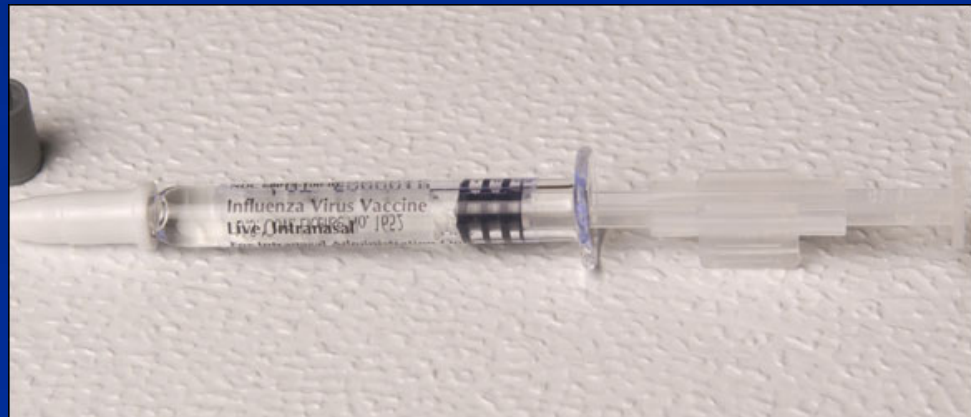


National Influenza Vaccination Week (NIVW)



November 26-December 2, 2007



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CENTERS FOR DISEASE CONTROL AND PREVENTION



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National Influenza Vaccination Week (NIVW)

- Why NIVW?
- NIVW Messages
- Highlights of NIVW 2007
- Dates for NIVW 2008



National Influenza Vaccination Week (NIVW)

Goal: Annual event to help raise awareness of the importance of influenza vaccination and the importance of continuing vaccination throughout November and beyond



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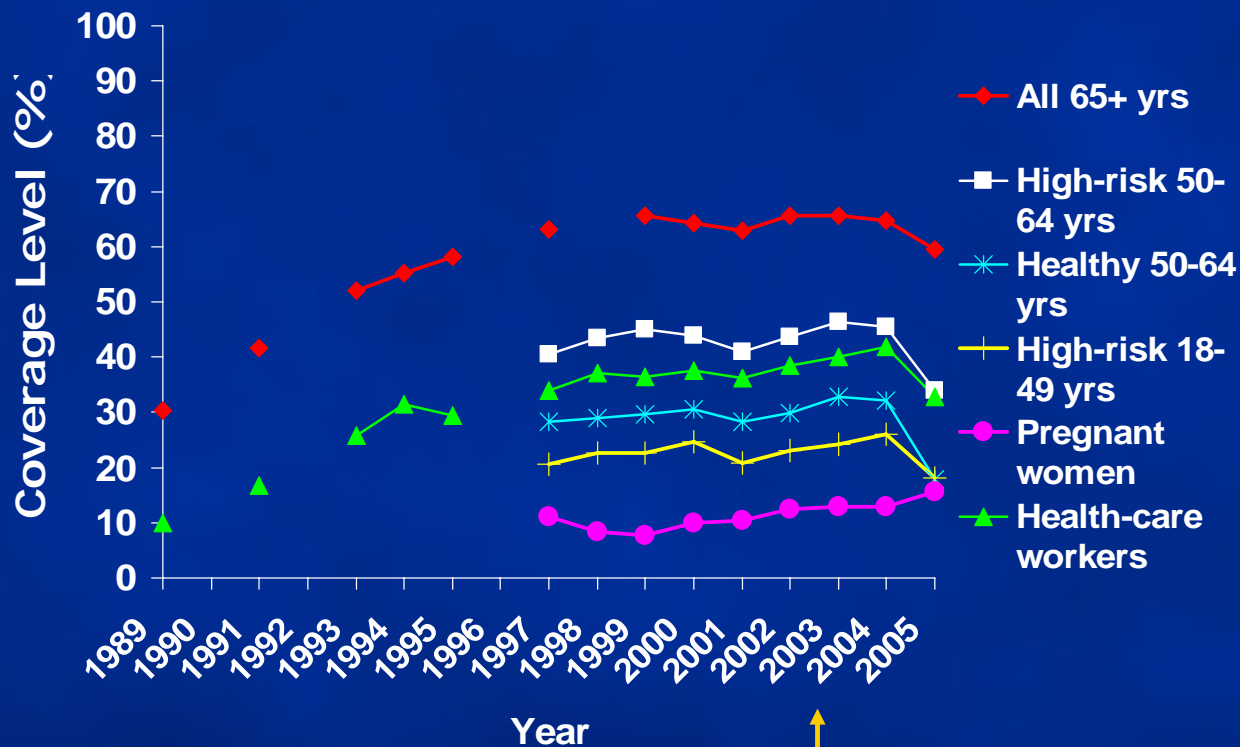
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Why Do NIVW?



