

Subject: Board Approves reduction in Flu Vaccine Price  
FOR IMMEDIATE RELEASE  
Media Contact: John Robertson, Director of Health Promotion  
517-279-9561 x144

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No Spike, No Shortage, No Shots!

Immunizations levels for influenza are down all over Michigan. Why you ask? Well we can only speculate. However, there was no early surge of flu this year prior to December, which often spurs people to get their vaccine, and there was no shortage of vaccine this year, which oddly enough, makes people want a vaccine even more (we always want what we cannot have!!) So, as a result, there is a surplus of vaccine this year and we have not even reached the peak months for flu for 2007/08 (flu nearly always peaks in February and March!)

With vaccination levels down, for whatever reason, The Branch-Hillsdale-St. Joseph Community Health Agency Board is concerned that not enough of our citizens are being vaccinated. As a result of these reduced levels, when the peak season hits, flu activity will actually be worse than it should be. To prevent this surge, the Board of Health has authorized the Health Department to reduce the standard price of a flu vaccine from \$30.00 to \$12.00 for the remainder of this season to eliminate any barrier that citizens may have to getting immunized.

Twelve dollars covers the cost of the serum and there will be no additional charge.

We cannot stress enough that FEBRUARY and MARCH have been the peak months for flu activity in nearly every flu season in the past 20 years. A flu shot today will protect you through the rest of the season.

Remember, getting the flu can impact you, your family, your pocketbook and other family, friends and co-workers. According to the Centers for Disease control, the single best thing you can do to prevent the flu – is to get a flu shot!

If \$30.00 was the reason you told yourself that you didn't need a flu shot this year, you are now officially out of excuses. Please call the Health Department today and set up an appointment to get vaccinated.

**Coldwater**  
**517-279-9561**

**Hillsdale**  
**517-437-7395**

**Three Rivers**  
**517-273-2161**

**Sturgis**  
**269-659-4013**