



## NATIONAL INFLUENZA VACCINE SUMMIT NEWSLETTER

# Influenza Activity Spotlights

Friday, August 22, 2008

Issue #1

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### Professional Medical Organizations

**Please disseminate widely to all of your members.**

Welcome back to all Summit partners from summer! We are looking forward to another productive season and improving influenza protection to all!

1. Summit Conference Calls will begin on August 27, 2008, from 3 PM to 4 PM Eastern. These calls will occur on a biweekly schedule until September 17 when they will assume a weekly schedule. On the agenda for the first call on August 27 are: vaccine supply and shipping, challenges for this year, and dates for major events for this year's campaign.
2. If you haven't done so yet, you should submit your order for the "Influenza Vaccination Pocket Information Guide" for use by your healthcare professionals as soon as possible. As you know, the purpose of the guide is to provide front-line healthcare personnel with information about indications and contraindications for the injectable and intranasal influenza vaccines, information on targeted populations to be vaccinated, and details on how to administer the vaccines. Nearly one million guides were distributed last year by major medical, nursing, and pharmacist organizations, specialty societies, state health departments, Indian Health Service Area facilities, QIOs, VNAs, community vaccinators, and many, many others. As a reminder, these guides are NOT intended for patient use.

The pocket guides are available at no cost to your agency or organization. We encourage you to distribute the pocket guides to your members or constituents along with your encouragement to use the guides to avoid missed opportunities. Please do NOT encourage your members to order individual copies from the National Influenza Vaccine Summit or the Immunization Action Coalition as we are not staffed nor have funding to fill such orders.

To order either or both of these guides in quantity, go to [www.preventinfluenza.org/pocketguides](http://www.preventinfluenza.org/pocketguides). From this site, you can view full-sized images of each of the soon-to-be-updated guides. If you haven't done so already, please place your order for your agency or organization as soon as possible. We will begin shipping in early September.

3. The Summit is beginning to implement the action items identified in the May Summit meeting for this season. Please email [Jim Harrison](mailto:Jim.Harrison@hhs.gov) or [LJ Tan](mailto:LJ.Tan@hhs.gov) if you would like to join any of these working groups. Action items are:

#### **Reactivate the Communications/Consumer Working Group to:**

1. Craft specific messages (maybe one-page fact sheets?) targeted at: (a) the general public regarding vaccine effectiveness; (b) general myths regarding influenza and influenza vaccine (which are probably also adaptable to HCWs); (c) educating on thimerosal in influenza vaccine; (d) the importance of vaccinating all children under 19 years of age; and (e) the

influenza vaccine supply chain to defuse persistent beliefs that vaccine is prioritized to different provider groups.

2. Create a subcommittee to work on creating a consistent, persistent universal message on influenza immunization. Same subcommittee would be responsible for work on a national logo.
3. Explore collaborations to improve vaccination in non-traditional settings (e.g., NASCAR events, NFL partners, Disney); tie into the election process, recognizing that vaccination at polling places may not be allowed in certain jurisdictions.

Susan Vassallo (Henry Schein) and Alan Janssen (CDC) have agreed to serve as co-chairs of this working group.

**Reactivate the Health Care Provider Working Group to:**

1. Create a targeted message to providers regarding the need to use the entire season to improve coverage of the high priority populations, not maintain current vaccination levels, while balancing a need to emphasize vaccinating all comers.
2. Work with Laura Peterson from Kaiser Permanente, Alan Janssen from CDC, and LJ from AMA to finalize project with Target to offer New Year influenza vaccination clinics.
3. Continue existing Summit efforts on improving healthcare worker influenza immunization rates, including dissemination of NFID's Best Practices produced via collaboration with the Summit partners; re-emphasize that best practices are being collected on the [Summit web site](#).
4. Continue to collaborate with the DHHS on their [Initiative for Influenza Vaccination of Health Care Personnel](#).

Diane Peterson (Immunization Action Coalition) and Robert Hopkins (American College of Physicians) have agreed to serve as co-chairs of the health care provider working group.

**Harness Occupational Health Working Group:**

To create an incentive program that employers can use to improve influenza immunization rates (e.g., a Summit award for most improved corporate influenza immunization rates).

Roslyn Stone (Corporate Wellness), as chair of this working group, has agreed to pursue this and other promising efforts.

