



National Influenza Vaccine Summit

Influenza Activity Spotlights

Friday, October 7, 2011

Issue #5

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

1. Summary of National Influenza Vaccine Summit Call on Thursday, October 6, 2011

Surveillance: Scott Epperson presented the latest in influenza surveillance. As with last week, Scott noted that there was not much change. Low levels of activity remain, with some sporadic outbreaks occurring. Scott provided a summary of all the surveillance tools that CDC harnesses to measure influenza and influenza-like illnesses in the United States. CDC uses virologic surveillance data from public health laboratories from all 50 states and some large county and metropolitan areas, as well as hospital labs. Another system used by CDC is the pneumonia and influenza mortality surveillance system, which currently is below epidemic thresholds. So far there have been no pediatric deaths reported this season. As a reminder, pediatric deaths from influenza are reportable in the United States. One death reported in August was from the past season and was type B. Outpatient illness, as measured by the ILINet system covering more than 3,000 outpatient clinics reporting weekly, is at ~1.1%, which is below the 2.5% national baseline. Seasonal influenza information is available at www.cdc.gov/flu. Beginning next week (October 14), the full length *FluView* reports will be available for this season.

Note - Boston yesterday reported its [first death](#) from influenza this season.

CMS Outreach: The Centers for Medicare & Medicaid Services (CMS) is launching a program to encourage Medicare beneficiaries and children who are eligible for Medicaid and CHIP to get their annual covered influenza vaccination. CMS is particularly interested in encouraging hard-to-reach populations (for example African American, American Indian and Hispanic groups who don't normally take advantage of the benefit) to get their influenza vaccination because it is a covered benefit, without co-pays or deductible. Working through its regional influenza contacts, CMS is hosting events with partner organizations and encouraging pharmacies and providers to post a [mini-poster](#) in their waiting rooms that explains that influenza vaccination is a covered benefit for Medicare beneficiaries and children eligible for Medicaid and CHIP. This mini-poster, a multi-generational piece in English and Spanish, communicates that vaccine is a covered benefit available to eligible persons at no cost. CMS encourages Summit partners to reach out to its regional influenza [coordinators](#) if they would like to host an influenza clinic for over 100 participants where CMS can give influenza vaccine, as well as share information about covered prevention benefits that are available without cost to beneficiaries. CMS also encourages Summit partners to get a copy of its [2011-2012 Immunizers Guide](#), which

advises provider groups on how to bill for the administration of the vaccination and cost of the vaccine itself.

National Flu Vaccine Partnership Meeting: Yvonne Garcia provided a follow up on the Partnership meeting that was held August 28 - 29, 2011 in Houston. This meeting was discussed at the Disparities Session at the face-to-face Summit meeting last May and at the first Summit conference call this season. The Partnership meeting, sponsored by CDC, HHS, and the Office of Minority Health, was held to create a multi-sector partnership to increase influenza vaccination in populations with coverage disparities. Yvonne revealed that 45% of attendees will hold a partnership meeting at the grassroots level to target influenza immunization disparities. Sixty percent (60%) will use social media to share influenza information using CDC promotional materials, as well as to identify local health champions to advance the message. Data from efforts in Louisiana have shown that a local health champion can have a more substantial impact than a national champion. The Partnership wants to create a linkage to the Influenza Vaccine Summit and hopes to have an opportunity next year to engage more Summit partners. One idea from the partnership included inviting manufacturers to join and donate vaccine for grassroots immunization clinics. The most important outcome of the meeting was recognition of the need to engage at the grassroots level in order to improve influenza immunizations in minority populations. CDC has hired two new contractors to work on this effort for the next 4 years. One will be handling outreach to a more general audience, while the other will handle specific minority outreach programs. Please contact Carlos Velasquez at 202-342-0676 x107 for more information on the minority outreach efforts that are being planned.

Resources: Diane Peterson highlighted the influenza resources that are available on the websites for the [Summit](#) and the [Immunization Action Coalition \(IAC\)](#). Of note are the [Pneumococcal and Influenza Immunization Pocket Guides](#) that can be ordered from IAC.

