



NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

Influenza Activity Spotlights

Thursday, January 23, 2008

Issue #13

Professional Medical Organizations

Please disseminate widely to all of your members.

This update is to provide the latest information on influenza to partners of the Summit. Endorsement of any material present herein by either the CDC or the AMA, co-sponsors of the Summit, should not be inferred.

1. There has been little news in influenza and thus there will be **no** CDC/Summit Communications Call today.

From the January 16 call: Scott Epperson reported that influenza vaccine activity is still low we are but beginning to see increases with corresponding increase in media reports of influenza outbreaks. Jim Harrison informed us that about 115.4 million doses of vaccine have been distributed. Capacity for this season is about 132 million doses.

CDC is doing an expanded-season paid public service announcement on television with the focus on 18-55 year-old women. This campaign began on January 9 and is scheduled to end on January 23, 2008. There were spots in 215 cities with a focus is on the top 62 cities. There were also an additional 1300 spots placed in new media targets including Facebook and YouTube. This campaign is estimated to have a 46 million total audience reach, with total impressions estimated at 202 million.

Another discussion item on the call suggested that more vaccine is being utilized this season with little negative reports of wasted vaccine. However, it would be nice to see if we have actual data on this issue. We would like to talk more about this on next week's call if anyone can provide us with actual data from their experience between last year's rates and this year's. Also, if anyone is actually not using vaccine, that would also be good to know as we prepare our agenda for the 2008 Summit meeting. Please email this to [Alan Janssen](#).

2. NFID has a follow-up communication on their GIVE campaign to get healthcare workers immunized against influenza. Consider using this [communication](#) which includes a [web banner](#) that can be posted on your web sites to promote the campaign.

3. The National Healthy Mothers, Healthy Babies coalition recently conducted a Q and A type interview with the American Lung Association on influenza. This [interview](#) is now available. Please share this information with anyone who wishes to learn more about influenza and specifically about the ALA's Faces of Influenza campaign.
4. The 2008 National Influenza Vaccine Summit meeting will be held May 12 and 13, 2008, in Atlanta, Georgia. Please hold those dates. A draft agenda is being prepared for review by your Executive Committee and will be made available shortly.
5. There will be a CDC/Summit Communications call next Wednesday, January 30, at 3 PM Eastern. Already on the agenda is Mark Twyman from MedImmune to give a commercial update on FluMist. Please send other agenda items to [Alan Janssen](#) at the CDC. Thanks! Call in information is as follows: Toll Free: 866-421-9575; Participant Passcode: 8222501