



## NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

# Influenza Activity Spotlights

Monday, November 10, 2008

Issue #9

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### Professional Medical Organizations

Please disseminate widely to all of your members.

1. MedImmune and the American Academy of Pediatrics have partnered for a PSA campaign to inform parents about the expanded ACIP guidelines for influenza vaccination. The broadcast PSA is being provided to TV and radio stations and is also being made available in Spanish. The concept is to appeal to parents by associating influenza vaccination with recommendations they already naturally follow to help protect their children: buckling them in car seats, ensuring they wear helmets for bicycling and skateboarding, and eating fruits and vegetables. The spot is starting to air nationally and can be viewed by visiting <http://www.aap.org/pressroom/aappr-flupsa.htm>.
2. The [University of Minnesota reports](#) it has shattered the Guinness World Record for the most flu shots given in a single day. The university says its preliminary count is that it dispensed 11,538 flu vaccines on the Twin Cities campus on Tuesday, October 28. The old Guinness World Record was 3,271, set in November of 2006 in Sanford, Florida. The Mayo Clinic in Rochester says it actually broke the old record when it gave 7,401 shots on the Tuesday a week earlier. But Mayo officials apparently didn't register that record. More than 60 trained personnel gave the shots at four locations on the Minneapolis and St. Paul campuses from 8 a.m. to 5 p.m. University students, faculty, staff and their dependents were eligible to receive the free vaccinations.
3. AAP, CIIC Update Interactive Influenza Vaccine Algorithm

The Childhood Influenza Immunization Coalition (CIIC) and American Academy of Pediatrics' one-of-a-kind interactive [influenza vaccine algorithm](#) is available online to help health care personnel determine the number (and timing) of influenza vaccine doses needed to protect patients. The algorithm was recently updated to reflect the AAP's and CDC's new expanded pediatric influenza vaccination recommendation. It is available on the CIIC website and appears in the AAP's 2008-2009 Influenza Policy published in November *Pediatrics*.

The algorithm is one of many influenza and influenza vaccination-related resources available on the Coalition's Web site, [www.preventchildhoodinfluenza.org](http://www.preventchildhoodinfluenza.org). Online resources are tailored for health care professionals, families & caregivers and the media and include short, consumer-friendly [videos](#), [fact sheets](#), [brochures](#) and more.

For more information, email [CIIC@NFID.org](mailto:CIIC@NFID.org).

4. The Childhood Influenza Immunization Coalition (CIIC) has also begun sending a new public service announcement entitled "[Blue Spot](#)". These PSAs highlight the concept that unlike other infectious diseases that we vaccinate against, influenza is not immediately recognizable – "if only those who were infected had a blue spot." CIIC will use these PSAs to help encourage influenza vaccination

throughout the winter months. It will appear in *Parenting*, *Babytalk*, *RN*, *Family Practice News* and *Pediatric News*, November through February.

CIIC is also encouraging Summit partners to utilize these PSA placements within their organizations' communications. They can also be placed in your print or electronic publications or newsletters, posting the image or a link to the PDF on your website, distributing it via a listserv, or even sent as a text message to patients! There are a couple of different versions of the "Blue Spot" banners – a [larger one](#) and a [smaller vertical one](#). CIIC will work with Summit partners to create a format that is most suitable for you. There is flexibility in size and shape and Summit partners are encouraged to find ways to adapt and include in your organizations' communications.

For more information on the PSAs, obtaining them, or adapting them for your purposes, please email: [CIIC@NFID.org](mailto:CIIC@NFID.org).

5. Today, November 10, Novartis Vaccines [announced](#) a national public health initiative for influenza vaccination for school-aged children, their families and teachers. In an effort to support the Centers for Disease Control and Prevention's (CDC) broader influenza vaccination recommendations, Novartis Vaccines has partnered with PTA (Parent Teacher Association) and Flu Busters, an on-site vaccinations provider, for a nationwide influenza vaccination campaign called "Let's Fight Flu Together!"

During the 2008/2009 influenza season, "Let's Fight Flu Together!" vaccination clinics will be held for students and their families, teachers and community members at participating PTA schools and community sites across the United States. Children play a critical role in community-wide transmission of influenza, a recent study reported; and new recommendations from the CDC have increased the number of individuals advised to receive annual influenza vaccination to include children from six months to 18 years of age.

6. The November 6 issue of *Pediatrics* contains a [research article](#) indicating that even with a vaccine mismatch, influenza vaccination was associated with halving of laboratory-confirmed influenza-related medical visits among children 6 to 59 months of age:
7. The November 2008 Archives of Pediatric and Adolescent Medicine contains a [research article](#) on the additional visits necessary to implement the new universal childhood influenza immunization recommendation.
8. An interesting article is coming out of the American Heart Association's Meeting's Scientific Session regarding the ability of the influenza vaccine to reduce the risk of thrombosis by 26%. You can read the news report [here](#).
9. On November 6, GSK [announced](#) that it was starting a major worldwide clinical efficacy trial of an adjuvanted seasonal influenza vaccine.
10. Data were [reported](#) out of the ICAAC/IDSA combined meeting on November 3 that high-dose influenza vaccination is more protective in the elderly than the current standard dose.
11. In support of the new expanded recommendations, NFID's Childhood Influenza Immunization Coalition is making more resources available online for families and caregivers, healthcare professionals and the media, including several new videos on its redesigned [website](#).

The Coalition has produced multiple short videos that feature an array of Coalition members who answer the frequently asked questions in a visually compelling and meaningful way.

[Click here](#) to see short videos tailored to families and caregivers.

[Click here](#) to see short videos tailored to health care professionals.

[Click here](#) to see a 2+ minute feature video providing only the most essential information on influenza and vaccination.

The Coalition encourages organizations and practitioners to link to the videos from their websites, direct patients to the website and share the videos whenever possible – in medical offices, on their own websites or even at convention booths. Feel free to email [CIIC@NFID.org](mailto:CIIC@NFID.org) for more information.

12. As of the week ending November 1, fifteen states, the District of Columbia, and Puerto Rico reported sporadic influenza activity; 35 states reported no influenza activity. For strains reported to the CDC between May 2008 and September 19, 2008, 53/55 H1N1 strains, 15/15 H3N2 strains, and 23/28 type B strains match the vaccine strain, suggesting a good vaccine match thus far. See <http://www.cdc.gov/flu/weekly/> for more details.
13. The American Lung Association's Influenza Vaccination clinic locator, [Flu Clinic Locator](#), is available to help the public find places to receive their influenza vaccination. Those offering influenza clinics and who want to be listed on the locator will find a link to do so. As part of being on the locator, clinic providers need to undergo brief 10 minute training so that they can update the information pertaining to their clinics regularly. The ALA locator also provides a link to clinics that are being offered by public health departments and facilities.
14. Many organizations that participate in the Summit have ordered quantities of the Summit's 2007-08 Influenza Vaccination Pocket Information Guide for distribution to their constituents. There are still some remaining and others may want to take advantage of this wonderful educational tool designed for healthcare providers. To order, go to [www.preventinfluenza.org/pocketguides](http://www.preventinfluenza.org/pocketguides). Quantities of at least 100 are encouraged.
15. Please visit the Summit's web site at: [www.preventinfluenza.org](http://www.preventinfluenza.org) for more resources on influenza immunization.