



NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

Influenza Activity Spotlights

Tuesday, November 25, 2008

Issue #11

Professional Medical Organizations

Please disseminate widely to all of your members.

1. The American Lung Association's "Faces of Influenza" campaign for this season has launched. For those of you on the Summit call last Friday, you will recall that Kristi Yamaguchi will be the lead spokesperson for the campaign. A brief one-page description of the [campaign](#) highlights information on how Summit partners can get involved with the campaign. The cities where the ALA is focusing this grassroots campaign this year include
 - o Cleveland
 - o Detroit
 - o Houston
 - o Kansas City
 - o Minneapolis/St. Paul
 - o Philadelphia
 - o Phoenix
 - o Sacramento
 - o Tampa/St. Petersburg
2. The third annual CDC-sponsored [National Influenza Vaccination Week \(NIVW\)](#) is scheduled for December 8-14, 2008. This year, for the first time, one day has been specifically designated as "Healthcare Worker Vaccination Day" (Friday, December 12). CDC has also designated Tuesday, December 9, as Children's Vaccination Day and Thursday, December 11 as Senior Vaccination Day. Please visit CDC's [NIVW website](#) for more details and to register for the upcoming NetConference addressing influenza vaccination of healthcare workers.

The National Vaccine Program Office (NVPO) is requesting that organizations consider what activities may be developed to promote Healthcare Worker Vaccination Day on December 12 and communicate that information to members. For additional information, please contact the NVPO staff at 202-690-5566 or by [email](#). Links to an array of materials and toolkits, including the [DHHS toolkit](#), can be found on the subsection of the Summit's website aimed at vaccination of [healthcare workers](#).

3. The National Influenza Vaccine Summit (NIVS) is soliciting candidates for the 2009 NIVS Immunization Excellence Awards. The 2009 awards will recognize individuals and organizations that have made extraordinary contributions toward improved adult, and/or childhood influenza vaccination rates within their communities.

Nominations are being sought in the following four categories:

- Overall Season Activities (with emphasis on later season activities)
- Healthcare Personnel Campaign (community or institutional-based activities, or both)
- 18 years and under Campaign (programs targeted to patients age 18 years and younger)

- Corporate Campaign (programs developed by communication / public relations organizations and/or supported by manufacturers, distributors or other for profit entities)

Those interested in submitting a nomination should submit nominations [online](#) by COB on January 16, 2009. The awards will be presented at the CDC's National Immunization Conference to be held March 30 through April 2, 2009 in Dallas. A National Winner and Honorable Mention recipient will be selected for each award category. In addition, winners will be invited to present their programs at the National Influenza Vaccine Summit meeting, to be held May 19 and 20, 2009, also in Dallas.

4. A [new report](#) by AARP's Public Policy Institute highlights the impact of low vaccination rates for influenza and pneumonia among older black and Hispanic populations. AARP has also issued a [press release](#) about the report.
5. Participants in the November 22 Summit conference call heard a presentation by Lisa Brill and Connie Perez-English about the implementation of California's healthcare worker vaccination [mandate](#) within Kaiser Permanente of Northern California. Several [slides](#) showing the results of the first year's campaign were presented.
6. The Arkansas Department of Health set a new record for its Mass Dispensing Flu Exercise by vaccinating 123,172 Arkansans against influenza during the second week of November. A [press release](#), issued by the Department, provides more details on this extraordinary accomplishment.
7. Please visit the [Summit's website](#) for more resources on influenza immunization.