



## NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

# Influenza Activity Spotlights

Thursday, November 9, 2007

Issue #7

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### Professional Medical Organizations

Please disseminate widely to all of your members.

1. Centers for Disease Control and Prevention has joined the American Lung Association and actress Jennifer Garner in launching a major influenza immunization initiative. A [press conference](#) featuring actress Jennifer Garner, scheduled in New York City on Monday, November 12, will launch the start of the campaign. The campaign, known as *Faces of Influenza*, aims to put a “face” on influenza and will feature a photo exhibition of dramatic black-and-white portraits of individuals who have been affected by influenza. The dates and cities of the *Faces of Influenza* events have been set and can be found listed below. If anyone is interested in connecting with these events, please feel free to contact Elizabeth Margulies ([emargulies@lungusa.org](mailto:emargulies@lungusa.org)) and she can provide the necessary details.

November 27: Phoenix

December 4: Houston

December 11: Detroit

December 13: Philadelphia

January 8: Seattle

January 15: Minneapolis/St. Paul

2. National Influenza Vaccine Week (NIVW) is November 26 - December 2, 2007. See [attached flyer](#) from the CDC!
3. CDC held a press conference on Friday, November 9, to provide an update on influenza. A transcript is available at [www.cdc.gov/od/oc/media](http://www.cdc.gov/od/oc/media). Briefly, Dr. Jeanne Santoli said that as of November 2, more than 103M doses of vaccine have been distributed. As many as 132M doses could be available. This is 10M doses more than ever produced for the U.S. Thus, all influenza vaccination providers should have some vaccine and can begin to vaccinate their patients. Dr. Santoli mentioned that some providers may not have received complete orders yet. She notes that the CDC has encouraged partial shipments by manufacturers and distributors so that as many providers as possible can have some vaccine as soon as possible to begin immunizing. The emphasis is that we need to encourage providers to keep vaccine on hand, including reordering more vaccine to vaccinate through January and beyond.

Dr. Joe Bresee then discussed current surveillance data. Influenza is still at low levels throughout the U.S. and this is consistent with previous seasons where disease activity peaks in January and February. As such, there are not enough samples to predict where the current vaccine strains match what is circulating this season. The key point is that even if there is a mismatch, the vaccine will still protect and will also reduce severity of disease and so it remains the best prevention against influenza, regardless of match.

4. At the Wednesday CDC/Summit Communications Call, NFID detailed their upcoming *Talk Flu to Me* public service campaign. Please visit the website at [www.talkflutome.org/](http://www.talkflutome.org/). There are materials in both English and Spanish that can be downloaded and used by all partners.