports the Centers for Disease Control and Prevention's (CDC) National Influenza Vaccination Week (December 8-14), which highlights the importance of annual influenza vaccination through the winter and spring.

As part of its *Faces of Influenza* national consumer awareness campaign, the Lung Association asked mothers about their intent to get their families vaccinated during the holiday season. The survey found mothers (who are most often the family's healthcare decision makers) need to remain committed to scheduling immunization appointments for their loved ones into December, January and beyond.

### **Less than half of mothers would remain diligent in getting their families vaccinated against influenza during the holiday season**

- 49 percent would discuss it with family members
- 48 percent would investigate where to be vaccinated
- 47 percent would encourage family members to get immunized
- 41 percent would schedule appointments with healthcare providers after the New Year

### **Mothers are the key decision makers for their families' health**

- 95 percent of moms said they are responsible for making sure each member of their family gets vaccinated against influenza

The influenza season typically peaks in February or March, and the CDC recommends vaccination throughout the fall, winter and spring.

The American Lung Association's *Faces of Influenza* campaign is designed to help Americans see themselves and their loved ones among the many "faces" of influenza – the target groups recommended for annual immunization by the CDC – and recognize annual immunization as a safe and effective way to protect themselves and their families against this disease. To learn more, visit [www.facesofinfluenza.org](http://www.facesofinfluenza.org).

### **About the Survey**

This survey was conducted via telephone within the United States by CARAVAN Opinion Research Corporation, on behalf of the American Lung Association, among 1,000 adult females, 18 years of age and older with children up to 17 years old. No estimates of theoretical sampling error can be calculated; a full methodology is available upon request.

### **About CARAVAN Opinion Research Corporation**

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