The National Foundation For Infectious Diseases
Increasing Vaccination Coverage

Presented by:
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**NFID 2007 Influenza Activities**

- 10th Annual Influenza/Pneumococcal News Conference*

- Health Care Personnel Best Practices and Call to Action**

- *Talk Flu To Me***

- Various communications initiatives including satellite media tours****

* Supported by CSL, CDC, CMS, Henry Schein, Health Industry Distributors Association, GSK, MedImmune, Merck, Novartis Vaccines, Roche and sanofi pasteur

** Supported by CSL and sanofi pasteur, respectively

*** Supported by GSK, Novartis Vaccines and sanofi pasteur

**** Supported by MedImmune, GSK and Roche, respectively
Childhood Influenza Immunization Coalition*

“Increasing Vaccination Rates Through Member Communications”

Mission:
The Childhood Influenza Immunization Coalition (CIIC) was established in May of 2007 to protect infants, children and adolescents from influenza by communicating with "one strong voice" the need to make influenza immunization a national health priority.

* Supported by sanofi pasteur
Coalition Members

- Allergy & Asthma Network Mothers of Asthmatics
- American Academy of Pediatrics
- American College of Cardiology
- American College of Obstetricians and Gynecologists
- American Lung Association
- American Medical Association
- American Public Health Association
- Asian and Pacific Islander American Health Forum
- Association of State and Territorial Health Officials
- Asthma and Allergy Foundation of America
- Canyon Ranch Institute
- Centers for Disease Control and Prevention
- Families Fighting Flu, Inc.
- Immune Deficiency Foundation
- Immunization Action Coalition
- Kaiser Permanente-Northern California
- National Association for the Education of Young Children
- National Association of Community Health Centers
- National Association of Pediatric Nurse Practitioners
- National Association of School Nurses
- National Foundation for Infectious Diseases
- National Hispanic Medical Association
- National Medical Association
- Parents of Kids with Infectious Diseases
- Society for Adolescent Medicine
25 Member Groups Help Drive Advocacy

Use existing and new vehicles for outreach to constituencies and public communications

Subject:
ACC Collaborates to Increase Immunization Rates for Patients with Congenital Heart Disease
Welcome to the Childhood Influenza Immunization Coalition

The National Foundation for Infectious Diseases’ (NFID) Childhood Influenza Immunization Coalition (CIIC) is made up of 25 of the nation’s leading public health, medical, patient and parent groups. The CIIC mission is to protect infants, children and adolescents from influenza by communicating with “one strong voice” the need to make influenza immunization a national health priority.

Influenza—sometimes called “the flu”—is a serious and potentially deadly infection that spreads very easily.

Anyone can get influenza, but rates of infection are highest among children. To protect children from this serious and potentially deadly disease, the Centers for Disease Control and Prevention (CDC) recommends that children be vaccinated against influenza each year. Many influenza infections and deaths are preventable.

This Website provides information about influenza, immunization and what you can do to protect your child.
Sustain year-round outreach to target media and deliver consistent, key messaging

- Public response to local/regional outbreaks
- Diversified communications (Multicultural)
- Broadcast media tours
- Guest column articles
- Op-eds / Letters to the Editor
- PSA-Style Print Promotions & Radio PSA
- Meeting Support (NIVS, ACIP)
- Press Materials
- Online PR
- Awareness Events (Children’s Influenza Vaccination Day)

Coalition News Bureau
Influenza can lead to hospitalization and even death in unvaccinated children.

Annual vaccination is safe and the best way to protect children and interrupt virus transmission to other people in the community.
  - Children are vectors of transmission to other kids, household members.
  - Family members and other close contacts should also be immunized.

There is a critical need to increase immunization rates.
  - Low rates exist for current recommended ages 6 months to 5 years of age.
  - Childhood influenza recommendations have expanded to include children 6 months through 18 years of age.

The Coalition urges health care professionals and parents/guardians to take action by seeking vaccine as soon as available in their communities and using every opportunity for vaccination throughout the season – from October into winter months and beyond.
The Influenza Vaccination Season

- Immunization is the best way to avoid influenza
- Vaccination stops too soon every year
- Prioritization is not necessary
- Immunizing all those recommended in the short traditional vaccination window is not feasible
- There is too much unused vaccine annually
Making Use of the Full Vaccination Season
Message Added to All Relevant Programs

• *Childhood Influenza Immunization Coalition*

• Talk Flu to Me

• AARP 50+ campaign

• Media interviews

• Upcoming journal supplement
• William Schaffner, guest editor
  • Saving Lives: The Importance of Following Our National Influenza Immunization Guidelines

• Gregory A. Poland and David R. Johnson
  • Increasing Influenza Vaccination Rates: The Need to Vaccinate Throughout the Entire Influenza Season

• Patricia K. Stinchfield
  • Practice-Proven Interventions to Increase Vaccination Rates and Broaden the Immunization Season

• David R. Johnson, Kristin L. Nichol, Kim Lipczynski
  • Barriers to Adult Immunization

• Walter Orenstein and William Schaffner
  • Lessons Learned: Role of Influenza Vaccine Production, Distribution, Supply, and Demand—What It Means for the Provider

* Supported by an unrestricted educational grant to NFID from sanofi pasteur
Cumulative percent of influenza vaccine released by manufacturers

Traditional seasonal demand for influenza vaccine


†Based on influenza vaccination pattern—Tennessee, 2003-2004. [Jones Clin Inf Dis. 2004]
The National Foundation for Infectious Diseases (NFID) has developed a supplement to appear in the July issue of the American Journal of Medicine. The supplement highlights the need to increase influenza vaccination rates by using a range of strategies with a particular focus on vaccinating throughout the influenza season.

If you would like to be notified when the July 2008 supplement issue is available, please complete the following information and place in the accompanying box:

• Name ____________________________________________
• Affiliation __________________________________________
• E-mail Address ________________________________________
• Phone Number ________________________________________

Please print clearly.
Thank you