

**Childhood Influenza Immunization Coalition
B-Roll Slates and Sound Bites**

Slate 1

National Foundation for Infectious Diseases
Childhood Influenza Immunization Coalition

The Childhood Influenza Immunization Coalition is made possible by an unrestricted educational grant to NFID from sanofi pasteur.

No Audio

Slate 2

Available for free and unrestricted use.

Source: *Childhood Influenza Immunization Coalition*

Contact:

Kara Golub

On behalf of the National Foundation for Infectious Diseases

(212) 886-2284 (office)

Total Running Time: 12:28

For additional information go to www.PreventChildhoodInfluenza.org.

No Audio

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Childhood Influenza Immunization Coalition Mission

To protect infants, children and adolescents from influenza by communicating with "one strong voice" the need to make influenza immunization a national health priority.

No Audio

Slate 4

Summary

Experts from the nation's leading public health, medical, patient and parent groups respond to frequently asked questions about influenza and influenza vaccination.

No Audio

Slate 5

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Expert Q&A Participating Organizations	01:00:24
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Suggested Anchor Intro/Outro	01:00:40
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Animation of Flu Transmission	01:08:37
Suggested Animation V/O	01:09:25
Footage: Children on Playground	01:09:32
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Footage: Mom and Baby Together	01:11:20
Footage: Pregnant Woman with Family	01:11:42
Footage: Pediatric Office	01:11:57

No Audio

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Expert Q&A Participating Organizations	
– American Academy of Pediatrics	
– American College of Obstetricians and Gynecologists	
– American Medical Association	
– Asthma and Allergy Foundation of America	
– Centers for Disease Control and Prevention	
– Families Fighting Flu	
– Immunization Action Coalition	
– National Association for Community Health Centers	
– National Association of School Nurses	
– National Foundation for Infectious Diseases	

No Audio

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Expert Q&A List (13 Questions)	
What is influenza?	01:00:51
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What is the impact of influenza?	01:01:41
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What is the best way to protect children and families against influenza?	01:02:51
What types of influenza vaccines are available?	01:03:37
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No Audio

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Expert Q&A List Cont. (13 Questions)

Are there any side effects of the influenza vaccine?	01:50:00
When should people seek influenza vaccination?	01:05:45
Is the influenza vaccine safe for children with asthma?	01:06:22
How does influenza impact school districts?	01:07:08
Should pregnant women receive the influenza vaccine?	01:07:40
Why do health care professionals need to be vaccinated against influenza?	01:07:56

No Audio

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Suggested Anchor Intro:

Influenza—sometimes called "the flu"—is a serious and potentially deadly infection that spreads very easily. Each year, influenza causes approximately 20,000 hospitalizations and nearly 100 deaths in U.S. children younger than 5 years of age. Yet influenza vaccination rates continue to be low.

Parents need to know that *all* children 6 months through 18 years of age are now recommended by the Centers for Disease Control and Prevention for influenza vaccination.

The *Childhood Influenza Immunization Coalition* consists of more than 25 of the nation's leading public health, medical, patient and parent groups committed to help increase understanding about the severity of influenza and the importance of annual vaccination. Annual vaccination is safe and the best way to protect children and families from influenza.

No Audio

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Suggested Anchor Outro:

More information on influenza vaccination is available on the *Coalition's* Web site, www.PreventChildhoodInfluenza.org.

No Audio

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What is influenza?

[Still]

Susan Rehm, MD

National Foundation for Infectious Diseases
Medical Director, Vice Chair, Department of Infectious Disease, Cleveland Clinic

No Audio

Slate 12

[Video of S. Rehm]

Audio

Influenza, also called the flu, is a contagious viral infection of the nose, throat and lungs that spreads easily from person to person. When someone who has influenza sneezes, coughs, or even talks, the influenza virus passes into the air and may be inhaled by anyone in close proximity.

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Is influenza serious?

