



## **News Release**

**For Immediate Release:**  
Monday, October 26, 2009

**Media Contact:**  
Tom Hudachko  
Public Information Officer  
(o) 801-538-6232 (m) 801-560-4649  
After-hours media line:  
801-209-2591

### **New Campaign Recruits Utahns to be ‘Flu Fighters’**

(Salt Lake City) – The Utah Department of Health (UDOH), the state’s 12 local health departments, and representatives from the private health care sector today unveiled a new campaign aimed at limiting the spread of Pandemic H1N1 influenza. The campaign provides information and tools Utahns can use to become “Flu Fighters” this fall.

“The key message we hope gets through is that there are simple, proactive steps everybody can take to fight the flu,” said UDOH Executive Director Dr. David Sundwall while introducing the campaign. “You don’t have to sit idly by and wait to become sick, you can be a ‘Flu Fighter’ and this campaign will show you how.”

The campaign was developed to give Utahns critical information in three distinct areas: How to prevent the flu, how to get vaccinated, and what to do if you get sick. Television commercials featuring Utah Governor Gary Herbert and Utah Jazz star Paul Millsap hit the airwaves today. In the commercials, the Governor and Millsap tell Utahns how they’ve become Flu Fighters and encourage others to join the team. The pair will also appear on billboards across the state.

The campaign also includes a new web site, [www.utahflufighters.org](http://www.utahflufighters.org), with comprehensive information on how to prevent the spread of flu, where to find a vaccination, and what to do if you get sick.

“We hope to help educate Utahns on when it is and is not appropriate to seek medical care if they become sick,” said Dr. Susan Terry, a primary care physician with University

## **Page 2 of 2: New Campaign Recruits Utahns to be ‘Flu Fighters’**

of Utah Health Care. “The private health care sector is there to help sick people, and we want to make sure we preserve our ability to help those people by keeping others who don’t need medical attention out of emergency rooms and doctors’ offices.”

“Giving Utahns the information they need to make good decisions about their health and the health of their families is one of our most important jobs right now,” said Utah County Health Department Executive Director Dr. Joseph Miner. “This campaign provides one-stop shopping for all Utahns to find that information.”

The Flu Fighter web site is available in English and Spanish. Other web components of the campaign include a presence on Facebook ([www.facebook.com/UtahFluFighters](http://www.facebook.com/UtahFluFighters)), Twitter ([www.twitter.com/UtahFluFighters](http://www.twitter.com/UtahFluFighters)) and a YouTube channel ([www.youtube.com/UtahFluFighters](http://www.youtube.com/UtahFluFighters)).

Health officials statewide encourage all Utahns to take a few minutes to go online, read the information, and join the fight against the flu.

###

*The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.*