



Charlie Crist  
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State Surgeon General

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**FOR IMMEDIATE RELEASE**  
January 12, 2010

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## **“Spread the Word, Not the Flu,” Florida Department of Health Launches Statewide H1N1 Public Awareness Campaign**

*~ Campaign Focuses on Prevention, Vaccination~*

**TALLAHASSEE, Fla.** – Florida Surgeon General Dr. Ana Viamonte Ros and Commissioner of Agriculture Charles Bronson today launched a new statewide public awareness campaign, “H1N1: Spread the Word, Not the Flu,” aimed at keeping Floridians healthy during flu season. Through public education, expanded partnerships with the private sector, Web-based outreach, a media campaign, the initiative encourages Floridians of all ages to get the H1N1 vaccine, which is now widely available.

Additionally, the campaign will focus on reaching groups identified by the Centers for Disease Control as being at higher risk for flu or flu-related complications, or are likely to come in contact with flu viruses including:

- Pregnant women
- People who live with or care for infants less than six months old
- Health-care and emergency medical services personnel
- Children and young people ages six months to 24 years
- People who have medical conditions that put them at higher risk for flu-related complications

“The health and well-being of Floridians is our top priority,” said Dr. Viamonte Ros. “Successfully preventing the spread of H1N1 requires a comprehensive approach. This public education campaign will highlight important safety tips while encouraging widespread vaccination.”

Today, Dr. Viamonte Ros was joined by Commissioner of Agriculture Charles Bronson as she unveiled the first phase of the campaign, which includes the placement of H1N1 informational stickers on gas pumps throughout the state. The stickers promote four critical behaviors that can help Floridians prevent the spread of seasonal flu and H1N1:

- Get the H1N1 vaccine



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- Wash hands often
- Stay home when sick
- Cough into your elbow

The gas pump sticker promotion is a collaborative effort between the Florida Department of Health and a coalition of partners who will prominently display the sticker on more than 68,000 gas pumps, as well as convenience stores across the state.

“Just about everyone needs to fuel up,” said Commissioner Bronson. “The H1N1 gas pump stickers offer valuable information and will reach millions of Floridians, arming them with key tools to prevent the spread of the virus.”

Later this month and as part of the public awareness campaign, FDOH will host a live, one-hour educational town hall meeting, which will be televised on WFSU-TV and its affiliate stations. The event will include a panel of experts who will provide important information to the public about H1N1 and prevention and viewers will also be able to access the event online.

*The FDOH promotes, protects and improves the health of all people in Florida. For more information about H1N1, visit [www.MyFluSafety.org](http://www.MyFluSafety.org).*

*The Department of Agriculture and Consumer Services safeguards the public and supports Florida's agricultural economy. For more information, visit [www.doacs.state.fl.us](http://www.doacs.state.fl.us).*

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