National Influenza Vaccination Week (NIVW)

November 26-December 2, 2007
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- 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
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
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

US WHO Collaborating Centers (CDC, unpublished data).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?

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

Photo Source: sanofi pasteur
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 NIVW?

Optimal Months to Get a Seasonal Flu Shot

Seasonal Influenza Survey 2007  January 16 to 25, 2007
American Institutes of Research  n=1,247
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.
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:
1,000 to 20,000 of the U.S. population gets the flu.
34,000 may die from the flu this year.
200,000 may be hospitalized from the flu this year.
Flu is serious. GET VACCINATED NOW.

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

For more information about flu season visit: www.cdc.gov/flu or call 800-232-INFO (800-232-4636)

DEPARTMENT OF HEALTH AND HUMAN SERVICES
Centers for Disease Control and Prevention
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
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
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.
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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
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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

Weighted no. of persons (millions)

Month

MMWR 2007;56:1217
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December 8 to 14, 2008

DECEMBER 2008

NOTES

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December 8 to 14, 2008