



National Influenza Vaccine Summit

Influenza Activity Spotlights

Monday, April 2, 2012

Issue #19

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

Note: Because the NIVS calls have now moved to an every other week schedule, there will be no call on April 5, 2012. The next call will take place on **Thursday, April 12, 2012 at 3 p.m. Eastern Time.**

1. Summary of the March 29, 2012 National Influenza Vaccine Summit Call

Announcement - Today's call was moderated by Mitch Rothholz with the American Pharmacists Association.

Influenza Surveillance Update – Scott Epperson with CDC reported that all influenza surveillance systems remain at low levels. However, during the week of March 17, national ILI reports exceeded baseline levels for the first time this season. By way of comparison, the country typically reaches this level 10–15 weeks earlier in the year. Three new confirmed pediatric deaths were reported for Week 11 (ending March 17), bringing this year's total to eight. The most current surveillance information is available on the CDC [website](#).

Flu Near You – Michelle Holshue provided an introduction to the American Public Health Association's (APHA) [Flu Near You](#) campaign. This new ILI-tracking tool, developed in partnership between HealthNet, the Skoll Global Health Threats Fund, and APHA, was launched in October. Registration in the program is open to anyone in the United States who is at least 13 years old and who has a valid email address. After enrollment, users receive a weekly survey asking about any influenza-like symptoms they might be experiencing. The survey also captures data about vaccination status and symptoms experienced by household members. After a user responds to the survey, he/she is able to access a map and a graph indicating influenza activity in the area. The information is mapped anonymously by zip code and is shown in comparison with CDC Flu Activity reports and Google Flu Trends. The information can be displayed as a moving image through different points in time to review the season as it develops. The data is open source and will be made available to anyone wishing to use it. Currently over 5,000 persons are registered users. This was the initial year for this system, and it is anticipated it will be much more widely used when it is re-launched next October. Registration is available for [APHA members](#) and [non-members](#). Persons with questions or suggestions for improving the system may contact Michelle by [email](#) or at (202) 777-2425. Scott Epperson suggested that in the future it might be best to compare *Flu Near You* data with CDC's ILI activity reports, rather than the geographic spread report that is currently being used. (Note: Additional information about *Flu Near You* was reported in [NIVS Newsletter #9](#).)

text4baby's Influenza Messaging – Lauren Sogor, Campaign Manager of [text4baby](#), a program of the Healthy Mothers, Healthy Babies Coalition, provided [information](#) about this free text messaging service. *text4baby* provides timely health information to women via their cell phones, starting in pregnancy and extending through the baby's first year. Over 317,000 people are enrolled in the program, with 37% of users in the program's pregnancy protocol and 63% in the infant protocol. Approximately half of the pregnancy protocol users enroll during their first trimester. Messages include a variety of maternal and child health topics, including influenza. At various times during the pregnancy, pregnant women are reminded about the importance of receiving vaccine, influenza signs and symptoms, and what to do if you become infected.

In October 2011, *text4baby* introduced an interactive module that provided two new influenza interventions. Approximately 90,000 active users were asked if they planned to get an influenza vaccine. Of the 29,316 (30.5%) who responded, 8,800 said they would not be receiving vaccine during the current season. Approximately 6,500 of these persons provided additional information about the barriers that prevented them from seeking vaccine, including thinking that the vaccine was not safe (28.9%) or that it would give them influenza (23.5%). Eighteen percent (18%) felt the vaccine wasn't needed, and ~10% reported cost as an issue. Additional educational messages were provided to persons based on their answers to the questions, and a follow-up message was sent one month later. Results of this intervention are currently being analyzed and will be shared at a later date.

National Influenza Vaccine Summit (NIVS) – Mitch reminded call participants of upcoming deadlines for the Summit meeting in Atlanta. The group rate for hotel reservations is available through April 20, and the deadline for online registration for the meeting is April 27. Registration information is available on the Summit [website](#). Nichole Bobo announced that the National Association of School Nurses will be hosting a lunch meeting at the Summit on May 17 for persons interested in discussing school-located vaccination. Additional information about this session should be available next week.

2. **The CDC/Influenza Division Weekly Influenza Surveillance Report** for week 12, 2012 (ending March 24, 2012) is available [here](#). This site also includes maps of the ILINet State Activity level and the [geographic spread](#) as reported by state and territorial epidemiologists. This map indicates geographic spread of influenza viruses, but it does not measure the intensity of influenza activity. CDC's seasonal influenza [key points](#) for March 30 and [archives](#) of previous *FluViews* are available.
3. **Latest Influenza Information from CDC**
 - [Flu News & Spotlights](#) - Includes new and noteworthy influenza-related developments and feature stories
 - [People with Heart Disease and Those Who Have Had a Stroke are at Increased Risk of Complications from Influenza](#)
 - [February ACIP Presentations](#) - Visit the ACIP meeting webpage for presentation slides, meeting minutes, and dates for future meetings.
4. **American Academy of Family Physicians (AAFP) Story on Quadrivalent LAIV**

The [story](#) "First Quadrivalent Influenza Vaccine Gains FDA Approval," was posted in the *AAFP News Now* on March 14, 2012.

5. ONLINE REGISTRATION for the National Influenza Vaccine Summit (NIVS) and the National Adult Immunization Summit (NAIS) IS NOW AVAILABLE!

Meeting registration - [Online registration](#) for the NIVS and NAIS is now available. **Please register online before Friday, April 27, 2012.** On-site registration will be available after that date.

Hotel Registration - The meeting will be held at the J.W. Marriott Atlanta Buckhead located at 3300 Lenox Road, Atlanta, GA 30326. Participants may reserve a hotel room by visiting the J.W. Marriott Atlanta Buckhead [website](#) or by contacting the hotel directly at (800) 228-9290. The negotiated rate of \$149/night (single/double) is valid until April 20, 2012. The Group Code for this rate is **fluflua**. The room rate is \$133/night for persons traveling on a government *per diem*. Federal employees will need to call the hotel to make reservations.

Check [here](#) for additional information about the meeting.

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

Remember to visit the Summit [website](#) for the latest on influenza immunization resources, as well as archived copies of the weekly newsletters!