



National Influenza Vaccine Summit

Influenza Activity Spotlights

Friday, March 25, and Monday, March 28, 2011

Issue #17

Professional Medical Organizations

Please disseminate widely to all of your members.

1. **Registration is now open for the May 9 – 11 Summit meeting in San Diego!** The website registration for the National Influenza Vaccine Summit meeting to be held at the Grand Hyatt Manchester, San Diego, California, is now open! The 2011 Influenza Summit will take place May 9-11, 2011. On the [site](#), you will find a link to register for the meeting itself, a link to the Manchester Grand Hyatt website where you can make your hotel reservations, and the meeting agenda. A block of rooms will be held for Summit attendees until April 11, 2011 so please make your reservations by then.
2. **Summary of National Influenza Vaccine Summit Call from Wednesday, March 23**
Following a disease update from Scott Epperson, a presentation was given by Tolya L. Thompson, who was referred to the Summit by the [Childhood Influenza Immunization Coalition](#) (CIIC). Judging from the questions she received, there was substantial interest in the work she is doing. As author of "A Smarties Book Series," Ms. Thompson works with state departments of education and health nationwide to increase health literacy skills. Over the past two years she has been working on an influenza campaign titled "Power Up Against The Flu America." The goals of the campaign are to increase vaccination rates, decrease morbidity and mortality, and decrease healthcare cost by empowering people and by increasing their health literacy skills. Tolya and her team are working to bring all organizations that support influenza vaccination together to send one message to the nation, "Power Up Against The Flu America!" They are also working to change the dialogue between pharmacies and healthcare providers with patients. "We are not simply informing people that the flu vaccine is available." says Tolya. "We are telling them, Take Charge With a Flu Shot Today!"

Ms. Thompson tells us that "Reach Out and Read" is willing to launch the campaign by mobilizing 27,000 healthcare providers in 4,654 clinics and hospitals. They serve 3.9 million families a year. CIIC is also willing to work to mobilize their members. Their goal is to have all other organizations throughout the nation follow their lead. She is interested in working with Summit partners to spread the word of this campaign. If Summit partners need flyers, stickers and banners, or have other ways to work with Tolya, please contact her at mzbabywtr@aol.com. Below are some highlights of the campaign.

- a) The cornerstone of the campaign is a picture book entitled *You Too Can Stop The Flu!* It has been reviewed and endorsed by Dr. William Schaffner, President of the NFID and by Dr. Stephen Redd, Director of the CDC's Influenza Branch.
- b) 27,000 healthcare providers affiliated with "Reach Out and Read" will launch the campaign by distributing Power Packs to families during doctor visits.

- c) 250,000 Power Packs which will contain a copy of *You Too Can Stop The Flu*, a fever control sheet, coupons for hand hygiene products, fever reducers and other products, product samples, and a flyer promoting our online campaign will be distributed
- d) An online campaign consisting of a website with videos addressing vaccine and fever phobias, videos addressing how, why and when to treat fever, instruction on how to use measuring utensils, online games featuring vaccines, fever reducers and hand hygiene products, a digital format of *You Too Can Stop The Flu*, online coupons for products, a Facebook fan page where families can log on and state how they powered up against the flu.

3. **AMDA Establishes Resolution Supporting Mandatory Influenza Vaccination**

Dr. David Nace shared some good news that The American Medical Directors Association (AMDA) on Saturday, March 26, passed Resolution J-11. This resolution establishes AMDA policy regarding mandatory influenza immunizations for healthcare workers in LTC settings. Resolution J-11 updates AMDA's prior position set forth in the monograph [LTC Information Series: Immunizations in the LTC Setting](#), 2010 which states:

"We believe that an annual influenza vaccination should be required for every health care worker who has direct patient contact unless a medical contraindication or religious objection exists. We strongly recommend that medical directors and other practitioners encourage caregivers (both professional health care workers and family caregivers) to obtain these vaccinations. We also recommend that vaccinations be made available and offered at no cost to staff working in long-term care settings."

This prior position was a recommendation, but not formal policy. J-11 establishes this as formal policy. The final wording of J-11 is not officially released yet, but will be forthcoming. The key component calls for mandatory influenza immunization of healthcare workers in LTC settings unless a medical contraindication or religious objection exists. It makes no allowance for non-medical / non-religious reasons, a point which was previously nebulous in the absence of a formal policy statement.

4. **The CDC/Influenza Division [Weekly Influenza Surveillance Report](#)** for the week ending March 12, 2011 continues to show widespread influenza activity. The latest CDC influenza key points from March 18 can be found [here](#). Archives of previous *FluViews* can be found at <http://www.cdc.gov/flu/weekly/fluactivitysurv.htm>.

5. **Summit Website Offers Wonderful Resources on Influenza Vaccination!**

Remember to visit the Summit website for the latest on influenza immunization resources and for updates on the May Summit meeting! You can find it at www.preventinfluenza.org.