



# National Influenza Vaccine Summit

## *Influenza Activity Spotlights*

Friday, September 30, 2011

Issue #4

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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 29, 2011

**2009 H1N1 Response:** Glen Nowak discussed the September 30 *MMWR* "[Notice to Readers](#)" regarding the impact of the 2009 H1N1 response. The article was specific to the use of the monovalent 2009 H1N1 vaccine and antivirals. The original estimate of the impact was published in May 2011 as part of the "[10 Great Public Health Achievements, United States, 2001-2010](#)," where the 2009 H1N1 response was estimated to have prevented 5–10 million cases, 30,000 hospitalizations, and 1,500 deaths. It was discovered 6 weeks ago that those estimates were incorrect due to a programming error in the original estimates. New estimates published as an *MMWR Notice to Readers* estimated the prevention of 713,000–1.5 million cases, 12,300–23,000 hospitalizations, and 620–1,160 deaths. Of these, an estimated 713,000–1.5 million cases, 3,900–10,400 hospitalizations, and 200–520 deaths were averted as a result of the vaccination program. It is important to realize that the impact is still significant, but the lower impact of vaccination is not surprising, given the challenge of getting vaccine out before disease was widespread. It also reaffirms the importance of getting vaccinated before influenza disease begins. This can be used to support current messaging with seasonal influenza, i.e., the earlier people get vaccinated, the better protection we will have. Additionally, there is a need to continue ongoing efforts to detect new viruses as they emerge so that safe and effective vaccines can be rapidly produced and distributed before widespread disease occurs. There have been no media inquiries yet, but there may be in the future, so Summit partners should stay informed. CDC has prepared helpful [talking points](#) on this subject.

**Surveillance:** Scott Epperson gave the surveillance update, noting that there is not much change from last week. Influenza-like activity levels remain low, with a slight increase in sporadic outbreaks. CDC is gearing up for the first full week of influenza surveillance for the season next week (week 40). Accordingly, the first full *FluView* will be available on October 14. Scott also explained that the WHO's selection of 2012 strains for southern hemisphere contains the same three strains as in the current influenza vaccine. This likely represents the first time that the strains have not changed for three consecutive years in the southern hemisphere. There are no further updates on the swine origin viruses. As of now, only the 4 cases described in earlier calls have been identified. Pennsylvania is still watchful in the outbreak region of their three cases, but no large increases in influenza activity have been seen at this time. CDC is already testing for resistance to oseltamivir as part of its normal surveillance, but sample sizes are too small at this time to be able to conclude any changes in resistance patterns.

**Vaccine Supply:** Erin Kennedy provided an update on the influenza vaccine supply, which continues to look good. More than 97.7 million doses of influenza vaccine have been distributed as of September 16, 2011, a record number of doses distributed by this time. As a comparison, 68 million

doses had been distributed by the same time last year. Approximately 160 million doses of vaccine are estimated to be produced this season.

**Resources:** Cindy Fowler provided an update to the CDC Communications resources, including:

- Influenza posters and other resources: [www.cdc.gov/flu/freeresources](http://www.cdc.gov/flu/freeresources)
- Take the [Flu Vaccination Pledge](#) to help spread the message!

New materials are uploaded to the site every couple of days and are marked with the updated date so partners can identify them. Many of the new tools were presented last week, including a *Medscape* commentary and new PSAs in English and Spanish. Summit partners are encouraged to take the Flu Vaccination Pledge by clicking on the link above. The page includes several options on how to take the pledge.

- 2. The CDC/Influenza Division Weekly Influenza Surveillance Report** ending week 38, 2011 (September 24, 2011) is available [here](#). A current map of the extent of influenza-like illness in the United States will be available [here](#) beginning on October 10. Archives of previous *FluViews* may be accessed [here](#).

- 3. Walgreens shares its branded commercial featuring elder twin sisters**

Walgreens has secured the talent rights to share the new Walgreens influenza video with the Summit. This video, which features two elderly twin sisters, can be downloaded in two different formats. (Note: No longer available online.)

- 4. Reminder! Sign onto NFID's Leading By Example Initiative!**

NFID has officially launched its *Leading by Example* [initiative](#). Several organizations have already signed onto the commitment, and NFID will continue efforts to sign on additional supporting organizations.

- 5. Teen influenza videos on YouTube!**

As a reminder, Dr. Rick Zimmerman from the University of Pittsburgh Medical Center has created new videos through funding from CDC. Directed at teens, these videos are fun and compelling to view.

*The Flu Bug* may be viewed [here](#), and a video featuring Jackie Evancho is available [here](#).

- 6. 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).

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

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