

InFLUencing Healthy Choices in the Fight Against Influenza



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Institution/
logo



Childhood Influenza
Immunization Coalition
The Power of One Strong Voice

PREVENT CHILDHOODINFLUENZA.ORG



National
Foundation for
Infectious
Diseases

Welcome and Introductions

- **SPEAKER'S NAME**

- **AFFILIATION**

- Key points about affiliation

- **The National Foundation for Infectious Disease's *Childhood Influenza Immunization Coalition (CIIC)***

- A leading advocate for childhood influenza immunization comprised of more than 30 leading public health, medical, patient and parent groups, including [INSERT ORGANIZATION] to increase awareness about influenza vaccination and encourage healthy choices. Members include:

Allergy & Asthma Network Mothers of Asthmatics (AANMA)
American Academy of Pediatrics (AAP)
American Academy of Physician Assistants (AAPA)
American College of Cardiology (ACC)
American College of Obstetricians and Gynecologists (ACOG)
American Lung Association
American Medical Association (AMA)
American Pharmacists Association (APhA)
American Public Health Association (APHA)
Association of State and Territorial Health Officials (ASTHO)

Asthma and Allergy Foundation of America (AAFA)
Canyon Ranch Institute
Center for Vaccine Awareness and Research at the Texas Children's Hospital
Centers for Disease Control and Prevention (CDC)
Every Child By Two (ECBT)
Families Fighting Flu, Inc.
Health Industry Distributors Association (HIDA)
Kaiser Permanente-Northern California
Immune Deficiency Foundation (IDF)
Immunization Action Coalition (IAC)
National Association for the Education of Young Children (NAEYC)

National Association of Community Health Centers (NACHC)
National Association of County and City Health Officials (NACCHO)
National Association of Pediatric Nurse Practitioners (NAPNAP)
National Association of School Nurses (NASN)
National Foundation for Infectious Diseases (NFID)
National Hispanic Medical Association (NHMA)
National Medical Association (NMA)
Parents of Kids with Infectious Diseases (PKIDs)
Sealy Center For Vaccine Development at UTMB
Society for Adolescent Health and Medicine (SAHM)
Vaccine Education Center at The Children's Hospital of Philadelphia

Why We're Here Today

- Understand the serious, unpredictable nature of influenza and its impact on children
- Discuss the benefits of vaccination in preventing influenza and protecting our patients' health
- Explore how we can make flu prevention a health priority for our nation's children

Our Charge—Start the “Influenza Dialogue” with Patients

What Research Shows Us¹

Strong link between physician recommendation and action to get vaccinated



Don't leave the decision up to your patients; take every opportunity to share the benefits of vaccination

Questions about whether healthy children need vaccination may prevent mothers from immunizing child(ren)



Remind patients that every season is unpredictable; flu has the potential to cause serious complications and death

Concerns about vaccine safety



Highlight long-term safety of the vaccine and provide resources where your patients can find more information about vaccine safety

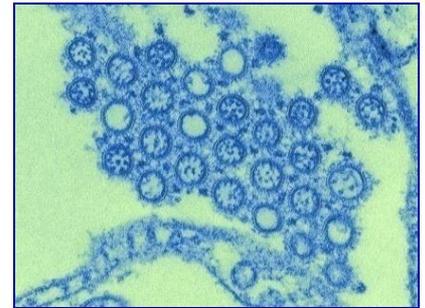
Lack of knowledge that vaccine is most effective way to prevent influenza



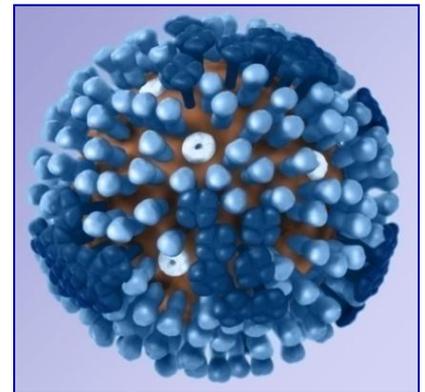
Remind patients methods such as hand washing are good but not enough to stop airborne diseases like influenza

What is Influenza?

- Contagious infectious disease that can cause mild to severe illness to life-threatening complications, even in healthy children and adults
- Caused by two types of influenza viruses—A and B—that spread through contact with respiratory droplets, such as those from sneezing or coughing
- Viruses circulate on a seasonal pattern in the US [October through May—typically peaking in February²]
- Severity varies each season, based on type of virus circulating and how easily is it transmitted



Transmission electron micrograph depicting numbers of virions from a Novel Flu H1N1 isolate. CDC/ Cynthia Goldsmith



3D representation of a generic influenza virion's ultrastructure. CDC/ Doug Jordan, M.A. 2010

Why is Influenza Vaccination so Important?