Not Reaching Recommended Groups

Self-Reported Influenza Vaccination Coverage Levels Among Selected US Adult Populations 1989-2005, National Health Interview Survey



Vaccine shortage: 2004-05 season

National Health Interview Survey data available at: <http://www.cdc.gov/nip/coverage/default.htm#NHIS>



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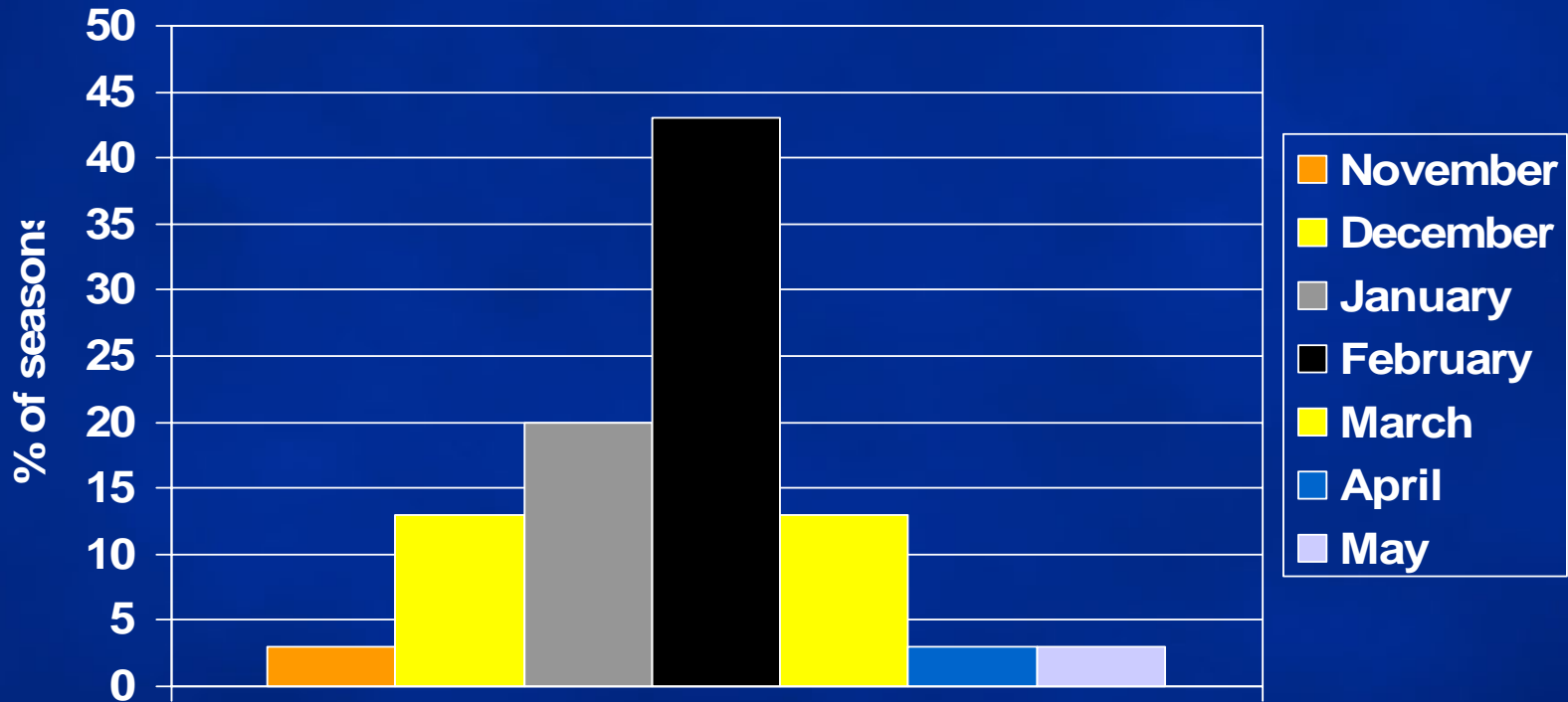
Why Do NIVW?



