

Kansas Influenza Social Media Toolkit

Influenza in Kansas

Influenza is not a nationally notifiable disease, nor is it a notifiable disease in Kansas; therefore, the burden of influenza is monitored through non-traditional methods.

Key Statistics

5.8% Outpatient Visits

Highest weekly percentage of visits due to influenza-like illness (ILI) reported by the U.S. Outpatient ILI Surveillance Network (ILINet) during the 2018-2019 influenza season.

986 Hospitalizations

Number of influenza-associated hospitalizations reported by participating infection preventionists during the 2018-2019 influenza season.

95 Deaths

Seventy-three deaths were directly attributed to influenza and 22 deaths had influenza documented as a contributing factor during the 2018-2019 season.

Who is Affected?

Influenza recorded as direct cause of death by age group, Sept 2018-May 2019

Age Group	<1-24	25-44	45-64	65-75	75-84	≥85
Number of Deaths	1	6	15	13	13	25

What can I do?

- Use social media to message flu prevention and Kansas-specific statistics
- Develop a campaign. Find more information here: <https://www.immunizekansascoalition.org/kansas-fights-flu.asp>
- Promote getting involved using the materials we have created – posters, challenges, etc. <https://www.immunizekansascoalition.org/kansas-fights-flu.asp>

Social Media Awareness

Below are some sample posts and hashtags you can use on social media to spread awareness about Influenza in Kansas.

Suggested Hashtags

- #KansasFightsFlu
- #FluFighter
- FightFlu

Sample Posts

- Kansas had 95 deaths due to influenza during the 2018-2019 flu season. Weekly reports are updated on KDHE's influenza surveillance website:
http://www.kdheks.gov/flu/download/Influenza_Surveillance_Archive/2019/052219_Kansas_Influenza_Surveillance_Weekly_Report.pdf
- As many as 5.8% outpatient visits each week were due to influenza during the 2018-2019 flu season. Weekly reports are updated on KDHE's influenza surveillance website:
http://www.kdheks.gov/flu/download/Influenza_Surveillance_Archive/2019/052219_Kansas_Influenza_Surveillance_Weekly_Report.pdf
- As many as 7.1% hospitalizations each week were due to influenza during the 2018-2019 flu season. Weekly reports are updated on KDHE's influenza surveillance website:
http://www.kdheks.gov/flu/download/Influenza_Surveillance_Archive/2019/052219_Kansas_Influenza_Surveillance_Weekly_Report.pdf
- During the 2018-2019 season, 34 influenza outbreaks were reported to KDHE, most were in adult care facilities. Influenza outbreaks are reportable to KDHE. Regulations and reporting information can be found at:
http://www.kdheks.gov/epi/disease_reporting.html


Additional Resources

- Flu prevention messaging – examples on CDC webpage
<https://www.cdc.gov/flu/resource-center/toolkit/index.htm>
- To learn more about influenza surveillance in Kansas visit
<http://www.kdheks.gov/flu/surveillance.htm>. Data on this website are updated weekly during the influenza surveillance season.

Social Media Graphics

KANSAS FLU STATISTICS


DID YOU KNOW?
 Kansas had 95 deaths due to influenza during the 2018-2019 flu season.



To learn more about influenza in Kansas, visit www.kdheks.gov/flu.

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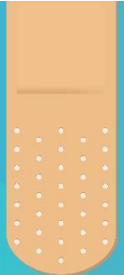
**GET YOUR FLU SHOT
 PROTECT YOURSELF**



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KANSAS FLU STATISTICS

DID YOU KNOW?
 The best way to protect yourself and your loved ones from the flu this season is to get vaccinated.



To learn more about influenza in Kansas, visit www.kdheks.gov/flu.

FLU



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GET YOUR FLU SHOT



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**Protect your loved ones.
 Get the flu shot.**

