

# The National Foundation For Infectious Diseases Increasing Vaccination Coverage

**Presented by:**

**Carol J. Baker, MD, FAAP, FIDSA**

President, NFID

Professor of Pediatrics, Molecular Virology and Microbiology, Baylor College of Medicine  
Moderator, NFID's *Childhood Influenza Immunization Coalition*

**William Schaffner, MD**

Vice President, National Foundation for Infectious Diseases

Professor and Chairman, Department of Preventive Medicine; Professor of Medicine,  
Division of Infectious Diseases, Vanderbilt University School of Medicine

- **10<sup>th</sup> 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.**

- **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



Childhood Influenza Immunization Coalition  
The Power of One Strong Voice



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



Childhood Influenza  
Immunization Coalition  
The Power of One Strong Voice



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## 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 Web site provides information about influenza, immunization and what you can do to protect our nation's children.

▶ Consumer Resources



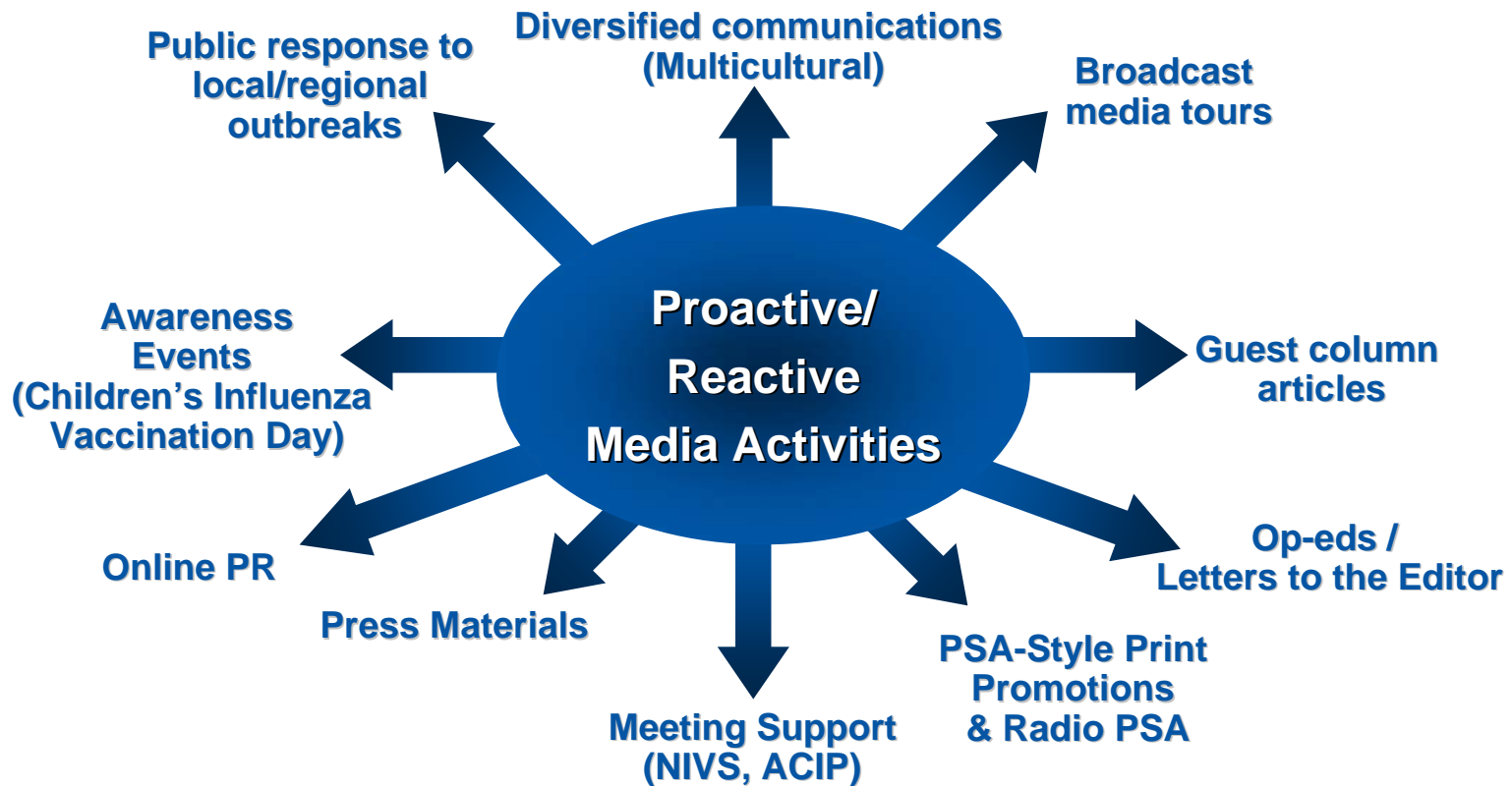
▶ Health Care  
Professionals Resources



▶ Media Resources

- ▶ Influenza Risk Calculator
- ▶ Stay Informed! Register with us
- ▶ *CIIC* Report
- ▶ *Coalición de Inmunización contra la Gripe Infantil*