[Still]

Julie Moise

Families Fighting Flu

No Audio

Slate 14

[Video of J. Moise]

Mother who lost her 6½ month old son to influenza

Audio

Families Fighting Flu strongly supports the CDC's new recommendations for everyone 6 months through 18 years of age to receive the influenza vaccine. Parents need to get the facts about childhood influenza vaccination and understand the dangers of not vaccinating their children and families. Influenza is a serious and debilitating disease that can lead to serious complications and even to death.

Slate 15

What is the impact of influenza?

[Still]

Diane C. Peterson

Immunization Action Coalition
Associate Director for Immunization Projects

No Audio

Slate 16

[Video of D. Peterson]

Audio

Influenza is very serious and potentially life threatening. Influenza and its complications claim an average of 36,000 lives and hospitalize more than 200,000 people in the United States every year. Each year, in children younger than 5 years of age, influenza causes approximately 20,000 hospitalizations and nearly 100 deaths. For more information, visit PreventChildhoodInfluenza.org or PreventInfluenza.org.

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Why is vaccinating children against influenza a priority?

[Still]

Henry Bernstein, DO

American Academy of Pediatrics
Professor of Pediatrics, Dartmouth Medical School, Children's Hospital at Dartmouth

No Audio

Slate 18

[Video of H. Bernstein]

Audio

Influenza is a serious and potentially deadly disease that spreads very easily. Anyone can get influenza, but rates of infection are highest among children. Younger children, like infants and toddlers, are at a particularly high risk of serious complications, including hospitalization and even death. For more information, please visit PreventChildhoodInfluenza.org.

Slate 19

What is the best way to protect children and families against influenza?

[Still]

Carol J. Baker, MD, FAAP, FIDSA

National Foundation for Infectious Diseases

Immediate Past President of NFID, Moderator for the *Childhood Influenza Immunization Coalition*

No Audio

Slate 20

[Video of C. Baker]

Audio

The National Foundation for Infectious Diseases and the Centers for Disease Control and Prevention believe a yearly influenza vaccination is the best way to protect children against influenza. Not only are children at risk for influenza when unvaccinated, but infected children can transmit influenza to vulnerable groups, such as young babies, grandparents and people 50 and older. Influenza vaccination should begin as soon as the vaccine is available, which is usually by October. However, influenza cases don't usually peak until around February each year, so getting immunized anytime in the fall and winter, into January and beyond, is still useful.

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What types of influenza vaccines are available?

[Still]

Susan Rehm, MD

National Foundation for Infectious Diseases

Medical Director, Vice Chair, Department of Infectious Disease, Cleveland Clinic

No Audio

Slate 22

[Video of S. Rehm]

Audio

There are two types of influenza vaccines available in the U.S. The injectable vaccine includes dead influenza viruses and is approved for use in anyone 6 months of age and older.

The nasal spray vaccine uses live, but weakened influenza viruses. It is approved for use in healthy people 2 to 49 years of age and is not recommended for pregnant women or people with certain medical conditions, such as asthma.

Neither vaccine can cause influenza. For more information, visit PreventChildhoodInfluenza.org or NFID.org.

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How effective is the influenza vaccine?

[Still]

Jeanne Santoli, MD, MPH

Centers for Disease Control and Prevention
Deputy Director, Immunization Services Division, National Center for Immunization and
Respiratory Diseases

No Audio

Slate 24

[Video of J. Santoli]

Audio

Vaccine effectiveness can vary, but the vaccine can be as much as 70 to 90 percent effective in preventing influenza infection in healthy adults younger than 65 when the vaccine and the circulating virus are well matched. Circulating influenza viruses usually change from year to year and because of this, a new vaccine is made each year to provide the best protection possible. The influenza vaccine is effective only for the current season, so it's important to get vaccinated every year. For more information, visit PreventChildhoodInfluenza.org or CDC.gov.

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Are there any side effects of the influenza vaccine?

