



National Influenza Vaccine Summit

Influenza Activity Spotlights

Friday, January 14, 2011

Issue #13

Professional Medical Organizations

Please disseminate widely to all of your members.

1. Clorox Influenza Efforts: For those of you who were unable to participate on the January 5th, 2011 Summit call, here is a summary of the influenza efforts currently underway with Clorox:

For the sixth year in the row, the Clorox Company partnered with the Visiting Nurse Associations of America (VNAA) and Families Fighting Flu (FFF) to help teach families the right way to "Say 'Boo!' to the Flu." Partners worked together to host more than 115 influenza vaccination events across the country and educate families about the importance of influenza prevention nationwide. As a result of these events, nearly 10,000 influenza vaccinations were administered. Additionally, over 38,000 people pledged to get the influenza vaccine on www.sayboototheflu.com.

To extend the influenza prevention message beyond October, the Clorox Company also worked with Santas across the country to discuss the importance of cold and influenza prevention during the holiday season. Prevention tips like get vaccinated against influenza, wash your hands for 20 seconds to the tune of Jingle Bells, and disinfect germ hot spots were discussed. The program concluded with a segment on *Fox and Friends*.

2. NIVS Immunization Excellence Awards! The National Influenza Vaccine Summit (NIVS) is soliciting candidates for the 2011 NIVS Immunization Excellence Awards. The 2011 awards recognize individuals and organizations that have made extraordinary contributions towards improved adult, and/or childhood influenza vaccination rates within their communities during the 2010-2011 influenza season. A National Winner and Honorable Mention recipient will be selected for each award category. The winners will be presented with their awards at the National Influenza Vaccine Summit meeting to be held in May 2011 (dates/location TBD). The national winner in each category will be invited to present their programs at the National Influenza Vaccine Summit meeting.

To submit a nomination, go to: <http://fs16.formsite.com/APhA/2011NIVSAwards>. Nominations must be received by COB March 1, 2011.

3. *American Medical News* features story on maintaining focus on seriousness of influenza: An [article](#) about the severity of the current influenza season thus far with a push to remember that

influenza is unpredictable and serious and physicians need to keep vaccinating was included in the January 3, 2011 issue of *American Medical News*.

4. CDC's Influenza Division "[Weekly Influenza Surveillance Report](http://www.cdc.gov/flu/weekly/fluactivitysurv.htm)" (a.k.a., *Flu Views*) for the week ending January 8, 2011 is now available; archives of previous *FluViews* are available at www.cdc.gov/flu/weekly/fluactivitysurv.htm. In addition, CDC has released updated [Influenza Key Points](#), dated January 14, 2011.
5. CDC "Health Alert Network" highlights guidance on use of influenza antivirals

Summary: As influenza activity increases in the United States, clinicians are urged to consult CDC guidance on the use of influenza antiviral agents and rapid influenza diagnostic tests this season. Updated recommendations on the use of antiviral medications will be published in an upcoming *Morbidity and Mortality Weekly Report (MMWR)*, but an interim version of the recommendations is currently available on CDC's website at www.cdc.gov/flu/professionals/antivirals/index.htm. The updated guidance for health care professionals on the use of rapid influenza diagnostic tests is available at www.cdc.gov/flu/professionals/diagnosis/clinician_guidance_ridt.htm. For the most recent summary of influenza activity in the United States, consult the CDC influenza surveillance report *FluView* at www.cdc.gov/flu/weekly/fluactivitysurv.htm.

Antiviral Agents Guidance: The recommendations on the use of influenza antiviral agents contain information on treatment and chemoprophylaxis of influenza virus infection, and also provide a summary of the effectiveness and safety of antiviral medications. Highlights include recommendations for the following:

- a. Early empiric antiviral treatment of suspected or confirmed influenza among people with severe, complicated, or progressive illness or those hospitalized for influenza;
- b. Early empiric antiviral treatment of suspected or confirmed influenza among people at [higher risk](#) for influenza complications;
- c. Use of either oseltamivir or zanamivir for influenza A and B treatment or chemoprophylaxis, and recommendations *not* to use rimantadine or amantadine as influenza antiviral medications due to high levels of resistance to these medications among circulating influenza A viruses;
- d. Use of antiviral medications among children younger than 1 year of age;
- e. Use of local data on influenza virus circulation and influenza testing of respiratory specimens from patients with suspected influenza, when available, to help inform clinicians about influenza circulation; and
- f. Consideration of antiviral treatment for any previously healthy, non high-risk symptomatic outpatient with confirmed or suspected influenza, based upon clinical judgment, if treatment can be initiated within 48 hours of illness onset.

