

2013 NATIONAL ADULT AND INFLUENZA IMMUNIZATION SUMMIT

PANEL DISCUSSION: EMPLOYERS AND ADULT VACCINES

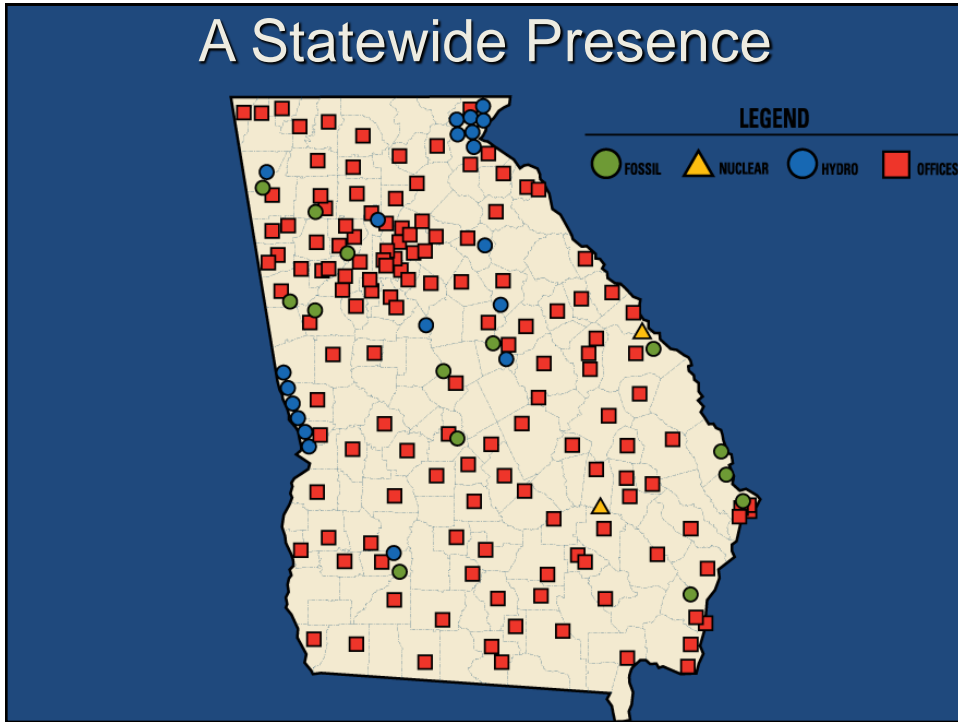
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Georgia Power Overview

- Largest of four Southern Company electric utilities
- \$7.2 billion in revenue
- 2.3M+ customers
- ~ 8,500 employees
- 13,000 miles of transmission lines
- 61,000 miles of distribution lines
- High customer satisfaction
- Rates about 15 percent below the national average
- 'A Citizen Wherever We Serve'



A Statewide Presence



HISTORY OF ONSITE IMMUNIZATIONS

- 20 Years Onsite Influenza Immunizations (Health Fairs)
- 2005 Hurricane Katrina Storm Crews – 4,000 Td
- Expanded Immunizations Program
 - Seasonal Influenza Vaccinations
 - Td & Tdap
 - Pneumococcal
 - Hepatitis A
 - Hepatitis B


Everything Changed in 2006

- Recognition that Avian Influenza represented a threat to Business Continuity
- Southern Company adopted a system-wide Pandemic Planning Strategy
- Part of Critical Infrastructure – “Keep the Lights On”
- Mandated by Upper Management to strengthen the Public / Private Partnership

Why a Public Health/SNS Partnership

Southern Company Business Assurance

- Pandemic Planning
 - Mandate to strengthen public health relationships – state and local level
 - **Crisis Absence Reporting Tool (CART)** – Partnership with GPHS Syndromic Surveillance Program
- Storm Restoration
 - Excel in communications – First Alert, Southern LINC
 - Ready deployment of equipment and storm crews
- Incident Response Team
 - Regular tabletop exercises
 - Added exercises in 2008 to simulate events requiring SNS PODS
 - Pandemic flu (Variation)
 - Anthrax



SOUTHERN COMPANY
Energy to Serve Your World

Be *inFLU*ential
Southern Company's guide to helping keep yourself - and others - flu free.

What You Need To Do

- Stay healthy, get annual flu shot
- Practice good personal hygiene
- Become familiar with social distancing
- Stay informed on the avian flu issue and educate your family
- Develop a personal response plan
- Visit Pandemic Planning Sites
 - Georgia Power Intranet
 - PandemicFlu.gov



What happened in 2009-2010?

- Influenza vaccination rates at GPC > 70% before H1N1
- Communications surrounding H1N1 were confusing (Swine Flu)
- Eventual release and distribution of H1N1 vaccine was delayed, not well organized
- In frustration many employees and dependents gave up when the vaccine was finally available
- Many PCPs discouraged H1N1 Immunization

Post Pandemic Fatigue 2010-11

- Decline in Influenza Immunization Rates to 25-30%
- “Crying Wolf”
- “I’ll take my chances.”

Where We Are Now

- 2012-13 Influenza Immunization Rates ~ 50%
- Outside Vendor / Medical Rooms / Vouchers / PCPs
- Scheduled Online by Facility Coordinator
- Often Times Coincide with Health Fairs / Events
- Southern*LifeStyle* Communications
- Paid Entirely by Employer
- Track Absences During Months with High Influenza Rates
- Vaccinations recorded in GRITS