



National Influenza Vaccine Summit

Influenza Activity Spotlights

Friday, September 16, 2011

Issue #2

Professional Medical Organizations
Please disseminate widely to all of your members.

1. Latest article in MMWR highlights pediatric deaths due to influenza and importance of immunization

As detailed in a recent [MMWR report](#), nearly half the influenza-related deaths in children last year occurred in those younger than 5 years, and only 23% of eligible children had been vaccinated. A total of 115 influenza-related deaths in children younger than age 18 years were reported to the CDC during the study period. Of these, 56 (49%) had no known high-risk medical conditions as defined by CDC's Advisory Committee on Immunization Practices. Only 17 children (23%) had been fully vaccinated, based on data from the 74 children aged 6 months and older for whom vaccination information was available. The median age of the patients who died was 6 years, and 53 deaths (46%) occurred in children younger than 5 years. Overall, 71 cases (62%) were associated with influenza A viruses, and 44 (38%) were associated with influenza B viruses.

2. Summary of National Influenza Vaccine Summit Call on Thursday, September 15

Surveillance: Scott Epperson provided a disease update highlighting that several states are now reporting some influenza activity. Most of the activity thus far is due to H3N2 viruses. No significant new developments have occurred with respect to the 4 swine influenza human infections detailed last week.

NFID Update: Len Novick provided an update on some of the upcoming influenza activities of the National Foundation on Infectious Diseases (NFID), including the national influenza press conference scheduled for September 21. At this press conference NFID will be commencing a new initiative titled "Leading by Example: An NFID Commitment to Influenza Prevention." This new initiative calls on community leaders in healthcare, business, education and policy to "lead by example" and make a commitment to influenza prevention. The statement outlines several clear and simple actions that organizations and individuals can undertake to encourage healthy behaviors and help stop the spread of disease. NFID will be asking Summit partners to sign onto this initiative. Featured speakers for the national influenza press conference (call details in #4 below) will be Dr. Tom Frieden from CDC, presenting on general influenza issues including the universal recommendation and the need to get vaccinated each year even when the vaccine strains do not change; Dr. Richard Beigi representing ACOG and talking about influenza vaccine for pregnant women; and Dr. Shari Ling from CMS,

speaking about influenza immunization of the elderly. Other groups represented at the conference are AAP, AMA, APhA, IHS, NMA, NHMA, the Summit, and VNAA.

CDC NetConference: Dr. Carolyn Bridges discussed the influenza NetConference held on September 15, 2011. Dr. Tim Uyeki presented an update on influenza recommendations, and Dr. Bridges discussed methods to improve influenza immunization rates, with a focus on pregnant women, people with high risk conditions, and people from disparate populations. This session will be posted on the Current Issues in Immunization NetConference (CIINC) [website](#). The website also provides an opportunity for persons to register to receive netconference updates.

- 3. The CDC/Influenza Division Weekly Influenza Surveillance Report** ending week 36, 2011 (September 10, 2011) is available [here](#). Several states are reporting sporadic influenza activity. The CDC influenza [key points](#) from September 15 are now available. Archives of previous *FluViews* may be accessed at www.cdc.gov/flu/weekly/fluactivitysurv.htm.

4. National Influenza Press Conference

The National Foundation for Infectious Diseases' annual influenza/pneumococcal news conference will take place next Wednesday, September 21 from 10 to 11 ET.

A live webcast and teleconference will be available through:

Teleconference: 800-954-0691

Webinar: www.visualwebcaster.com/NFID2011-NewsConference

5. New influenza videos on YouTube!

Dr. Rick Zimmerman from the University of Pittsburgh Medical Center will be on next Thursday's call to discuss two new videos created through funding from CDC, as well as to answer any questions from the Summit. Directed at teens, these videos are fun and compelling to view.

The Flu Bug may be viewed at www.youtube.com/watch?v=y-wGoLv198k, and a video featuring Jackie Evancho is available at www.youtube.com/watch?v=3uAtfQWSqzQ.

6. 2011-2012 Faces of Influenza Campaign Begins!

Yesterday the American Lung Association (ALA) launched the 2011–2012 *Faces of Influenza* educational initiative, spearheaded by program spokesperson and Olympic Gold Medalist Kristi Yamaguchi. For the first time, Kristi is being joined by her mother, Carole Yamaguchi, to remind people that vaccination is important for everyone 6 months of age and older, but especially for adults 65 years of age and older. Kristi and Carole are leading mothers across the U.S. to help raise influenza immunization rates among family members of all generations.

A Multi-media News [Release](#) issued on September 15 includes photos of Kristi and her mother receiving their annual influenza immunizations, updated TV and radio public service announcements and a sampling of this year's *Faces of Influenza* tool kit materials.

To help support influenza awareness programming, the full 2011-2012 campaign tool kit, as well as TV and radio PSAs, can be accessed and downloaded via the [Faces of Influenza website](#). All of these materials are designed to help spread the important health message of getting immunized throughout the influenza season and to help increase vaccination rates, especially those in the highest risk groups that fall far short of public health goals every year.

Mary Havell, the ALA's Director of Public Relations, will be on next week's Summit call to discuss the campaign and answer questions from the Summit.

7. Waste Management provides disposal guidance online

Waste Management has a free update, [News Alert – 2011-2012 Flu Vaccine Disposal](#), which provides guidelines for disposal of influenza vaccine.

8. Summit Influenza Pocket Information Guide now available!

Every year the Summit collaborates with the Immunization Action Coalition to create and distribute the *Influenza Pocket Information Guide*. The 2011-2012 edition is now available. Please go directly to www.immunize.org/pocketguides to order!

9. Walgreen's open to sharing of its commercial featuring elder twin sisters!

On the Summit conference call, mention was made of a Walgreen's television commercial featuring a friendly competition between twin elder sisters. There was interest in using the video in other settings. Walgreen's is open to sharing the video and urges interested Summit partners to contact Timothy Brne of Walgreen's at Timothy.Brne@walgreens.com.

10. Summit Web site Offers Wonderful Resources on Influenza Vaccination!

Remember to visit the [Summit website](#) for the latest on influenza immunization resources!