

# Memorandum

Date: January 16, 2004  
 To: Health Professionals  
 From: California Department of Health Services, Immunization Branch  
 Subject: How to Use Respiratory Disease Prevention Materials

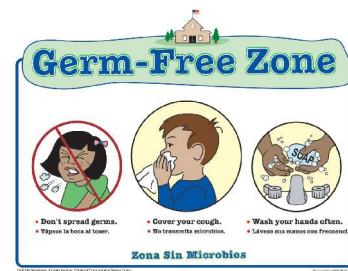
Respiratory disease prevention artwork and materials are now available in English, Spanish and multi-language, and are suitable for display in medical practices, hospitals, clinics, schools and other public places. Ideas for distributing these materials are discussed below.

Supplies of the four items listed below are available for ordering by local health departments. The first three are in the convenient self-adhering “static cling” format; the fourth item (IMM-784) is a fold-up table tent.

- **Health Alert**—English and Spanish—(IMM-783) respiratory hygiene notice intended for hospitals, clinics and medical offices (has face mask image)
- **Stop Disease**—multi-language—(IMM-780) respiratory hygiene notice for posting in “high traffic” areas like airports, bus terminals or subway stations; multi-language with Spanish, Chinese, Japanese, Korean, Tagalog and Vietnamese
- **Germ-Free Zone**—English and Spanish—(IMM-789 E/S) for posting in child care and elementary school classrooms and pediatric offices
- **Cover Your Cough**—English and Spanish—(IMM-784) table tent may be used in medical office and hospital waiting rooms, libraries or other public locations

Other electronic artwork (pdfs) for schools is available on the Department of Health Services (DHS) website at <http://www.dhs.ca.gov/ps/dcdc/izgroup/flu.htm> and on the Department of Education website at <http://www.cde.ca.gov/nr/ne/yr03/yr03rel90.asp>.

- **Germ-Free Zone**—English only—(IMM-789)
- **Germ-Free Zone**—multi-language—(IMM-789 ML) includes Southeast Asian languages: Cambodian, Hmong, Laotian, Vietnamese
- **Keep Our School Healthy**—English and Spanish—(IMM-790) parent notice (keep sick kids home message)
- **Keep Our School Healthy**—English only—(IMM-791) school sign for school secretaries, health aides, nurses and teachers (send sick kids home message)
- **Keep Our School Healthy**—English only—(IMM-792) teaching flyer for teachers (teach kids respiratory hygiene)



## Ideas for Outreach

To help with getting messages into the community, the DHS, Division of Communicable Diseases has developed materials for you to use. Electronic artwork for these materials are available on the DHS website. Here are suggested target uses:

### ► Public Health Clinics

Make sure your public health clinics receive and post the **Health Alert** and **Cover Your Cough** notices for their waiting rooms and restrooms (e.g., bathroom stalls and mirrors).

### ► Hospitals and Medical Centers

Supply local hospitals and other medical centers with easy-posting “static cling” **Health Alert** notices to display in their waiting rooms.

### ► Child Care Centers

Mail the **Germ-Free Zone** posters to child care resource and referral agencies and child care centers in your jurisdiction.

### ► Public Places/Private Spaces

Crowded places with heavy foot traffic should be targeted for the multi-language **Stop Disease** notices. The idea is to display such public health messages at transportation portals, airports, and at other heavy traffic areas, like malls. Private spaces (e.g., restroom walls, mirror, and stall doors) provide an excellent place for one-on-one messages.

Cooperation from the agencies, transit authorities, and businesses will be needed for this. It is hoped that they will be happy to cooperate and place the messages in these areas of their facilities themselves. Local relationships may require a letter of agreement or Memorandum of Understanding (MOU) with your health department. Optimally, the MOU should allow for an ongoing relationship with these entities so that new health alerts can be provided on a periodic as needed basis in the future as part of your department’s all-hazards infrastructure.

You may also wish to provide **Stop Disease** and **Cover Your Cough** to city and county offices, libraries, or community centers (e.g., YMCA). Be sure to explain how the “static cling” affixes to any surface without tape or thumbtacks and will not damage walls.