[Still]

Yvonne Fry-Johnson, MD, MSCR, MSM

National Association for Community Health Centers

No Audio

Slate 26

[Video of Y. Fry-Johnson]

Audio

Influenza vaccination cannot cause influenza. The most frequent side effect of the injectable influenza vaccine is soreness at the injection site for one to two days. Occasionally, some people experience a period of mild fever and fatigue for a day or two, following vaccination.

Side effects from the nasal influenza vaccine are generally mild and temporary. The most common side effect is a runny nose. Other side effects include cold-like symptoms, such as headache, cough, sore throat, tiredness or weakness, irritability and muscle aches. For more information, go to PreventChildhoodInfluenza.org.

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When should people seek influenza vaccination?

[Still]

L.J. Tan, MS, PhD

American Medical Association
Director, Infectious Disease, Immunology and Molecular Medicine

No Audio

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[Video of LJ Tan]

Audio

There are many opportunities for children, and anyone who seeks influenza vaccination, to get vaccinated. Parents and health care professionals need to “re-think” the traditional vaccination season by seeking and giving the influenza vaccine as soon as it is available and using every opportunity and that is sick and well visits to get vaccinated throughout the fall and winter months, and well beyond the New Year. The take-home message from the American Medical Association is: Protect yourself. Protect your family. Get vaccinated.

Slate 29

Is the influenza vaccine safe for children with asthma?

[Still]

Mike Tringale, MSM

Asthma and Allergy Foundation of America

No Audio

Slate 30

[Video of M. Tringale]

Audio

The Asthma and Allergy Foundation of America believes the yearly influenza vaccination is safe and effective for children with asthma. It's especially effective for people who have compromised immune systems or other underlying medical conditions such as diabetes or heart disease. Now this is because influenza can really worsen chronic conditions like these or can cause serious complications in people who have chronic illness. For example, medical professionals have known for years that influenza really causes many of the asthma exacerbations and emergency room visits among people who have asthma. So for more information about this you can visit PreventChildhoodInfluenza.org or aafa.org.

Slate 31

How does influenza impact school districts?

[Still]

Nichole Bobo, RN, MSN

National Association of School Nurses
Nursing Education Director

No Audio

Slate 32

[Video of N. Bobo]

Audio

In some cases, entire school districts have been forced to cancel classes due to extremely high levels of absenteeism due to influenza. Influenza can take hold of a school very quickly because the virus spreads very easily from person-to-person; the less than stellar hygiene habits common in school-age children increases the risk of transmission even more. For more information visit PreventChildhoodInfluenza.org.

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Should pregnant women receive the influenza vaccine?

[Still]

Katy Gerhard, MSW

American College of Obstetricians and Gynecologists
Program Manager, Immunization Project

No Audio

Slate 34

[Video of K. Gerhard]

Audio

Vaccination is the best and safest method to protect pregnant women and their unborn children against influenza. For more information you can get it at PreventChildhoodInfluenza.org.

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Why do health care professionals need to be vaccinated against influenza?

[Still]

Jeanne Santoli, MD, MPH

Centers for Disease Control and Prevention
Deputy Director, Immunization Services Division, National Center for Immunization and
Respiratory Diseases

No Audio

Slate 36

[Video of J. Santoli]

Audio

It's important for health care professionals to be vaccinated against influenza because they can very easily transmit influenza to others if they are infected. This is particularly troublesome for vulnerable patients in their care, who may be at an increased risk of severe complications, including influenza-related deaths. The Centers for Disease Control and Prevention strongly urges all health care providers to get an influenza vaccine every year. For more information, visit PreventChildhoodInfluenza.org or CDC.gov.

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Animation of Flu Transmission

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Suggested Animation V/O

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Children on Playground

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High School Students

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Child Pediatric Exam

Slate 42

Child w/ Asthma Breath Test

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Mom and Baby Together

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Pregnant Woman with Family

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Pediatric Office

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End of B-Roll Package