**Sustain year-round outreach to target media  
and deliver consistent, key messaging**



- 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



- 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

- *Childhood Influenza Immunization Coalition*

- **Talk Flu to Me**

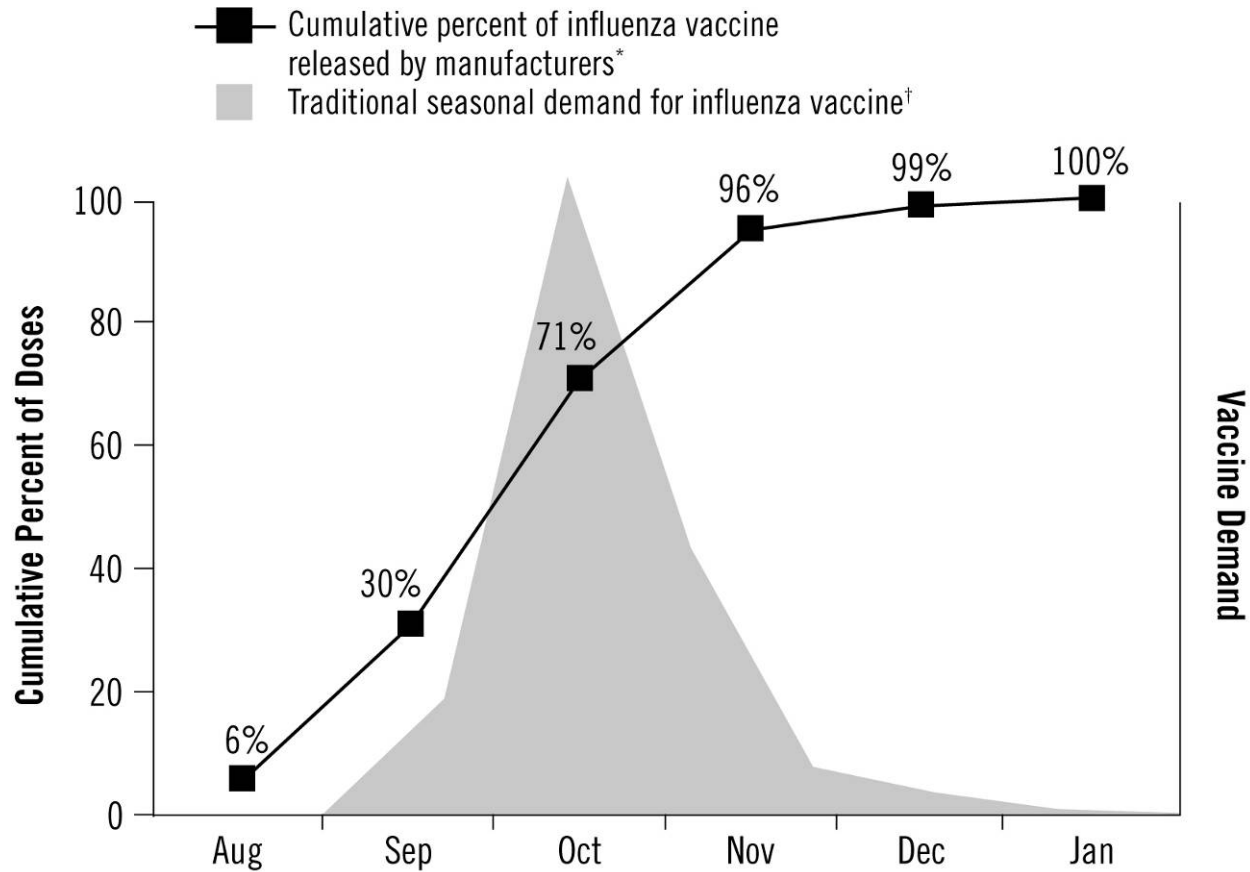
- **AARP 50+ campaign**

- **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



\*Composite data, 2004-2007.

†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.*



National  
Foundation for  
Infectious  
Diseases

*Thank you*