- 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. The 2011-2012 CDC influenza key points from October 5 are now available. Archives of previous *FluViews* may be accessed [here](#).

- 3. NFID President Bill Schaffner blogs on influenza press conference**

NFID President William Schaffner, MD has posted [Recap of NFID's Influenza/ Pneumococcal News Conference](#). The post provides highlights from the conference's panel of experts, including CDC Director Thomas Frieden, MD, and 9 others from leading organizations.

The news conference brought together the nation's leading public health and medical experts to discuss national readiness for the 2011-2012 influenza season, with the goal of continuing the upward trend in influenza vaccination rates. This event continues to generate much enthusiasm among the media and immunization community as we work together to "kick off" the influenza season and demonstrate strong support for disease prevention and vaccination.

NFID hopes that Summit partners will take a few minutes to read the blog, and the group appreciates the Summit's ongoing support.

- 4. Flu Vaccine Finder is LIVE!**

[Flu Vaccine Finder](#) is now live! It can be viewed now in Firefox, and should be available through other browsers (i.e., Chrome, IE) soon.

[Flu Vaccine Finder outreach materials](#) and [support information](#) are available. Specific help topics are available as shown below:

Flu Vaccine Finder Help Topics

[Flu Vaccine Finder Basics](#)
[Information about Partners and Providers](#)

Returning Flu Vaccine Finder Providers

[Process for Returning Providers](#)
[Updating Data in Fusion Tables \(Large Providers\)](#)
[Returning Provider Webinar Material](#)

First Time Flu Vaccine Finder Providers

[Getting Started \(Small and Large Providers\)](#)
[Adding locations for small providers \(10 or fewer locations\)](#)
[Adding locations for large providers \(more than 10 locations\)](#)

Troubleshooting

[Troubleshooting for Providers](#)
[Troubleshooting for Flu Vaccine Finder Users](#)

Please direct questions about Flu Vaccine Finder to Cindy Fowler at ctg7@cdc.gov.

5. Additional CDC Free Communication Resources!

[Downloadable print materials, audio/video and web tools](#)

- New PSA, English and Spanish versions, broadcast quality available
- New *Medscape* Expert Commentary on this season's recommendations
- Various new products to be added this week (posters/flyers, OB/GYN and specialist provider tools, and vaccination clinic stickers; most will be available in English and Spanish)

[Order free print materials](#) (New materials to be added in late October.)

[Flu Vaccination Pledge](#)

- Widget to add a link to the website available at www.cdc.gov/flu/nivw/pledge/widget.html

[Information Portal for Health Professionals](#)

- [CDC's Flu Home Page](#) covers disease and prevention basics, surveillance data, vaccine supply and coverage data.
- Updates in progress: matte articles and media toolkit

For more information or questions regarding CDC's national influenza vaccine communications, contact fluinbox@cdc.gov.

6. Immunization of children 8 years of age and under

A question was posed about how many doses to give a child currently 8 years old or younger who did not receive any seasonal vaccine in the 2010-2011 season, but received one dose of seasonal vaccine (and no 2009 H1N1) the previous season. The [answer](#) is that the child should get two doses. CDC's influenza subject matter expert, Lisa Grohskopf, said that if 2010-2011 vaccine was not received, two doses are to be given in 2011-2012. The basis for the need for only one dose being needed for children in this age range who received at least one dose last year is that all three strains are the same. Data indicate that for strains which remain unchanged, the response is similar when the first two doses are separated by a year. Should the strains change next year, it is possible that

ACIP will return to recommending two doses for those who received only one dose in their first season. An [algorithm](#) is available to assist with the recommendation.

7. 104.8 million doses of influenza vaccine distributed

As of September 23, 2011, about 104.8 million doses of influenza vaccine have been distributed. This represents more influenza vaccine distributed by time than in any previous year.

8. Arkansas schools offering influenza vaccine to students

The Arkansas Department of Health and the Arkansas Department of Education will offer seasonal influenza vaccine to school children from kindergarten through 12th grade.

9. 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.

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

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