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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

City of Milwaukee Health Department Launches Influenza Helpline

Flu on Call™ hotline to provide Milwaukee residents with toll-free access to information and medical advice

MILWAUKEE – The U.S. Centers for Disease Control and Prevention (CDC) and City of Milwaukee Health Department have announced the launch of Flu on Call™, a toll-free helpline providing information and medical advice related to flu, to all Milwaukee County residents.

Those in Milwaukee County who are experiencing flu symptoms, caring for someone who is ill, or who have questions related to flu vaccine or flu-related concerns are encouraged to dial the Flu on Call™ hotline at 1-855-435-8722.

The hotline will be staffed Monday through Saturday from 7 a.m. to 7 p.m. for six weeks as part of a pilot project occurring in two cities nationwide. Callers to the hotline will receive support from trained information specialists and medical experts.

The City of Milwaukee Health Department was selected by the CDC, in collaboration with the National Association of County and City Health Officials (NACCHO) and the Association of State and Territorial Health Officials (ASTHO), to pilot Flu on Call™. The project is in partnership with local agencies including IMPACT Inc. and Children's Hospital of Wisconsin.

WHAT: Flu on Call™ hotline open to public

WHERE: 1-855-435-8722 (media are encouraged to share the number widely)

MEDIA AVAILABILITY: Paul Biedrzycki, Director of Disease Control and Environmental Health, City of Milwaukee Health Department

B-ROLL OPPORTUNITIES: Digital billboards will be running at the following locations:
I-43E & Hampton
I-94 & Hwy 41 (Miller Park Way)
I-794 & 6th St.
I-94S & 13th St.

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Think Health. Act Now!

