



# National Influenza Vaccine Summit

## *Influenza Activity Spotlights*

Friday, October 14, 2011

Issue #6

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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 October 13, 2011

**Influenza surveillance:** Scott Epperson presented the latest influenza surveillance information. There is not a great deal of influenza activity right now. Sporadic activity has been detected at the level of laboratory surveillance, but the ILINet activity is still fairly low. The percentage of deaths related to pneumonia and influenza in the mortality surveillance system in participating cities is low. No new pediatric deaths have been reported. The first *FluView* [report](#) for the 2011-12 season was published on October 14. *FluView* now includes new interactive tools that allow great customization of the report, and users also can easily download historical data. As the season progresses, CDC will deploy additional interactive features, particularly around hospitalization and mortality data.

**Flu Vaccination Challenge:** Dr. Bill Schaffner presented on the Joint Commission Resources (JCR) annual [Flu Vaccination Challenge](#), a national program to increase influenza vaccination rates among health care workers. During the 2010-2011 influenza season, participating health care organizations (n=826) reached 80% influenza vaccination coverage levels among staff, which is 16 percent higher than the national average (64%) among health care workers in general. Since 2008 the *Flu Vaccination Challenge* has helped health care organizations to steadily raise staff vaccination rates for influenza. With the upcoming 2011-2012 *Flu Vaccination Challenge*, JCR hopes to continue increasing influenza vaccination rates by challenging organizations to achieve at least 75% coverage among staff this influenza season. Organizations that achieve the minimal 75% influenza coverage rate will be awarded a bronze award, while those that achieve either an 85% or 95% coverage rate among staff will be given a silver or gold award, respectively. Organizations that reach gold, silver, or bronze levels also will receive an electronic certificate from JCR which may be printed for public display in their facilities or posted on their websites.

**Influenza Vaccination Monitoring:** Erin Kennedy detailed CDC's plans for monitoring influenza vaccination coverage this season. The data sources that are used this year include:

- National Immunization Survey (NIS) (for children);
- Behavioral Risk Factor Surveillance System (BRFSS) (for adults);
- Internet Panel Surveys for health care personnel and pregnant women, to be conducted twice (once in November 2011, and again in either March or April, 2012);
- National Flu Survey, conducted in November 2011 and March 2012. (This year the survey will have a national sample with an oversampling for race/ethnicity. There will be no local area samples this year.);

- National Health Interview Survey;
- PRAMS (Pregnancy Risk Assessment Monitoring System); and
- Vaccinations administered in physician offices (measured by examining claims data).

Data collected from this diverse set of sources will be disseminated in multiple ways. The November results from the National Flu Survey and from the internet panel will be released via online reports during National Influenza Vaccination Week. Based upon these results, Summit partners and others can revisit communications and outreach efforts as necessary. A press briefing will be held on December 5, 2011, the beginning of NIVW, to announce these reports. The end of season state-level estimates from NIS (children) and BRFSS (adults) will also be released, but CDC is still working out dates and methods for dissemination of results from these and other surveys. For more information on CDC's influenza vaccination coverage data, please visit [here](#).

**Partnership Collaborations:** LJ Tan asked the Summit to think about the best way to bring partners together to collaborate on projects that are occurring at the ground level, i.e., the National Business Coalition on Health (NBCH) grants that were recently announced to the Summit and upcoming outreach campaigns. The fundamental challenge is getting information out to local Summit partners in sufficient time for them to mobilize similar approaches. LJ also mentioned that the Summit has a school-located immunization working group organized by NASN and NACCHO. The workgroup is looking for ideas for action on this issue this season. Summit partners should send an email to [LJ](#) if they have ideas to contribute or wish to join the workgroup.

2. **The CDC/Influenza Division Weekly Influenza Surveillance Report** ending week 40, 2011 (October 8, 2011) is [available](#), and the extent of influenza-like illness may be viewed on a [U.S. map](#). CDC also released [key talking points](#). Previous [FluView Reports](#) are available for view.

