

## **“I Insist!” Fact Sheet**

Actress Tia Mowry has teamed up with MedImmune’s FluMist® Quadrivalent to create the short video, “I Insist!” to raise awareness about the importance of influenza vaccination for the whole family. Tia, who stars in the video, insists on taking the time to focus on her family’s health – and that includes vaccination with FluMist Quadrivalent.

### **“I Insist!” Created to Raise Awareness**

- As a mother, actress, and author, Tia Mowry leads a busy life, but makes time to prioritize her family’s health. Like many mothers, Tia makes sure her family practices healthy habits, but in the past, didn’t make a point to get a flu vaccine each year.
- After learning about the toll that influenza can take on the entire family, she realized it was time to make flu vaccination a priority and welcomed the opportunity to partner with MedImmune to encourage other parents to do the same.
- “I Insist!” takes a humorous look at a day in the life of Tia. As someone who has a million things to do each day, Tia knows what she wants and speeds through life. But when it comes to her family’s health, she slows down to learn about flu vaccination options and makes a point to get her family vaccinated.
- Tia asks you to help her raise awareness about flu vaccination by visiting [www.YouTube.com/InsistOnTheMist](http://www.YouTube.com/InsistOnTheMist) to watch the video and share it with your friends and family.

### **Know the Flu Facts**

- Seasonal influenza, commonly called “flu,” is a contagious disease that can cause mild to severe illness, and in some cases, can lead to serious complications, including bronchitis and pneumonia,<sup>1</sup> hospitalization or even death.<sup>2</sup>
- Flu is unpredictable and its severity can vary widely from one season to the next.<sup>1</sup> Every year in the U.S., 5 to 20 percent of the population gets the flu.<sup>3</sup>
- The Centers for Disease Control and Prevention (CDC) says that influenza vaccination is the first and most important step to help prevent the flu and recommends everyone 6 months and older get vaccinated each year.<sup>2</sup>
- Despite this recommendation, less than half of adults and just over half of children receive flu vaccinations in the U.S. each year.\*<sup>4</sup>

### **Help Protect Friends and Family**

- Talk to your healthcare provider about which flu vaccine may be best for you and your family, and encourage your friends to do the same.
- To learn more about FluMist Quadrivalent, visit [www.InsistOnTheMist.com](http://www.InsistOnTheMist.com).
- FluMist Quadrivalent is for eligible children and adults ages 2 to 49. The most common side effects are runny or stuffy nose, sore throat, and fever over 100°F. Please see Important Safety Information on the next page.

\*Based on the most recent available data from the 2012-2013 season

## Important Safety and Eligibility Information

### What is FluMist® Quadrivalent (Influenza Vaccine Live, Intranasal)?

FluMist Quadrivalent is a vaccine that is sprayed into the nose to help protect against influenza. It can be used in children, adolescents, and adults ages 2 through 49. FluMist Quadrivalent is similar to MedImmune's trivalent influenza vaccine, except FluMist Quadrivalent provides protection against an additional influenza strain. FluMist Quadrivalent may not prevent influenza in everyone who gets vaccinated.

### Who should not get FluMist Quadrivalent?

You should not get FluMist Quadrivalent if you have a severe allergy to eggs, gentamicin, gelatin, or arginine; have ever had a life-threatening reaction to influenza vaccinations; or are 2 through 17 years old and take aspirin or medicines containing aspirin – children or adolescents should not be given aspirin for 4 weeks after getting FluMist® (Influenza Vaccine Live, Intranasal) or FluMist Quadrivalent unless your healthcare provider tells you otherwise.

Children under 2 years old have an increased risk of wheezing (difficulty with breathing) after getting FluMist Quadrivalent.

### Who may not be able to get FluMist Quadrivalent?

Tell your healthcare provider if you or your child are currently wheezing; have a history of wheezing if under 5 years old; have had Guillain-Barré syndrome; have a weakened immune system or live with someone who has a severely weakened immune system; have problems with your heart, kidneys, or lungs; have diabetes; are pregnant or nursing; or are taking Tamiflu®, Relenza®, amantadine, or rimantadine.

Your healthcare provider will decide if FluMist Quadrivalent is right for you or your child.

### What are the most common side effects of FluMist Quadrivalent?

The most common side effects are runny or stuffy nose, sore throat, and fever over 100°F.

Please see complete [Product Information, including Patient Information](#).

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### References

1. Centers for Disease Control and Prevention. Flu Symptoms & Severity. <http://www.cdc.gov/flu/about/disease/symptoms.htm>. Accessed July 17, 2013.
2. Centers for Disease Control and Prevention. CDC Says Take Three Actions to Fight the Flu. <http://www.cdc.gov/flu/protect/preventing.htm>. Accessed June 28, 2013.
3. Centers for Disease Control and Prevention. Seasonal Influenza: Q&A. <http://www.cdc.gov/flu/about/qa/disease.htm>. Accessed July 30, 2013.
4. Kennedy, ED. Influenza Vaccination Coverage: How Well Did We Do in 2012-2013. Slide deck presented at National Adult and Influenza Immunization Summit; May 15, 2013. [http://www.cdc.gov/flu/pdf/fluview/kennedy\\_2013\\_summit\\_slides2.pdf](http://www.cdc.gov/flu/pdf/fluview/kennedy_2013_summit_slides2.pdf). Accessed July 30, 2013.