



# National Influenza Vaccine Summit

## *Influenza Activity Spotlights*

Friday, November 5, 2010

Issue #7

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### Professional Medical Organizations

Please disseminate widely to all of your members.

1. The National Influenza Vaccine Summit is collaborating with the European Union's European Scientific Working group on Influenza (ESWI) to help them plan and organize the first EU Influenza Summit, to be modeled after our own National Influenza Vaccine Summit. As was mentioned on a prior phone call, the initial date of the EU Summit was May 12, 2011, which would have conflicted with the tentative dates for the National Influenza Vaccine Summit meeting (May 9-11, 2011). The ESWI has now moved the date for their EU Summit to either May 26 or 27, 2011, so our thanks to them. As we move forward in this collaboration, we will keep Summit partners apprised of the developments. As discussed on a previous Summit call, this effort in the EU is a testament to the success of the National Influenza Vaccine Summit and to all the hard work that its partners have put in on influenza. So thanks and kudos go out to all of you!
2. The CDC's Influenza Division weekly influenza surveillance reports are now available on the CDC's [website](#). A document titled "[Influenza Key Points](#)," dated November 5, 2010, has also been recently developed by CDC staff.
3. The Maryland Partnership for Prevention (MPP) has created four commercials to dispel common myths about the flu and flu vaccine. These spots can be accessed on the [MPP website](#) or on YouTube. They will be available for internet use until October 3, 2011. Any organization is welcome to use the internet versions. Groups desiring to air the spots on television should contact MPP.

#### **Synopses of the commercials:**

["The Flu Vaccine Doesn't Give You the Flu"](#) targets 30 to 40-somethings to address the myth that the flu vaccine causes the flu. Take-home message: You don't get the flu from the flu vaccine.

["Everyone Should Get Vaccinated"](#) addresses the common misconception that flu vaccine is for older people. Also advises of the potential serious consequences of flu in healthy people. Targets families and 30 to 40-something parents. Take-home message: People of all ages should be vaccinated against the flu.

["Listen to Your Momma"](#) (short version) targets people in their 30s and 40s to refute the misconception that healthy people don't get the flu and advises of the potential serious consequences of flu. Take-home messages: (1) Thousands of healthy people miss time from work and school because of the flu. (2) Protect children from the flu.

["Listen to Your Momma: 60"](#) (extended version) responds to various misconceptions and issues, including vaccine safety, risks for healthy people, and the potentially-serious consequences of the flu. Targets people in their 30s and 40s. Take-home message: (1) Thousands of healthy people miss time from work and school because of the flu; (2) Protect children from the flu; (3) Everyone in the family should get vaccinated.

4. Pregnant women are at increased risk for severe infections and hospitalization from seasonal influenza and pregnant women were at increased risk for hospitalization and death during the 2009 H1N1 pandemic. Both the 2009 H1N1 virus and other seasonal influenza viruses are expected to circulate during the current flu season. Please disseminate the attached issue brief regarding influenza vaccination and pregnant women to healthcare providers caring for pregnant women and women who may become pregnant.
5. Matte articles, also known as drop-in articles, are an effective, cost-efficient way to share information on influenza vaccination and are written for direct insertion in community and weekly papers, as well as in magazines. Below is a list of influenza articles available on CDC's website which can be accessed at [http://www.cdc.gov/flu/NIVW/matte\\_articles.htm](http://www.cdc.gov/flu/NIVW/matte_articles.htm). While Spanish versions are available for many, others are in review process and will be posted soon.

***CDC matte articles available:***

Pregnant women and mothers of infants	Chronic Conditions
Pregnant women	Seniors
African Americans	Children (all ages)
Young Adults	Vaccine Safety
Pharmacists	Universal Recommendations
Asthma	Hispanics
Health care workers	Spanish articles

***Please also note several influenza-related articles available from the Centers for Medicare and Medicaid Services:***

Beneficiaries ([English](#) and [Spanish](#) versions)  
[Health Professionals](#)

Finally, we encourage you to share your planned activities for National Influenza Vaccination Week, December 5-11, 2010 by going to the NIVW website at [www.cdc.gov/flu/NIVW/activities.htm](http://www.cdc.gov/flu/NIVW/activities.htm).

6. The American Academy of Allergy, Asthma & Immunology recently released a [report](#) stating that recent studies show that most egg allergic individuals can receive the flu vaccine safely under appropriate care. Research in the past year now shows that influenza vaccines contain only tiny amounts of egg protein and clinical studies have proved that the vast majority of persons with egg allergy did not experience a reaction when immunized with the influenza vaccine.
7. The Indian Health Service has launched an influenza surveillance and information sharing website at [www.ihs.gov/flu](http://www.ihs.gov/flu). The site contains information for health professionals on influenza activity in the United States, as well as information on IHS influenza surveillance activities, reports, and educational resources specific to American Indian and Alaska Native people. The site also contains links to influenza information for patients and the general public.
8. *ACIP Influenza Update*: Tim Uyeki's presentation slides – Update on Influenza Activity and Influenza Vaccination – at the October 28 ACIP meeting can be accessed [here](#).
9. Consistent with the mantra that annual readiness is pandemic preparedness, a new [study](#) suggests that strengthening routine influenza vaccination and health programs may help states improve their vaccination coverage against future pandemics or other health emergencies.
10. A new [study](#) published in PLoS Medicine suggests that in adults with seasonal influenza A virus infection, the combination of the drugs oseltamivir (tamiflu) and zanamivir (relenza) is less effective than oseltamivir monotherapy and not significantly more effective than zanamivir monotherapy.
11. A recent [study](#) published in the *Journal of Infectious Diseases* suggests that school-based flu vaccines that utilize inhaled flu vaccine can head off infections and provide herd immunity even during seasons when circulating flu strains don't match the vaccine strains. The study authors also suggest that their results highlight the value of immunizing school children as a means of dampening the spread of flu in a community.
12. The [Flu Vaccine Finder tool](#) is now live and will assist the public in locating influenza vaccination clinics. The Finder helps participants search for clinics in or near a particular zip code.

Listing your clinic: If you would like to list your clinic in the Flu Vaccine Finder, please visit the American Lung Association's [website](#) for details.

Adding the tool to your website: Lastly, a free widget is [available](#) for organizations and agencies that would like to display the Flu Vaccine Finder on their website. A widget is an application that displays the featured content directly on personalized home pages, blogs, and other sites. After embedding the widget using the code provided, no maintenance is required. Flu.gov and CDC will update the content automatically.

13. The Influenza Vaccine Availability Tracking System (IVATS) spreadsheet continues to be updated weekly. Summit members can access the spreadsheet by going to <http://www.preventinfluenza.org/ivats/>
14. Orders can still be made for the Summit's influenza and pneumococcal vaccine pocket guides. Please go to the Summit's webpage at [www.preventinfluenza.org/nivs.asp](http://www.preventinfluenza.org/nivs.asp) and orders can be placed by going to the link (image of the influenza pocket guide) in the left-hand bar; or go directly to [www.immunize.org/pocketguides](http://www.immunize.org/pocketguides).