- Influenza is the leading cause of vaccine-preventable death in the US
- 5-20 percent of Americans are infected with influenza annually³
 - 3,300 to 49,000 deaths each year, depending on the severity of the circulating viruses⁴
 - 114,000 hospitalizations annually⁵
- Even healthy people can get very sick from influenza, develop serious complications, infect others

Vaccination is safe; it is the most effective preventive health action with benefits for all populations

How Does Influenza Impact Children?

- Anyone can get influenza but rates of infection highest among school-aged children⁶
 - Each year about 20,000 children are hospitalized and 100 children die from flu in the US, nearly half of whom were previously healthy⁷
- Younger children—infants and toddlers—are at increased risk of serious complications, including hospitalization and even death
- Preschool age children are “great transmitters” of influenza to others in their community, including family
- Influenza is more dangerous than the common cold for children



How Does Influenza Enter the Body?

Influenza virus enters nose or through via respiratory droplets

While largely confined to bronchial tubes and lungs, influenza can extend through entire body

Infection induces a release of cytokines

These are molecules that modulate, sometimes enhancing or reducing inflammation, affecting the entire body

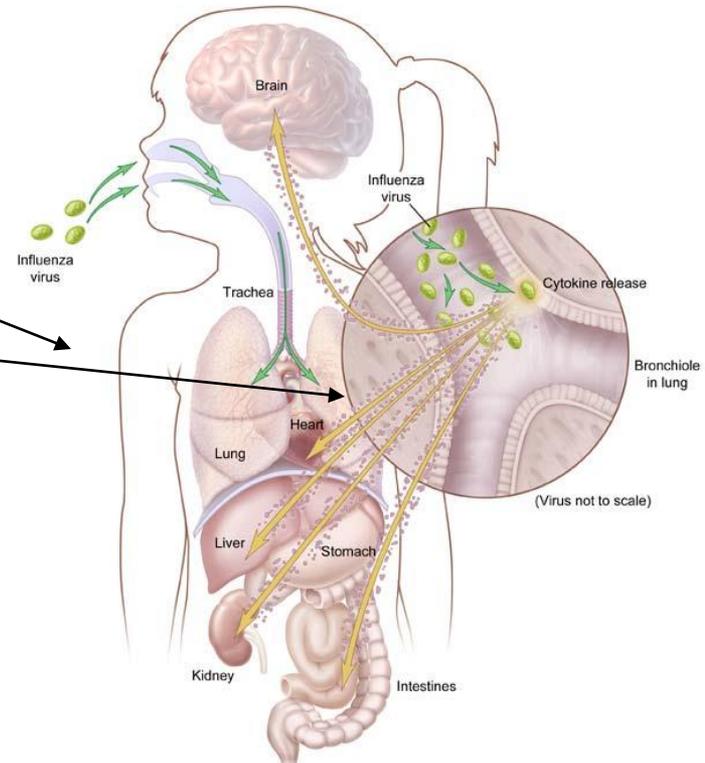
This "cytokine storm" can lead to myositis, myocarditis, and pericarditis as well as aseptic meningitis and encephalitis

Definitions:

Cytokine: protein released by the immune system; helps regulate inflammation

Bronchiole: small lung passages that help deliver oxygen to the body

Influenza: an acute, highly contagious viral disease



Courtesy of the National Foundation for Infectious Diseases

Who Should Get Vaccinated: CDC Universal Recommendation

- Annual seasonal influenza vaccine recommended for **everyone** age 6 months and older
- Those at highest risk of complications from influenza:
 - **Infants younger than 6 months** cannot be vaccinated
 - Infants benefit from antibodies from mother through placenta, breast milk
 - Vaccinate parents, siblings, caretakers to avoid infecting baby
 - **Pregnant women** at risk for severe illness, premature labor, delivery
 - Vaccination protects mother and fetus
 - Can be vaccinated during any trimester
 - **Anyone with chronic medical conditions** such as heart disease, asthma, diabetes
 - **People 50 years of age and older**
 - **Residents of nursing homes, chronic-care facilities**
 - **Children with neurological and neurodevelopmental conditions**

Influenza Vaccine Recommendations

- There are several vaccine options, two of which are available for children:
 - Traditional injected vaccine
 - Includes inactivated virus
 - Approved for everyone 6 months and older
 - Nasal spray vaccine
 - Includes live attenuated virus
 - Approved for healthy people 2 - 49 years of age
 - Not recommended for pregnant women
- Some children age 6 months through 8 years may require more than one dose of influenza vaccine to be fully protected
- Patients should get vaccinated as soon as vaccine is available
 - Influenza season can start as early as October and end as late as May
 - Patients not vaccinated early in the season should be as soon as it possible
 - Immunity from vaccination continues to be protective throughout fall and winter



PreventChildhoodInfluenza.org

The CIIC website provides pediatric-focused information on influenza and annual vaccination for:

- Families & Caregivers
- Healthcare Professionals
- Media

Showcase Your Commitment to Influenza Vaccination

SHOWCASE YOUR COMMITMENT TO INFLUENZA VACCINATION

Patients and parents rely on the recommendations of health care professionals to make family health decisions. The National Foundation for Infectious Diseases and its *Childhood Influenza Immunization Coalition* urge you to sign and display this poster in your practice to ensure your patients make flu vaccination an annual part of their routine health care.