**Explore opportunity to create a Summit Award for the best implementation of the ACIP's six month through 18 year recommendation in the 2008-2009 season. Disseminate the NACCHO "Implementing Expanded Influenza Vaccination Recommendations" meeting summary and action items to all Summit partners.**

Mitch Rothholz, as the lead for the Summit awards, will be looking into creating a new award for the best 18-and-under program.

The NACCHO [meeting summary](#) is attached to this Summit Newsletter. Presentations and other information from the meeting are at: [www.naccho.org/topics/HPDP/infectious/influenza/resources/index.cfm](http://www.naccho.org/topics/HPDP/infectious/influenza/resources/index.cfm). NACCHO is still accepting comments.

**Reactivate the Payment Working Group to:**

Work on several issues surrounding financing to improve access:

1. Make sure providers are being appropriately reimbursed at the state level.
2. Pull in the new recommendations on how a provider can best perform financially.
3. Improve financial return on influenza immunization for providers by identifying and disseminating best practices for small and medium sized providers to improve efficiencies in influenza vaccination.

Mitch Rothholz (APhA) has agreed to co-chair this working group.

**Re-establish informal Summit Legislative Working Group to:**

Evaluate various regulatory/legislative issues that may impede access to influenza vaccination in response to:

1. Concern that is circulating about vaccinations under standing orders.
2. Old legislation regarding influenza vaccine as a "dangerous drug" impeding transport by non-pharmacists and non-physicians in Georgia (Summit members: is this occurring anywhere else?).

Andrew VanOstrand (HIDA) has agreed to continue his leadership on this working group.

4. Influenza vaccine is here! Lots from multiple manufacturers have already received FDA approval and are being shipped. For more information on FDA approval, visit: [www.fda.gov/cber/flu/flu2008.htm](http://www.fda.gov/cber/flu/flu2008.htm).
5. The National Foundation for Infectious Diseases' (NFID) National Influenza Press Conference is scheduled on Wednesday, September 24; consequently, the Summit call the following Wednesday (October 1) will provide an opportunity to summarize the press conference for all.
6. On Monday, August 25, MedImmune will be launching an unbranded media campaign on influenza to coincide with the first day of the Democratic National Convention. The theme of the vaccination campaign, "Flu Vaccination: Choose Your Administration," was chosen to tap into the interest and energy around the national election campaign in the U.S. PR Week highlighted the [MedImmune campaign](#) on its web site. Additionally, attached is a [press release](#) about influenza vaccination awareness (parents and school-aged children) based upon a new survey of parents of eight-to-17-year olds that shows that vaccination ranks next to last among things they believe they can do to help protect against the influenza virus.
7. Courtesy of sanofi pasteur, we have attached a [2008-2009 Influenza Virus Vaccines NDC and AWP Information Table](#). This table lists the NDCs and AWP for all influenza vaccines.
8. The first quarterly newsletter from the American Public Health Association, as part of their "Get Ready For Flu" campaign can be viewed [here](#).
9. MDRNA, Inc. has announced efficacy data describing a new vaccine technology being tried with seasonal and pandemic influenza in a [news release](#).
10. The issue of how smoking coupled with influenza virus infection can advance COPD is discussed in a [news article](#) and the [original journal article](#).
11. Attached is a [press release](#) from the NFID detailing the June release of a supplement to the *American Journal of Medicine*. This supplement contains articles specifically on increasing influenza immunization rates by implementing key, practice-proven interventions and offering vaccine at every opportunity throughout the entire influenza season. The articles comment that the medical community is not taking advantage of routine office visits to immunize all recommended individuals against influenza. A newsletter article on the [Supplement](#). Free copies of the supplement can be downloaded at: [www.amjmed.com/issues/contents?issue\\_key=S0002-9343\(08\)X0012-9](http://www.amjmed.com/issues/contents?issue_key=S0002-9343(08)X0012-9).
12. An [article](#) examining the clinical trials for Baxter's new cell culture H5N1 vaccine was recently published in the *New England Journal of Medicine*.

13. The National Influenza Vaccine Summit web site has evolved into a national leading resource for all things related to influenza. Please share this important resource with your colleagues:  
[www.preventinfluenza.org](http://www.preventinfluenza.org).