Disease typically peaks in February or later and influenza can come to a community more than once.



Month of Peak Influenza Activity, US 1976-2006



Month of Peak Influenza Activity

US WHO Collaborating Centers (CDC, unpublished data). Peak week defined as week with greatest % of positive specimens for influenza on basis of three-week moving average.



Why Do NIVW?



Photo Source: sanofi pasteur

Given current production capacity, vaccine continues to be produced and distributed during the fall.

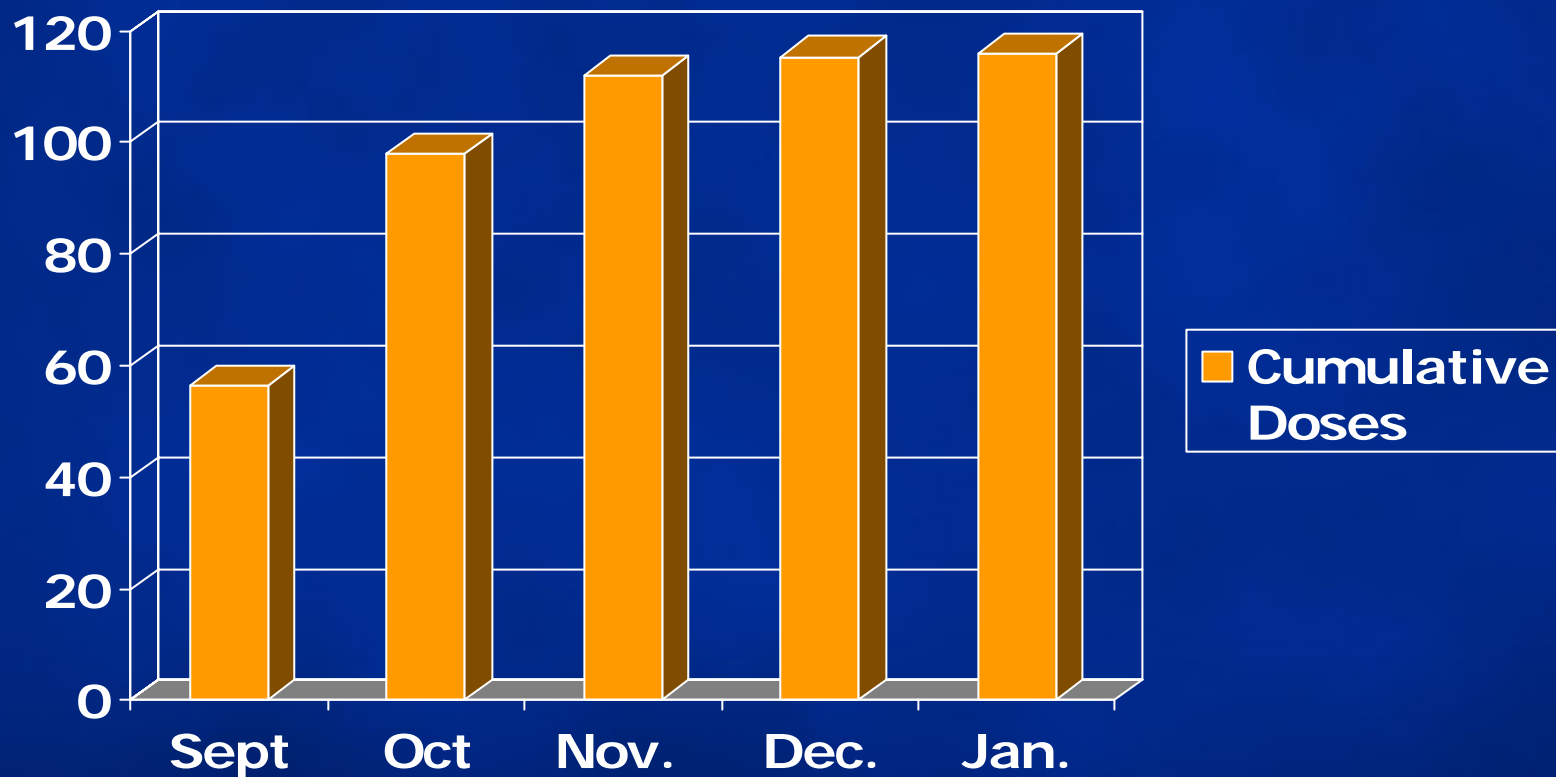


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Cumulative Doses of Influenza Vaccine Distributed by Month



Source: CDC

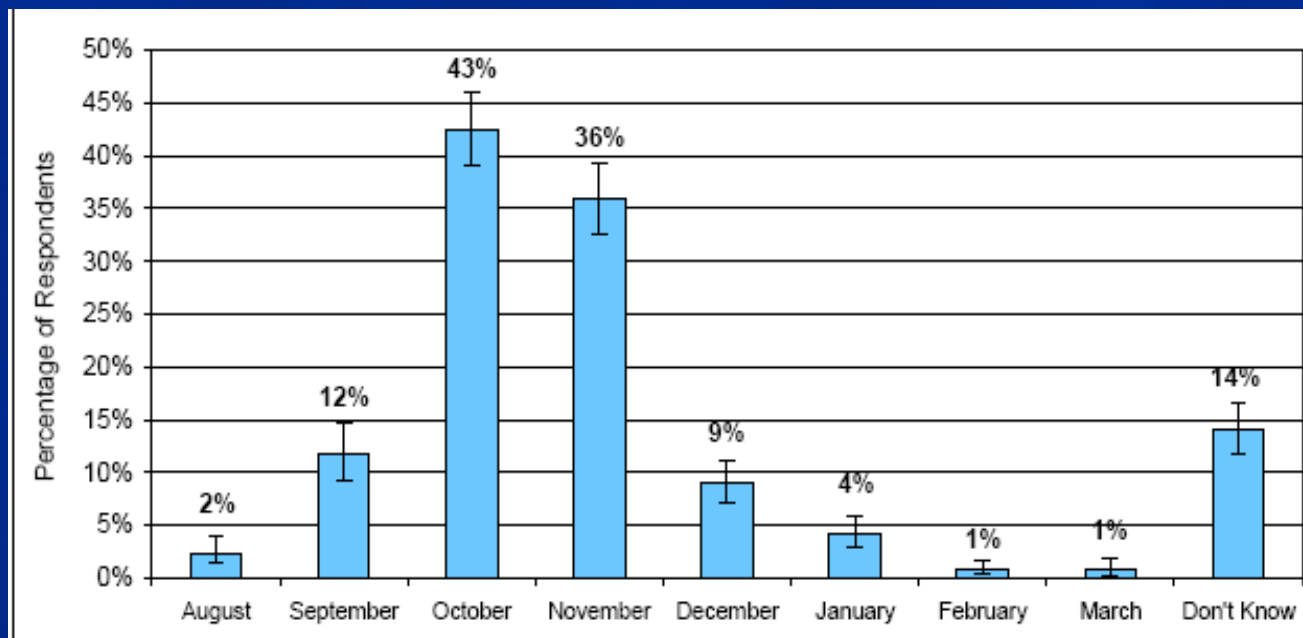
Why Do NIVW?



Many people are unaware that vaccination after Thanksgiving can be protective.

Why Do NI VW?

Optimal Months to Get a Seasonal Flu Shot



Seasonal Influenza Survey 2007 January 16 to 25, 2007
American Institutes of Research n=1,247



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NI VW Messages

- CDC encourages those who have not yet received a flu vaccination to get one now.
- The time to get a flu vaccine starts when vaccine becomes available and continues into winter, through January or later, when the influenza season typically peaks.
- Since the flu season usually peaks in January or later, getting vaccinated in December and beyond can still provide protection against influenza in most years.



