


Influenza Update

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ANNUAL INFLUENZA POLICY

- AAP recommends annual influenza vaccination for all children 6 months of age and older.
- For the 2020-2021 season any licensed influenza vaccine appropriate by age and health status can be used for influenza vaccination in children.
- The AAP does not have a preference for any influenza vaccine product over another for children with no contraindications to influenza vaccination and for whom more than one licensed, aged appropriate product is available.




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SEASONAL INFLUENZA EDUCATION & OUTREACH

- Webinars on clinical guidance and quarterly “What’s the Latest with the Flu” summary messages for clinicians and child care providers
- Real-time updates and related details on *Red Book Online*
- *PediaLink* educational online modules
- Visiting immunization expert initiative
- Participation in National Immunization Awareness Month, National Influenza Vaccination Week, and other campaigns on maintaining vaccinations throughout the COVID-19 pandemic (including flu)




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INCREASING INFLUENZA RATES

- Vaccination implementation guidance
- Resources for practice management, quality improvement, and communicating with families
 - Handouts for practice settings (offices, urgent care centers, and hospitals) on addressing missed vaccination opportunities
 - Immunization Social Media Toolkit
 - *PediaLink QI* module (available Fall 2020)
 - Much more





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INFLUENZA RESOURCES FOR FAMILIES

- Information for families on HealthyChildren.org
- Promotion of vaccination through social media campaign





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2020-21 SEASON CHALLENGES

- Impact of the pandemic on immunizing patients
 - Patients accessing care
 - Access to vaccines (ie VFC, private)



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THANK YOU!



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