

## CDC Enterovirus D68 (EV-D68) Resources for Parents

As you are likely aware, the United States has been experiencing a nationwide outbreak of enterovirus D68 (EV-D68) associated with severe respiratory illness. On October 14, 2014 the Centers for Disease Control and Prevention (CDC) issued a [press release](#) sharing news about a new lab test developed by CDC for EV-D68 which will allow more rapid testing of specimens. Because of this new test, confirmed cases of EV-D68 will appear to rise rapidly over the next 7-10 days as specimen testing accelerates, however, changes in case counts won't represent a real-time influx of new cases.

Almost all of the CDC-confirmed cases this year of EV-D68 infection have been among children. Many of the children had asthma or a history of wheezing. Many parents continue to be worried about the outbreak and want information about what they can do to prevent illness and protect themselves and their families. The Centers for Disease Control and Prevention (CDC) has developed information and resources for parents about EV-D68. Please help us to address parents' questions and concerns and make them aware that these resources are available.

Below are CDC resources about EV-D68 developed for parents:

- [Web Feature](#), "What Parents Need to Know About Enterovirus D68"
- [Drop-in newsletter article \(matte article\)](#), "Parents: Learn the Facts about Enterovirus D68"
- [Fact sheet for parents](#), "What Parents Need to Know about Enterovirus D68"
- [General questions and answers for the public](#)
- [Infographic: Keep Your Child from Getting and Spreading Enterovirus D68](#)

Here are just a few ideas of how you can use and share these resources:

- Link to the URLs above on your parent-facing webpages.
- Share the infographic or Web Feature with parents over social media. Below are some sample tweets, or create your own:
  - Parents, CDC addresses your questions & concerns w/ new educational materials about EV-D68. <http://1.usa.gov/1o92Sdx>
  - Concerned about #enterovirus? Here's what you need to know about EV-D68 & respiratory illness. <http://1.usa.gov/1sC9Jfc>
  - Parents, follow these steps to protect kids, esp those w/ **asthma**, from EV-D68 & other viruses that cause respiratory illness <http://go.usa.gov/VyzA>
- Syndicate content from the CDC website. CDC encourages organizations to mirror CDC's web text through content syndication rather than copy text onto their websites. Benefits include immediate and automatic updates whenever changes are made on the CDC site and ensures all content is consistent and current across the Internet. If you'd like to include EV-D68 Web content without

having to monitor and copy updates, visit [Content Syndication](#) for the free one-time setup instructions. Enterovirus 68 is listed under "Syndication Topics."

- Place the text of the matte article on your website, or in e-newsletters and other publications you have that reach parents.
- Run the matte article in regional or community newspapers.
- Download, print, and distribute the fact sheet to parents through schools, child care facilities, doctor's offices, clinics, faith communities, other community settings.
- Work with your state and local child care licensing and/or accreditation organizations to share CDC information with parents. For example, they could:
  - Ask child care centers to place the drop-in article in parent newsletters
  - Ask child care centers to print and post the fact sheet and/or infographic
- Work with your state department of education and school districts to share CDC information with parents. For example, they could:
  - Print and send copies of the fact sheet and/or infographic home with children
  - Email parents links to information on the CDC website
  - Post links to CDC information on schools' social media accounts

The most recent version of key points on EV-D68 is attached for your reference. Remember too, as enterovirus season is expected to taper off, flu activity usually begins to increase in October. While there is not a vaccine to prevent illness from enteroviruses, the single best way to protect against the flu is to get vaccinated each year. Many resources for parents and others can be found on the [CDC flu website](#). CDC recommends that **ALL** children 6 months old or older get a flu vaccine.

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