



# National Influenza Vaccine Summit

## *Influenza Activity Spotlights*

Friday, September 23, 2011

Issue #3

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

### 1. Summary of National Influenza Vaccine Summit Call on Thursday, September 22

**Surveillance:** Scott Epperson provided the influenza surveillance update and noted that influenza activity still remains fairly low, although some outbreaks have been reported in different areas. Type A H3N2 is the most common type found thus far, with smaller numbers of type B and type A 2009 H1N1 detected. Although sample sizes are very small, there does not appear to be much antigenic drift, and the detected strains are a good match with the vaccine strains.

**Influenza Videos:** Rick Zimmerman provided a description of two influenza videos developed by the University of Pittsburgh Medical Center with funding support from CDC. Development involved use of teen focus groups to identify barriers to influenza immunization, as well as marketers to identify the best approaches for reaching teenagers. The video was developed and produced through the production studio at University of Pittsburgh. The first video, [The Flu Bug](#), uses innovative and humorous approaches to teach about infectious diseases and explain that vaccine remains one of the best ways to deal with the infection. Follow up focus groups of teens viewing the video demonstrated good acceptance of the message, and many said that it might change their behavior in some cases. Some focus group members said it is best to determine what teens think is funny when making outreach videos such as this. Although a shorter version of the video would be useful, production funding is not available at this time. The video is the property of the University of Pittsburgh. Dr. Zimmerman also discussed a [video](#) featuring Jackie Evancho, last year's *America's Got Talent* runner-up and a local media favorite in Pittsburgh. Jackie's father agreed to help with the video, presenting the message that he wants to protect his children and keep them healthy so they do not miss a soccer game, or, in Jackie's case, the performance of a lifetime. The video is being broadcast locally on Pittsburgh's WTAE and is available on several websites, including Jackie's. Because this is a commercial video, there are restrictions on the broadcasting rights.

**Faces of Influenza Campaign:** Gregg Tubbs provided a description of the new American Lung Association (ALA) Faces of Influenza campaign, featuring Olympic champion Kristi Yamaguchi. She is joined by her mother, Carol, to promote a message to mothers to raise influenza immunization rates among family members of all ages. The national media tour has begun, and the campaign toolkit is now available at [www.facesofinfluenza.org](http://www.facesofinfluenza.org). The ALA also will be promoting use of influenza vaccine throughout season and in highest risk groups. Next month the ALA will launch this season's *Faces of Influenza* campaign targeting the Latino population. This program, which features Lili

Estefan, will promote the importance of influenza vaccination for a population that historically has had lower influenza immunization rates. A Spanish toolkit also will be available to download.

**National Influenza Press Conference:** Len Novick provided a summary of the [National Influenza Press Conference](#) held in Washington D.C. and streamed live via the internet. The press conference had strong media participation, and public health messages already have appeared in a variety of media outlets, including the *LA Times*, *Reuters*, *Medscape*, and the *Wall Street Journal*. A satellite media tour with Dr. Bill Schaffner and CDC's Dr. Dan Jernigan featured 20 interviews with local television stations. At the press conference, NFID also officially launched its [Leading by Example Initiative](#). To illustrate his commitment to this initiative, Dr. Tom Frieden received his vaccination at the press conference. NVPO Executive Director D. Bruce Gellin also was vaccinated at the event. Several organizations have already signed onto the commitment, and NFID will continue efforts to sign additional supporting organizations. Details about the initiative may be found at [NFID](#). Finally, Len also provided a brief summary of the [consumer survey data](#). Of particular interest, 79% of persons surveyed said the lack of a change in vaccine strains from the prior year would not impact their decision to get vaccinated. When combined with the result indicating that more than 63% of surveyed adults intend to get vaccinated this season, this signals the potential for a strong immunization season. Additionally, 70% of parents intend to have their children vaccinated. Finally, the NFID survey also showed that an increased percentage of providers offer vaccine to their patients, an important finding given that 60% of surveyed adults reported they were vaccinated as a result of their healthcare worker's recommendation.

**CDC Influenza Materials:** Cindy Fowler from CDC announced that free CDC influenza materials would be ready for order near the end of October. Until that time, files are being posted online at [www.cdc.gov/flu/freeresources](http://www.cdc.gov/flu/freeresources). Two new broadcast quality PSAs discussing the universal recommendations are available in English and Spanish. A new [Medscape commentary](#) featuring CDC subject matter experts addressing influenza recommendations is available. Finally, CDC's new influenza web feature is available at [www.cdc.gov/Features/FLU](http://www.cdc.gov/Features/FLU). Some of the materials that will be available include posters tailored to Hispanics, African Americans, and people with asthma and diabetes. The site also contains vaccination clinic stickers, static clings for businesses to place on mirrors and windows, and a customizable influenza shot reminder for OB/GYNs and specialists. An influenza guide for parents also is available in print and online. For more information, contact [fluinbox@cdc.gov](mailto:fluinbox@cdc.gov).

2. **The CDC/Influenza Division Weekly Influenza Surveillance Report** ending week 37, 2011 (September 10, 2011) is available [here](#). Several states are reporting sporadic influenza activity. The latest CDC influenza key points remain from September 15 and are available in last week's newsletter. Archives of previous *FluViews* may be accessed at [www.cdc.gov/flu/weekly/fluactivitysurv.htm](http://www.cdc.gov/flu/weekly/fluactivitysurv.htm).

3. **2011-2012 Faces of Influenza Campaign Begins!** (*see additional information above*)

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 \(MNR\)](#) about the campaign was issued on September 15. The MNR includes photos of Kristi and Carole 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.

The full 2011-2012 campaign tool kit, as well as TV and radio PSAs supporting influenza awareness programming, can be accessed and downloaded via the campaign [website](#). All of the materials are designed to help spread the important health messages of getting immunized throughout the influenza season and increasing vaccination rates, especially in the highest risk groups that fall far short of public health coverage goals each 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.

**5. 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 and may be ordered at [www.immunize.org/pocketguides](http://www.immunize.org/pocketguides).

**6. Walgreens open to sharing of its commercial featuring elder twin sisters!**

On a previous Summit conference call, mention was made of a television commercial featuring a friendly competition between twin elder sisters. Summit members expressed interest in using the video in other settings. Walgreens is open to sharing the video and has secured the talent rights to share it with the Summit. The Summit is trying to get the video in a shareable format, so stay tuned for more information!

**7. Sanofi Pasteur announces first shipment of Fluzone ID**

A Sanofi Pasteur multimedia announcement highlighting the first shipment of Fluzone ID is available [here](#).

**8. GlaxoSmithKline (GSK) Completes Fulfillment of Influenza Vaccine to U.S. Customers for 2011-2012 Influenza Season**

GSK has reached its goal of bringing approximately 35 million doses of influenza vaccine to the U.S. market. As of September 13, 100% of pre-booked customer orders for *Fluarix* and *FluLaval* had been fulfilled. Additional vaccine is available for immediate delivery to help support public health needs. GSK has been distributing vaccine for the 2011-2012 influenza season since the first CBER strain approvals on July 15.

**9. Summit Web site Offers Wonderful Resources on Influenza Vaccination!**

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