



News Release

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

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CDPH LAUNCHES SECOND-ANNUAL FLU-FIGHTING FILM AND POSTER FESTIVAL

SACRAMENTO – In an effort to reenergize Californians about ways to prevent catching and spreading the flu, Dr. Mark Horton, director of the California Department of Public Health (CDPH), today announced the launch of the second-annual Flu-Fighting Film and Poster Festival. Last year's contest produced short videos that aired across the state on commercial television stations. This

year's contest includes a video contest and a new poster challenge. One winner will be selected from each of four categories: English-language video; English-language poster; Spanish-language video; and, Spanish-language poster. Each will be awarded a \$250 gift card provided by the nonprofit California Immunization Coalition.

“With students back at school, it is important for them to practice simple, but healthful habits to avoid the flu,” said Horton. “The video and poster contest provides an excellent opportunity for young people to display their talent with messages on how to avoid the flu.”

All California residents 14 years of age and older are invited to create a video or develop a poster to encourage people to take steps that will help prevent the spread of the flu.



The entry must promote one or more of the following health messages:

- Wash your hands frequently
- Cover your cough or sneeze with a tissue or your sleeve
- Stay home if you are sick
- Get vaccinated (this year's vaccine covers three flu strains, including H1N1)

The winning videos will be used as public services announcements (PSAs) and will be featured on the CDPH and other Web sites. The posters will also be posted online and be available for download, and will also be distributed to local health departments and schools across the state.

For contest details, including rules and a challenge from some of last year's winners, visit www.cdphfilmfest.org. The deadline to submit videos or posters is November 7, 2010.

www.cdph.ca.gov

