



NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

Influenza Activity Spotlights

Thursday, November 2, 2007

Issue #6

Professional Medical Organizations

Please disseminate widely to all of your members.

1. On the Wednesday October 31 Summit/CDC Communications conference call, Dr. Tony Fiore provided the following update on ACIP's proceedings relative to influenza:

ACIP received an update on influenza activity, which remains sporadic and typical of October. They were also provided an update on vaccination coverage. Specifically, coverage is pretty flat in all childhood age groups; however, the childhood recommendation is still fairly new. Vaccine supply is anticipated to be 130 million doses. Distribution is going well and as of the call, approximately 95M doses have already been distributed.

The ACIP voted to [recommend](#) LAIV for healthy 2 to 49-year-olds. The [VFC vote](#) successfully proceeded thereafter. A new contraindication for use of LAIV in children ages 24-59 months is history of recurrent wheezing. The ACIP is working on ways to help clinicians figure out how to screen for the recurrent wheezing contraindication. The AAP has suggested using "wheezing or asthma in the last 12 months." An *MMWR* "Notice to Readers" will come out soon for LAIV use in 2-4 year olds.

Dr. Fiore also provided a summary regarding the ACIP discussion on expanding ACIP recommendations to 5 to 18 year olds. Overall the discussions went well. The ACIP believes that efficacy and safety in these ages are good; however, there was some discussion about the best way to monitor potential, but rare, safety issues, and the indirect benefits (e.g., herd immunity) that may occur with the expanded recommendation. Additionally, there was concern expressed by some members about the logistics of implementation. However, other members also stated that in order for work to begin at the local level to overcome these challenges, an ACIP recommendation must occur. It is anticipated that the ACIP will move toward a vote on this expansion in the near future, possibly at the February 2008 meeting. One reason why the vote did not occur at the October meeting was the large number of new ACIP members and the influenza working group felt that some education of these new committee members was necessary prior to a vote.

Lisa Prosser, a Harvard medical economist, provided an [update](#) to her economic analysis of the use of LAIV vs. TIV in children aged 2 to 4 years. The ACIP is exploring how to optimally use these two vaccines in younger children.

Finally, Dr. Benjamin Schwartz presented the latest pandemic vaccine prioritization recommendations. It is dramatically different in format from the first draft that was worked on by the ACIP/NVAC working group in 2005. There is now more emphasis on early vaccination of people involved in critical infrastructure activities and of children. The [“living” draft](#) is currently up for public comment. This will represent the ACIP's first chance to make comments on the pandemic influenza recommendations.

Dr. Fiore also briefly discussed the media interest in the possible vaccine strain mismatch in Canada. It is important to tell if this is true and if so, whether the U.S. will be similarly impacted. At this time, the U.S. is not seeing much influenza so there are not a lot of data for comparison or for guidance at this point. Clearly, at this time, it is an issue of media interest, rather than one supported by actual data. CDC is conducting regular calls with their colleagues in Canada for updates. CDC also has talking points in readiness should this issue develop further.

2. NFID's new multimedia public education initiative, [Talk Flu To Me](#), is designed to deliver compelling messages to educate consumers about the severity of influenza and the benefits of vaccination throughout the entire season to protect themselves and others.

A central element of [Talk Flu To Me](#) are new public service announcements that use a documentary-style approach with regular people doing normal activities to draw attention to the seriousness of influenza, groups recommended for vaccination, and the importance of vaccination into the new year. The PSAs will appear on TV and radio stations and in select print publications nationwide.

NFID has also created a new website, www.TalkFluToMe.org, to make the PSA and other [Talk Flu To Me](#) materials available to target audiences. Spanish-language information will be available on the site in the near future.

Other activities in influenza sponsored by the NFID include the [Childhood Influenza Immunization Coalition \(CIIC\)](#).

3. The Summit is now accepting nominations for its annual awards in three categories: seasonal influenza immunization campaigns, expanding the season campaigns, and healthcare worker campaigns. Please visit the Summit website at <http://www.preventinfluenza.org/nivs.asp>. Winners will receive their awards at the National Immunization Conference in March 2008 in Atlanta.
4. National Influenza Vaccination Week (NIVW) is rapidly approaching. This is an annual event that occurs the week immediately following Thanksgiving (November 26 through December 2, 2007) to promote the fact that influenza immunization can and should continue past Thanksgiving and into December and January. The CDC has several media events planned with local events in six major cities. The CDC will provide more information to the

Summit as these events are planned in case local Summit partners can collaborate on/join in the “festivities!” Some information is now available on the CDC’s [website](#).

CDC has also created podcasts, e-cards and other e-health activities to support the NIVW effort. They are asking Summit partners to support this important effort by promoting the on-going seasonal flu efforts by placing the attached graphic on your organizational web pages.

This year, the graphic's message is "Don't get flu. Don't spread flu. Get Vaccinated." The [graphic](#) (also available in [Spanish](#)) can be placed in any way that works best for an organization’s particular site. Ideally, the CDC is hoping to see this graphic on as many of its partner sites as possible in the weeks leading up to NIVW, beginning November 5. If possible, they would like to see the graphics stay up past NIVW and through the holidays. If relevant for the users of your organization’s web site, the CDC has also created a Spanish version of the graphic. Instructions for using the html code for the English and Spanish versions of the graphic are listed below.

To add this button to your organization’s web page, copy the html code below and paste into your site. CDC recommends adding the button in the upper right hand corner of your web page.

English version:

```
<a href="http://www.cdc.gov/flu/index.htm?s_cid=newmediaFlu_007" title="Get  
Vaccinated! Don't Get Flu. Don't Spread Flu. Visit www.cdc.gov/flu">   
</a>
```

Spanish version:

```
<a href="http://www.cdc.gov/flu/index.htm?s_cid=newmediaFlu_010" title="Vacúnese. No  
se contagie con la influenza. No propague la influenza. www.cdc.gov/flu">  </a>
```

5. On November 1, GlaxoSmithKline, in cooperation with Mended Hearts, launched the [“I ‘Heart’ Flu Shots”](#) campaign to encourage influenza immunization in those with cardiovascular disease. Please visit <http://www.mendedhearts.org/index.html> for more information.
6. CSL Biotherapies has announced that they are donating 10,000 doses of Afluria®, influenza virus vaccine, to the California Fire Victims through an informal coalition led by American Lung Association of California (ALAC), with 7 local/county health departments, one of CSL’s distributors (GPS, Global Pharmaceutical Sourcing), and with Passport Health and Community Health Improvement Partners (CHIP). Besides providing free flu vaccination to evacuees free of charge, an educational campaign on influenza immunization will occur over the next two weeks. Two concurrent press releases have sent out to the media, one from [ALAC](#) and one from [HHS](#), county of San Diego.

7. ASD Healthcare is [offering](#) GSK's FluLaval MDV(10) for \$47.50 (\$4.75/dose).
8. The November 7 Summit/CDC Communications call (3 PM EST) will feature a presentation by the American Lung Association on the current FluLocator [website](#), <http://www.flucliniclocator.org/> and on the progress of their Faces of Influenza campaign, which recently launched in New York featuring [Jennifer Garner](#).
9. On the Wednesday call, the 2008 Summit dates were announced as May 6 and 7, 2008. We have since been informed that those dates conflict with the Annual Conference on Vaccine Research. We are now considering moving the Summit meeting back one week to April 29 and 30, 2008. **Please inform either myself (litjen.tan@ama-assn.org) or Jim Harrison (jrh3@cdc.gov) if you are aware of any other major conflict for those dates by Tuesday, November 6.** Thank you!