

# Get Ready Now!

A quarterly newsletter of the Get Ready for Flu campaign



The Get Ready campaign, sponsored by APHA, provides information, resource, and tools so that all individuals, families and communities in the United States are more prepared for a potential influenza pandemic, outbreak of an emerging infectious disease or other hazard or disaster.



## Welcome

Welcome to the Get Ready for Flu campaign quarterly newsletter. This newsletter provides up-to-date information on APHA's Get Ready for Flu campaign as well as opportunities for your participation in the campaign.

## APHA's Get Ready Campaign

Launched in 2006, APHA's Get Ready campaign is working to help individuals, their families and their communities become prepared for an influenza pandemic or outbreak of emerging infectious disease. The campaign includes a Web site, fact sheets, a blog, podcasts, merchandise, news and other resources. APHA's state and local affiliated public health associations are working to bring the campaign to the community level.

The Get Ready campaign was created to provide Americans with straightforward, easy-to-understand information and tools that will help them become more prepared. Helping Americans prepare for pandemic flu and other emerging infectious diseases also strengthens their preparedness for other hazards or disasters. Health workers and civic groups can share information from the campaign with community residents, and the public can download information directly from the Web site.



## What's New

### First Get Ready Day a success

APHA celebrated its first Get Ready Day at Harriet Tubman Elementary School in Washington, D.C., to engage and educate the community about the importance of preparing for flu and other disasters. Held in September in conjunction with National Preparedness Month, this field day-style community event featured giveaways of educational materials, Get Ready stickers and bandages, activity packets for kids and fact sheets that explain what individuals and families can do to get prepared. The first 20 parents at the event received first aid kits, compliments of the American Red Cross. Attendees also had an opportunity to meet and play soccer with Talon, the D.C. United soccer team mascot, and participate in other interactive games. The event was held in conjunction with the Metropolitan Washington Public Health Association. To [learn more](#) about the event.

### Visit the Get Ready Booth at the APHA Annual Meeting

Come visit the Get Ready Booth in the exposition hall at the 135th APHA Annual Meeting in Washington, D.C., in November. There will be educational materials and fun giveaways at the booth, including a raffle to win a Get Ready T-shirt. While in town, APHA encourages you to meet with your legislators to advocate for important public health issues. Packets of advocacy information will be available at the booth with a calendar of planned APHA member advocacy activities, talking points on APHA priorities, fact sheets and other materials to leave with your legislator, tips and tools for setting up a meeting and more. They are also available [online](#). Stop by booth number 537 to say hello!

### Get Ready Song Contest winners announced

Thanks to all of the talented people who entered the Get Ready campaign songwriting competition. The contest encouraged anyone to write and record a song supporting the Get Ready campaign and preparedness. There were many creative entries on issues related to pandemic flu and emerging infectious diseases. The winning entries will be announced in the November issue of *The Nation's Health*, APHA's newspaper, and on the Get Ready Web site. Winning entries to be posted to the Get Ready Website.

### New Get Ready Resources available online

Check out the new resources on the Get Ready Web site:

- **Helping Handouts**  
For fun tips to share with family and friends, check out the new colorful Get Ready Helping Handouts. Learn about flu shots, handwashing techniques, poultry safety and traveling safely during a pandemic. The free handouts are available for [download](#).
- **Get Ready Glossary**  
Confused about the difference between pandemic flu and seasonal flu? Or still wondering what exactly H5N1 is? Our new glossary features a wealth of terms with both easy-to-understand and scientific and technical definitions. Visit the [Get Ready Glossary](#) for a quick answer to your questions about flu vocab!

### Get Ready signs alert Washington, D.C.-area Metro riders

Riders on the Washington, D.C.-area Metro got an eyeful of preparedness advice during National Preparedness Month in September. APHA placed public service announcements on the platforms of five Metro stations to raise awareness about pandemic flu and the work of the Get Ready campaign. Special thanks go to the District of Columbia Department of Health for its collaboration.

## Flu in the News

Catch up with the latest flu news

## Get The Facts

Fact sheets are available on the Get Ready website



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Need help tracking the latest updates on bird flu and other infectious diseases? APHA's Get Ready campaign now has an online news page with links to the latest information and resources on emerging infectious diseases. Updated regularly, the Get Ready Twitter is a one-stop page where visitors can find quick, easy information on topics such as animal-borne diseases, avian flu, XDR-TB, SARS and other infectious diseases from a variety of news sources.

A Twitter is a new type of online tool that is similar to a blog. But unlike blogs, which have lengthy, detailed postings and photos, Twitters only allow short posts making it an attractive tool for those who want to post quick entries throughout the day.

The APHA Get Ready Twitter has an RSS feed, which means that Web users can stay up date on new posts as they are made. To subscribe to the feed, add the URL below to your RSS reader or add the feed URL to your MyYahoo! or Google news page.

[http://twitter.com/statuses/user\\_timeline/6751882.rss](http://twitter.com/statuses/user_timeline/6751882.rss)

Web users can also visit the APHA [Get Ready Twitter](#).

### Feedback

Tell us! Send your comments, questions, suggestions and ideas to [pandemicflu@apha.org](mailto:pandemicflu@apha.org) or call (202) 777-2742.

### About APHA

The American Public Health Association is the oldest, largest and most diverse organization of public health professionals in the world, dedicated to protecting all Americans and their communities from preventable, serious health threats and assuring community-based health promotion and disease prevention activities and preventive health services are universally accessible in the United States. Visit our Web site at [www.apha.org](http://www.apha.org).