3. **WEBINAR: Effective Strategies to Promote Influenza Vaccine Uptake Among Culturally Diverse Populations**

America's Health Insurance Plans (AHIP) and its member companies are proud to collaborate with HHS, the Office of Minority Health (OMH), and the Centers for Disease Control and Prevention (CDC) to increase seasonal influenza vaccination rates among culturally diverse populations and to promote the 2011-2012 minority influenza outreach campaign. As part of a longstanding commitment to increase access to childhood, adolescent, and adult vaccinations, health plans recognize that vaccinations are one of the most successful strategies for improving the public's health. Leading experts in vaccine safety and health care disparities at federal agencies and health plans will discuss best practices at the local, regional and national level necessary to improve immunization rates among diverse groups, especially among Hispanic/Latino and African American populations, and within the communities in which they live, work and play. For more information and to register, go to [www.ahip.org/webinar/influenza](http://www.ahip.org/webinar/influenza).

4. **New England Journal of Medicine Publication on use of Adjuvanted Influenza Vaccine in Children**

The October 13 issue of the *New England Journal of Medicine* contains an [article](#) detailing a clinical trial on use of adjuvanted TIV in children 6–72 months of age. Additional commentary is available on [CIDRAP](#) and the [Pediatric Supersite](#).

5. **PKIDS has Influenza Materials to Share**

PKIDS has kindly offered to share their *Flu's Gonna Lose* [materials](#) so that Summit partners may use any of the materials for school-based immunization programs or similar efforts.

## 6. **ALA Launches *Rostros de la gripe* Educational Initiative**

The American Lung Association (ALA) has just launched the 2011-2012 *Rostros de la gripe* educational initiative, spearheaded by program spokesperson Lili Estefan, host of Univision's popular *El Gordo y la Flaca* television program. Ms. Estefan, a mother of two, has joined the campaign to help educate the Latino community about the importance of annual immunization. Hispanics in the United States are at higher risk of developing complications from influenza due to a higher incidence of certain chronic medical conditions like asthma and diabetes. A [press release](#) provides additional information about the initiative.

Lili received her annual influenza immunization on October 4 during a live [broadcast](#) of *El Gordo y La Flaca* as a way to encourage other Hispanic Americans to get vaccinated. To help support influenza awareness programming, a Hispanic campaign tool kit and a radio public service announcement featuring Lili Estefan may be accessed and downloaded via the campaign [website](#). These Spanish-language materials are designed to help spread important health messages about immunization throughout the influenza season to help increase vaccination rates among the Hispanic community.

## 7. **MedImmune and Soccer Great Brandi Chastain Launch *When Will You Pick?*™ Campaign**

This is the second year for [When Will You Pick?](#), a national education campaign that encourages all eligible family members to "Don't Wait to Vaccinate!" during this influenza season. Parents and families can learn more about the importance of influenza vaccination by visiting the campaign's [Facebook page](#), which offers tips to help stay healthy throughout the influenza season, a quiz to test influenza knowledge, and one-of-a-kind campaign photos and videos featuring Brandi Chastain. Additionally, for everyone who "likes" the page, \$1 (up to \$50,000) will be donated by MedImmune to help support the nationwide influenza vaccination education efforts of the non-profit *Families Fighting Flu* organization.

## 8. ***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](#)  
[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](mailto:ctg7@cdc.gov).

## 9. 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](http://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](mailto:fluinbox@cdc.gov).

## 10. Mandatory Healthcare Worker Influenza Immunization: Strategies for Compliance

Although experts say that vaccination of healthcare workers against influenza is one of the key ways to protect patients and boost occupational health, infection prevention personnel annually engage in a battle of persuasion and politics to get better compliance rates at their institutions. One challenge is ensuring that healthcare workers are not working while infected with the influenza virus. During outbreaks in healthcare settings, laboratory-confirmed influenza attack rates have been documented to be as high as 51 percent. Studies have demonstrated that influenza vaccination of healthcare personnel has decreased infection rates, and a growing body of evidence has shown that vaccination can improve patient outcomes in healthcare settings. While many facilities are requiring vaccination as a condition of employment, others are finding creative ways to get healthcare workers to be immunized while protecting the individual's right to choose. This [report](#) describes three different approaches recently undertaken and described in the literature.

## 11. Summit Influenza Pocket Information Guide Still 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 still available for [order](#).

## 12. Summit Web site Offers Wonderful Resources on Influenza Vaccination!

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