NI VW Messages

(Cont)

- **Even if influenza has already hit your community, you may benefit from vaccination -- there could be other waves of flu activity, since more than one type of influenza virus usually circulates each year.**
- **Now is the time to get your flu vaccine.**
- **Providers should routinely offer influenza vaccine throughout the influenza season, even after influenza activity has been documented in the community.**




Highlights of NIVW 2007 Activities

Protect Yourself and the Ones
You Love Against the FLU.
GET VACCINATED!


Each year, on average,
5-20% of the U.S.
population gets the flu.

- 36,000 may die from flu this year.
- 200,000 may be hospitalized from flu this year.

Flu is serious.
GET VACCINATED NOW.



NIVW
November 26 to December 2, 2007
NATIONAL INFLUENZA VACCINATION WEEK



For more information about influenza and the
influenza vaccine, visit www.cdc.gov/flu or
call 800-CDC-INFO (800-232-4636).



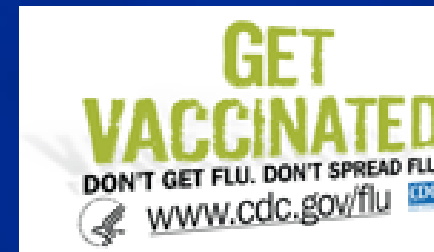
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Highlights of NIVW 2007 Activities

- Collaborative effort of partners
 - Private
 - Non-profit
 - Governmental
- E-Health Activities



Highlights of NIVW 2007 Activities

- Released an MMWR Notice to Readers on Wednesday Nov. 21 to announce NIVW, along with a media advisory.
- On Monday the 26th conducted a radio media tour
 - A similar tour was conducted on Wednesday with Spanish-language stations.



Highlights of NIVW 2007 Activities

- **With Families Fighting Flu, set aside November 27th as National Children's Flu Vaccination Day**
 - **Dr. Gerberding appeared on CNN American Morning**
 - **Participated in a media tour coordinated by NFID**



Highlights of NIVW 2007 Activities

- On Thursday, released audio bite package to radio stations nationwide
- Participated in NIVW events in New York City, Chicago, Pennsylvania, Washington DC, North Dakota, and Atlanta
- Distributed Presidential message
- Placed ads in November and December issues of Delta Sky magazine, US Airways magazine, and United Hemispheres.



Highlights of NIVW 2007 Activities

- To reach providers, we
 - distributed a “Dear Provider” letter signed by Dr. Gerberding
 - conducted outreach to partners who can help distribute CDC messages to healthcare workers
 - held a teleconference on December 6



Highlights of NIVW 2007 Activities

- Private industry helped distribute CDC products and messages
 - CVS Minute Clinics
 - sent two direct mail pieces to half a million households in 35 markets, hitting mailboxes Nov.25,
 - had a section on the Minute Clinic home page calling out NIVW, and
 - mentioned NIVW in their corporate press release



Highlights of NIVW 2007 Activities

- **Private industry helped distribute CDC products and messages**
 - **Henry Schein, Inc. arranged for**
 - **CDC PSAs to run on two jumbo screens in Times Square in NY City through January**
 - **30 second spots to run on video screens in 500 taxi cabs in NYC in November and December**
 - **CDC PSAs to run several times a day in November and December on the Newborn Channel.**
 - **This is fed to over 1,000 hospitals in the country and targets new Moms**
 - **CDC PSAs to air on the AVTV televisions in Henry Schein customer patient waiting rooms.**



National Influenza Vaccination Week (NIVW)

Results

- November Audio Bites Package featuring Dr. Gerberding explaining NIVW resulted in 923 confirmed airings and approximately 5,981,335 listeners.
- Miami and Chicago November Ethnic Media Roundtables resulted in nearly 17 million audience impressions.
- CVS Minute Clinics disseminated two direct mail pieces (including a post-it note promoting NIVW) to half a million households in 35 markets, hitting mailboxes the weekend



National Influenza Vaccination Week (NIVW)

