

New app encourages flu vaccinations

Written by Holyoke Enterprise

To improve influenza vaccination rates in Colorado, the Colorado Department of Public Health and Environment launched the “Do Something Easy Flu Vaccine Pledge” Facebook app. It allows Facebook users to pledge to get their flu vaccination this season and use Facebook or Twitter to encourage their friends to get vaccinated.

“We’re always searching for new and creative ways to reach out to the community to help improve our vaccination rates,” said Dr. Rachel Herlihy, deputy director for disease control and environmental epidemiology at the department.

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