

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.

What We're Planning

Get Ready Day in September!

The Department of Homeland Security has designated September as "National Preparedness Month," and APHA is planning for its first-ever Get Ready Day. In conjunction with local health officials, APHA will hold a kick-off event at a school in the Washington, D.C., metropolitan area to engage and educate the community, starting with children and their families, about the importance of preparing for flu and other disasters.

APHA will have a variety of educational materials, including Get Ready stickers, coloring books, check-off lists and fact sheets that explain what individuals and families can do to get prepared. Look for more information on Get Ready Day in coming weeks on the Get Ready Web site.

Get Ready Song Contest - Win an iPod!

Calling all musicians and singers! The Get Ready campaign is seeking entries for a new song-writing competition. Anyone is eligible to enter the contest -- entrants should write and record a song supporting the Get Ready campaign and preparedness. Use your creativity to write a song on any issues covered by the campaign, such as creating a preparedness plan, stockpiling supplies or handwashing.

Contest participants may submit entries recorded on audio or video format. The deadline for submitting entries is Tuesday, Sept. 4, at 5 p.m., Eastern time. Full contest details and submission instructions are available at www.getreadyforflu.org/songcontest.

What We're Doing

Get Ready campaign ties into APHA's National Public Health Week

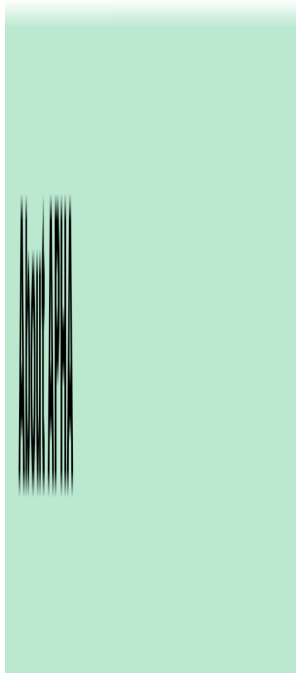
The Get Ready campaign's theme of preparing for pandemic flu and emerging infectious disease was a natural tie-in with APHA's 2007 celebration of National Public Health Week, which focused on "Take the First Step! Preparedness and Public Health Threats: Addressing the Unique Needs of the Nation's Vulnerable Populations." The week was an overwhelming success, with 300 national, state and local partners hosting hundreds of events throughout the country.

You can view the National Public Health Week kick-off event, "Re-Taking the First Step Toward Preparedness: Lessons Learned from Local Health Emergencies," [online](#). The April 2 event featured federal, state and local officials and community leaders. Speakers included John O. Agwunobi, assistant secretary for health, U.S. Department of Health and Human Services; Julie Gerberding, MD, MPH, director of the Centers for Disease Control and Prevention; and Stephanie Bailey, chief of CDC's Office of Public Health Practice.

National Public Health Week included a [national preparedness opinion survey](#) that found most Americans are not prepared for a public health emergency and a tool that allows Web users to assess their individual and [household preparedness](#). APHA also held a [National Public Health Week Video Contest](#), with entries that spread the word about preparing for public health threats. View the winning entries: "I Saw the Signs," "Don't Lose your Hat" and "The Bubble Fairy."

APHA participates in federal flu summit and blog

APHA was part of a federal effort this summer to raise awareness about pandemic flu preparedness. Organized by the U.S. Department of Health and Human Services, a one-day Pandemic Influenza Leadership Forum in June brought together about 100 leaders from the employer, faith-based, civic and health care sectors.





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The forum was complemented by a five-week [Pandemic Flu Leadership Blog](#), which featured entries by several leaders, including APHA Executive Director Georges Benjamin, MD, FACP. See Benjamin's [last entry](#). HHS is planning to release news tools in conjunction with its preparedness campaign later this year.

Flu in the News

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 different sources.

Twitter is a new type of online tool that is similar to a blog. But unlike blogs, which have lengthy, detailed postings and photos, Twitter only allows short posts making it an attractive tool for those who want to post quick entries throughout the day or stay up to date on what others are doing.

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 to your RSS reader or add the feed URL to your MyYahoo! or Google news page.

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

Feedback

Tell us! Send your comments, questions, suggestions and ideas to 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.