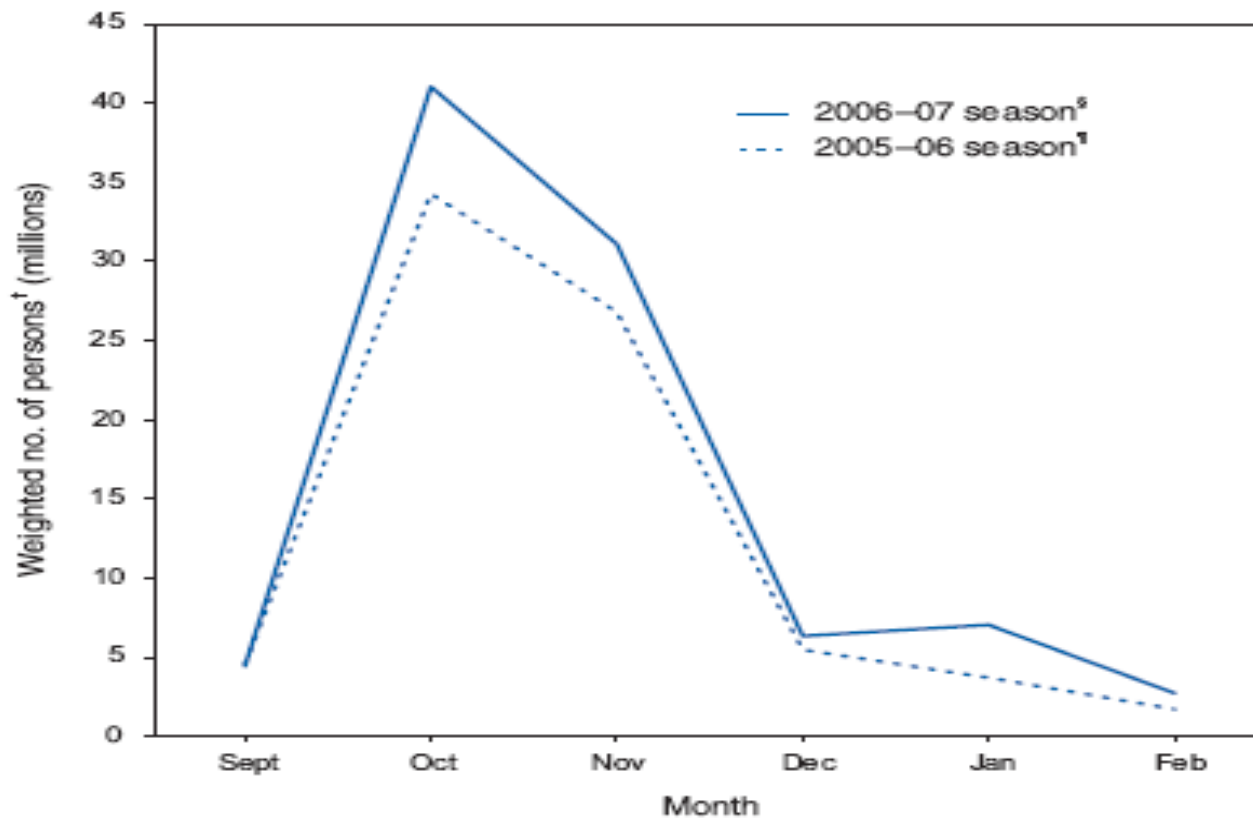
Results

- English and Spanish radio interviews for September through November aired on 74 stations and generated nearly 32 million audience impressions.
- The first media buy (\$200,000) in November delivered 67.93 million impressions among adults 18+ and 21.23 million impressions among women 25-54.
- Dr. Gerberding was featured on CNN on Nov. 27.
Estimated audience: 357,500



Estimated Number of Persons Reporting Vaccination for Influenza by Month—National Health Interview Survey, United States, 2005-06 and 2006-07 Influenza Seasons

FIGURE. Estimated number of persons reporting vaccination* for influenza, by month — United States, National Health Interview Survey, 2005–06 and 2006–07 influenza seasons



MMWR 2007;56:1217

National Influenza Vaccination Week (NIVW)

DECEMBER 2008							NOTES	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
	1	2	3	4	5	6		
7	National Influenza Vaccination						13	
14	15	16	17	18	19	20		
Week								
21	22	23	24	25	26	27		
28	29	30	31					
December Holidays Christmas - 25 New Year's Eve - 31								

Free andible-calendars.com

December 8 to 14, 2008



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