



National Influenza Vaccine Summit

Influenza Activity Spotlights

Tuesday, November 16, 2010

Issue #9

Professional Medical Organizations

Please disseminate widely to all of your members.

1. Webinar: Engaging Disengaged Audiences: Strategies & Real-World Approaches for Increasing Flu Vaccine Coverage Among People with Chronic Health Conditions
When: Thursday, Nov 18, 2010 / 2:00 PM (EST)
Duration: 1:30

Many organizations and public health professionals experience challenges and barriers in encouraging their audiences to get vaccinated against influenza. This is particularly true for organizations that serve people with chronic health conditions, such as asthma, diabetes, heart, or lung disease. Despite the barriers, influenza vaccination is especially important for these individuals because influenza increases their risk of becoming seriously sick, which could result in an unexpected and expensive trip to the hospital – or even death.

Representatives from the Centers for Disease Control and Prevention (CDC) and some of the nation's leading health organizations will share strategies and recommendations for engaging individuals who are living with chronic health conditions. Participants will:

- Obtain insight into the barriers that keep many people with chronic health conditions from getting annual vaccination;
- Learn about effective tactics to reach disengaged people;
- Explore strategies for effective collaboration to engage disengaged audiences; and
- Learn about collaboration efforts for National Influenza Vaccination Week (NIVW).

Participants will also receive up-to-date information on the trends and barriers in promoting influenza vaccine coverage and learn how CDC is collaborating with leading health organizations for National Influenza Vaccination Week (NIVW), December 5-11, 2010. Experts from the following organizations will present insights: American Lung Association, Centers for Disease Control and Prevention, International Parish Nurses Resources Center, and Walgreens.

2. The CDC's Influenza Division Weekly Influenza Surveillance Reports for week 44 (the week ending November 6, 2010) is posted [here](#); the November 12, 2010 [Key Points](#). Also, the "Have You Heard" posting on the Reports of Human Infections with Swine Origin Influenza A (H3N2) is live at www.cdc.gov/media/subtopic/heard.htm#h3n2.
3. The American Nurses Association (ANA) and Every Child By Two (ECBT) have partnered to celebrate National Influenza Vaccination Week (NIVW). ANA and ECBT will hold an [event](#) celebrating NIVW on December 8 which will include a sneak peak at ANA's new Immunization CE [webinar](#).
4. A [study](#) presented at the annual scientific meeting of the American College of Allergy, Asthma & Immunology, held from November 11 to 16 in Phoenix, by Amber M. Patterson, MD, and Roger A. Friedman, MD, suggests that previous tolerance of seasonal influenza vaccination did not

necessarily translate to tolerance to 2009 H1N1 vaccination. However, the study comprised two case studies and cannot be assumed to be generalizable to the entire population.

5. At the American Heart Association meeting on November 14, Timothy C. Tan, MD, and colleagues presented the results of a case-controlled [study](#) consisting of more than 400 patients, which indicated that influenza is a precipitant for ischemic vascular events. This is consistent with a large body of indirect epidemiologic evidence that influenza may contribute to all-cause mortality and to cardiac, stroke, and respiratory hospitalizations.
6. The CDC will be assessing public attitudes and behaviors concerning influenza by randomly calling 1,400 U.S. residents in November and an additional 1,400 in the spring of 2011 within 20 local areas. You can read more about the study [here](#).