



NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

Influenza Activity Spotlights

Monday, November 17, 2008

Issue #10

Professional Medical Organizations

Please disseminate widely to all of your members.

1. The [National Association of Child Care Professionals \(NACCP\)](#), [Families Fighting Flu](#) and the [Childhood Influenza Immunization Coalition \(CIIC\)](#) launched their nationwide flu awareness campaign, "Fighting Flu in Child Care Settings: Building Blocks to Increase Influenza Awareness." For the second year in a row, the campaign aims to educate parents about the seriousness of influenza in children. More than 1,300 child care centers across the country will receive educational materials (in English and Spanish) about influenza and the importance of vaccination. The campaign was launched in conjunction with a new national survey of mothers of children in child care that revealed widespread confusion regarding how to protect children from influenza.

"Flu in Child Care Settings" educational materials include a family-friendly [brochure](#), as well as campaign fact sheet, survey fact sheet and podcast available on the multimedia news release at www.prnewswire.com/mnr/fff/35765.
2. The PTA (Parent Teacher Association) has teamed up with Flu Busters and Novartis Vaccines to launch a new program called "[Let's Fight Flu Together!](#)" This first-of-its-kind public health initiative offers influenza vaccination clinics at participating PTA schools and community sites nationwide. This partnership aims to support the updated CDC vaccination recommendations and help keep communities healthy, and keep more children and teachers in school.
3. Jesse Palmer, co-host of ESPN's "College Football Live" is partnering with CSL Biotherapies to launch a new initiative to get college students vaccinated against influenza. This initiative, titled [Season Pass](#), features a free kit that includes fun-filled educational materials, which colleges and universities can use to implement and publicize on-campus influenza immunization clinics. These immunization events can feature a series of influenza vaccination days held at a college's student union or in residential halls. The program can also be used to increase students' demand for influenza vaccine at a campus health center, allowing better tracking of immunization records on campus. *Season Pass* provides 'thank you' giveaways to students and a postage-paid postcard that students can send home to inform parents they were vaccinated against influenza. An educational public service announcement (PSA) featuring Jesse Palmer is also available online at www.csbiotherapies-us.com. Information about access to this unique free program can be requested by sending an email to seasonpass@csbiotherapies.com or by calling toll free 1-888-435-8635.
4. On November 11, Google.org launched [Google Flu Trends](#), a website that provides real-time influenza-like illness (ILI) estimates based on public search queries on Google.com. Google Flu Trends allows researchers, epidemiologists, public health officials, and the general public to learn more about current ILI activity levels in each state. Through an initiative called Predict and Prevent, Google.org and the Influenza Division at CDC collaborated in the development of this surveillance system. Specifically, estimates of ILI are based on the relative frequency of influenza-related web

search queries. Google developed this model by determining which web-search queries correlated best with state-based ILI and laboratory data available on the CDC influenza surveillance website. In the final model there are consistently high correlations between *Google Flu Trends* estimates and both ILI and influenza virologic surveillance data.

Validation is still ongoing, and recently some state health departments shared their historical ILI and laboratory data with Google to further test the model on a regional and state level. *Google Flu Trends* will display national, regional and state ILI estimates by date. The data displayed are Google.org model estimates and not state surveillance data. Levels of activity (minimal to intense) will also be displayed using a color coded scheme based on an increase in standard deviations above the baseline. Influenza prevention messages, a link to the CDC website, current influenza-related news articles and an influenza vaccination locator will also be displayed on the website. Please direct media inquiries to CDC's [Shelly Diaz](#), at 404-639-3286.

5. Please visit the Summit's website at: <http://www.preventinfluenza.org> for more resources on influenza immunization.