



National Influenza Vaccine Summit

Influenza Activity Spotlights

Friday, November 11, 2011

Issue #8

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

1. Summary of the National Influenza Vaccine Summit Call on Thursday, November 10, 2011

World Pneumonia Day: This day will be observed on November 12, 2011.

National Influenza Vaccine Summit: LJ Tan reminded call participants that the 2012 National Influenza Vaccine Summit meeting is scheduled for May 15-17, 2012 in Atlanta, Georgia. However, the hotel has not yet been contracted. Additional information will be made available after the contract has been signed.

Influenza Disease Burden in Young Children: LJ informed participants of a *Lancet* systematic [review](#) of the global burden of seasonal influenza in children 5 years of age and younger. A [podcast](#), [commentary](#), and [ABC News story](#) on this subject are also available. The article highlights that in 2008 there were 90 million new cases of influenza in children 5 years and under, 1 million cases of severe acute lower respiratory infections, and as many as 115,000 deaths. There was more than a 15-fold difference in the influenza-associated case fatality ratio between developing and developed countries. The authors concede that it is very likely that they underestimated the true frequency of influenza disease. Finally, although influenza immunization rates are not discussed in the article, it is easy to surmise that developed countries are likely to have a more established vaccination strategy for influenza. The authors suggest that their results should provide data for the development of vaccination strategies globally.

Surveillance: Scott Epperson presented the latest influenza surveillance [data](#) through week 44, which ended on November 5. (Data was early due to the Veterans' Day holiday on November 11.) Influenza activity remains at or below baseline levels when measured by the number of specimens testing positive for influenza, the number of outpatient influenza-like illnesses being reported, and the number of deaths reported. No pediatric deaths have been reported. Eleven H3N2 strains have been tested, all of which matched the current vaccine strain. One influenza B sample was tested, and it also matched the vaccine strain. No 2009 H1N1 samples have been tested. CDC continues to monitor these trends and information is posted on the CDC influenza [website](#). In week 43, two additional cases of swine origin H3N2 influenza were reported from Indiana and Maine. These cases were unrelated to cases reported previously from both of these states. Both individuals had multiple close contacts with pigs, and both have recovered from illness. There is no evidence of secondary transmission to household contacts, and we are now several weeks removed from infection onset in the reported cases. Surveillance has been ramped up, but thus far there is no evidence of human-to-human transmission of the swine H3N2 influenza strain. All states are continuing to test for this strain.

National Influenza Vaccine Week and National Influenza Disparities Partnership: Yvonne Garcia from CDC presented information on [NIVW](#). The idea for the NIVW was born from the Summit and implemented by CDC to increase influenza immunization rates past Thanksgiving. In order to promote the universal recommendation, this year's NIVW will not focus on specific target audiences for the vaccine. Two campaigns

will be promoted; one is a continuation of *The Flu Ends with U*, while the other will have a Spanish language focus. A variety of communication strategies will be employed during NIVW, starting with sharing information with traditional news media.

A media briefing to kick off NIVW will be held at noon (ET) on December 5, 2011. This media event will feature Assistant Secretary of Health Dr. Howard Koh and Dr. Anne Schuchat from CDC. They will present an update on influenza activity and will share new midseason flu coverage data, while encouraging those who are not vaccinated to receive vaccine. Dr. Koh will focus on disparities and other special populations. Additionally, Dr. Anand Parekh will focus on chronic conditions in adults and the impact of influenza. Media tours will occur throughout NIVW, and CDC influenza content will be available on social media sites such as Twitter and Facebook. Yvonne encouraged Summit partners to use the NIVW national attention to boost their own efforts and to tell CDC what is planned by submitting their activities, which will allow for additional publicity and coordination. Other promotional tools and free resources will be available in time for NIVW.

Yvonne also provided a follow up on the National Influenza Vaccination Disparities Partnership. The group's latest newsletter highlights nationwide influenza activities occurring within minority communities. (This will be emailed when available.) In response to questioning, Yvonne said that *The Flu Ends with U* pledge effort was launched at the start of NIVW last year, but with minimal promotion. It launched during NIVW 2010, and the flu pledge was active through April 4, 2011. During that period 620 people took the pledge. Based on the data collected, the majority (approximately 80%) had already received their flu shot, but they pledged to help spread the word to their friends and family. The majority of pledges were from the United States. Currently, there are 999 pledges. This season CDC hopes to double last season's numbers.

FluVaxView Website: Elizabeth Monsell from CDC provided information on an upcoming webinar to familiarize people with the updated *FluVaxView* website, which provides up-to-date and completely customizable reports on influenza coverage. This site, which was launched in Fall 2010, features:

- Timely post-season influenza vaccination coverage estimates, reports and publications;
- National, regional, state, and selected local area estimates of current and past influenza vaccination coverage;
- Data from several representative surveys, including reports, interactive maps, trend lines, bar charts, and data tables; and
- Easy access to influenza vaccination estimates to enhance planning and evaluation of vaccination efforts.

This webinar will be held on November 17 from 2–3 PM (ET).

Vaccine Distribution: Erin Kennedy reported that 124.9 million doses of influenza vaccine have been distributed as of October 28, 2011. Distribution numbers tend to lag by about two weeks. Vaccine distribution is on the same pace as the second week from last year, when record amounts of vaccine were available early. No production or distribution problems have been reported thus far. New coverage estimates will be available at the beginning of December to share with the Summit. Total production is still estimated to be slightly less than 165 million doses.

2. MRSA Co-infection with Influenza is Deadly Combination

An [article](#) in the October 7, 2011 issue of *Pediatrics* showed that a significant number of previously healthy children developed severe pneumonia and respiratory failure when infected with H1N1 influenza during the 2009 pandemic. The researchers showed an 8-fold increased mortality rate among children who were co-infected with methicillin-resistant *Staphylococcus aureus* (MRSA). The authors propose that, because an effective vaccine has not yet been developed for MRSA, influenza vaccination is the most effective approach for minimizing morbidity and mortality in co-infected children.

3. Single Dose Influenza Injection is Safe for Children with Severe Egg Allergy

This season the ACIP revised its guidance about influenza immunization of persons with egg allergies. Recent research adds more data to the issue. At the American College of Allergy, Asthma & Immunology 2011 Annual Scientific Meeting, [data](#) was presented suggesting trivalent influenza vaccine (TIV) is safe to use in children with severe egg allergy and can be given as a single dose (i.e., no split-dosing.)

4. AAFP Offers Pointers on Seeking Proper Payment for Influenza Vaccination

On November 9 the American Academy of Family Physicians launched a [website](#) to assist providers seeking payment for the administration of influenza vaccine.

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. 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](#).

7. Summit Website Offers Wonderful Resources on Influenza Vaccination!

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