2018-2019 Seasonal Flu Update

John Donovan, MPH
Seasonal Flu Campaign Lead
NCIRD, Health Communication Science Office (HCSO)

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2018-2019 Flu Season

- Flu activity has increased sharply in the United States in recent weeks
  - FluView
- Prevention of the flu → Flu vaccines are the most important way
- Treating the flu → Antivirals are the most important way
  - Approval of Baloxavir Marboxil in 2018
- Vast majority of flu activity a result of influenza A (H1N1)pdm09
  - 2017-18 flu season -- primary flu virus was influenza A H3N2
- In-season flu burden estimates
  https://www.cdc.gov/flu/about/burden/preliminary-in-season-estimates.htm
Additional CDC Flu Materials and Activities

2018-19 Key Seasonal Flu Vaccination Campaign Events

- **NFID Influenza Vaccination Kickoff**
  - September 27, 2018

- **National Influenza Vaccination Week (NIVW)**
  - December 2-8, 2018

Communication and Education Resources

- **Digital Campaign Toolkit**
  - Print-ready materials
  - Web resources
    - Sample social media posts, animated images, flu vaccine finder

- **Resource center**
  - Print material (posters, brochures, flyers, fact sheets)
  - Web tools (animated images, virus images, infographics, banners)

- **Flu Forecasting**

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Preparing for Next Flu Season

- Planning ahead of time
- HCPs: Recommend vaccinating against the flu using SHARE
- Look to CDC for resources
Questions? ➔ ilj1@cdc.gov

www.cdc.gov/flu

For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.