Rapid Influenza Diagnostic Tests Guidance:

Recommendations on the use of rapid influenza diagnostic tests are available to help guide clinical decisions and to determine if outbreaks of respiratory illness in closed settings are due to influenza virus infection. The guidance also provides information for interpreting rapid diagnostic test results. Highlights include recommendations for the following:

- a. Use of rapid influenza diagnostic tests when a positive result will change the clinical management of patients or change outbreak control strategies in a population, especially if the setting includes hospitalized patients or persons at high risk for influenza-associated complications;
- b. Avoiding the use of negative rapid test results to guide decisions regarding treating patients with influenza antiviral medications due to the suboptimal sensitivity of rapid tests;

- c. Evaluation of rapid diagnostic test results in the context of other available clinical and epidemiological information; and
- d. Consideration of further influenza laboratory testing in the following circumstances:
 - i. when a patient tests negative by rapid test during periods of high influenza activity;
 - ii. when a patient tests positive by rapid test during periods of low influenza activity; or
 - iii. when a patient has had recent close exposure to pigs, poultry, or other animals and novel influenza A virus infection is possible.

For information on the use of influenza antiviral agents during the 2010-2011 influenza season, go to www.cdc.gov/flu/professionals/antivirals/index.htm. For information on the use of rapid influenza diagnostic tests for the 2010-2011 influenza season, go to www.cdc.gov/flu/professionals/diagnosis/.

- 6. Febrile seizures following vaccination with Fluzone: The FDA has issued a [report](#) that states they have "recently detected an increase in the number of reports to VAERS of febrile seizures following vaccination with Fluzone (trivalent inactivated influenza vaccine or TIV, manufactured by Sanofi Pasteur, Inc.)." The posting goes on to say that "these reported febrile seizures have primarily been seen in children younger than 2 years of age." The posting emphasizes that VAERS only provides a signal that warrants further investigation and that influenza vaccination for those younger than two years of age remains unchanged. More information regarding vaccine safety in general is available on the [FDA vaccine safety page](#).

Sanofi Pasteur has issued a [press release](#) regarding the FDA statement. CDC is also in the process of creating talking points and other material on this issue.

- 7. More from the CDC:

- Free Print materials for order: <http://wwwn.cdc.gov/pubs/ncird.aspx>
 - Everyone--Universal recommendations
 - Pregnant women
 - Minority populations
- Open Letter to the American People: http://www.cdc.gov/flu/pdf/nivw/2010-2011open_letter_color.pdf
- Faith-based resources:
 - [Seasonal Flu Guide](#) for Faith and Community organizations and leaders (4 page brief on flu facts, flu fighting action steps for leaders, ways to support vaccination) **For hard copies of the guide, please contact Alexia Kelley at Alexia.Kelley@hhs.gov.
 - Bulletin insert: [Faith and Communities Fight Flu bulletin](#) insert (5 things community and congregational members can do to stop the flu, for bulletins, community notice boards etc.)
- [Business and Employer's Toolkit](#): "Make it Your Business to Fight the Flu" Tune-in to CDC's "Make it Your Business to Fight the Flu" podcast <http://www2c.cdc.gov/podcasts/player.asp?f=4165517#transcript> to learn more about the *Toolkit* and tips for organizing an influenza vaccination clinic in your workplace and community.

- 8. Upcoming Summit survey on the status of the current influenza season: Be on the look-out for a quick [survey](#) of Summit partners soon regarding your perspective of the current influenza season, particularly as it appears with regard to implementation of the new universal recommendation.