For more information or for additional copies, please visit: www.PreventChildhoodInfluenza.org

Our Commitment to INFLUENZA VACCINATION

As part of our commitment to the health and well-being of our patients, this practice is dedicated to offering annual influenza vaccination, as well as complete and up-to-date information on influenza, commonly called the flu.

The Centers for Disease Control and Prevention (CDC) now recommends annual influenza vaccination for all people over the age of 6 months.

Influenza vaccination is an essential part of good preventive health care; this practice promotes vaccination because:

- Influenza is an infectious disease that can cause a range of symptoms and effects ranging from mild to severe illnesses to life-threatening complications, even in healthy children or adults
- Millions of Americans get influenza each year; the disease is highly contagious and can spread easily from person to person
- More than 200,000 people, including 20,000 children, are hospitalized each year from influenza-related complications
- The influenza vaccine meets FDA safety standards; each batch of vaccine is carefully tested before it is released and millions of Americans receive the vaccine each year
- The best way to protect yourself and your family from this infectious disease is to get vaccinated

If we don't remind you about annual flu vaccination for yourself and your family, please remind us.

If you have any questions about flu vaccination, we encourage you to ask.

Signature _____

[insert placeholder for member logos]



www.PreventChildhoodInfluenza.org

Question and Answers



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Influenza & Pregnancy

- Risks of influenza during pregnancy⁸
 - Severe illness from influenza is more likely in pregnant women
 - Changes in immune system, heart, lungs make pregnant women more prone to severe illness from influenza
 - Risk of premature labor and delivery increases in pregnant women with influenza
 - During the 2009-2010 season, death rates from influenza were five times higher in pregnant women than non-pregnant individuals
 - Severe illness in postpartum women was also documented

Influenza & Pregnancy

- Benefits of vaccination during pregnancy
 - Vaccine is safe for pregnant women
 - Given to millions of women for many years
 - Protects mother and infant (up to 6 months old) from influenza
 - Influenza hospitalization rates in infants <6 months of age are more than 10 times that of older children
 - Protective antibodies cross into baby's system through placenta, breast milk
 - Can be administered during any trimester

Reaching Diverse Patient Populations

- While there are ethnic and racial disparities in influenza vaccination rates among adult populations; **racial and ethnic gaps in pediatric influenza vaccination in the US have closed**
 - Hispanic children, a population that was historically underserved, are now among the top in vaccination rates along with Asian children
- These populations often have increased risk for complications from influenza

An Important Message for All Populations

- Vaccination is the most effective way to prevent influenza. It protects you, your family and your community. If you or someone in your family hasn't been vaccinated, please ask about it today.

Reaching Diverse Patient Populations

American Indians and Alaska Natives

In 2009 the death rate in American Indians and Alaska Natives from influenza was four times higher than in the general public⁹

- *US American Indians and Alaska Natives have had the highest rate of serious health complications from influenza than any other population, including death*

African Americans

Black children younger than 18 accounted for 16.6 percent of 210 reported influenza-associated deaths in 2009. Disparities in underlying medical conditions, such as asthma and diabetes, may contribute to the impact of influenza in this community.¹⁰

Hispanics

Hispanic children younger than 18 years accounted for 27 percent of 210 reported 2009 H1N1 influenza-related deaths in the US¹¹

Pharmacists & Influenza Vaccination

- Pharmacists now recognized as a US health providers
- Pharmacy-based immunization is convenient, easy and for some, the most accessible site
 - Especially for people who do not have healthcare providers and those living in remote areas
- In all 50 states, pharmacists can vaccinate; 140,000 trained to give vaccines¹³
 - Laws and regulations for vaccinating children of different ages vary state to state; [INSERT LOCAL REGULATIONS IF APPROPRIATE]
- As advocates for influenza vaccine, pharmacists play a critical role in improving health
 - Encourage customers to ask about influenza vaccine; actively promote its availability and safety



Heart Disease & Influenza

- Scientific studies have shown that death from influenza is more common among people with cardiovascular disease than any other chronic condition¹³
- Influenza can lead to a heart attack in patients with heart disease
- Influenza vaccination can reduce the risk of heart attacks and offer cardio-protective benefits in cardiac patients
 - People with heart disease should get injectable vaccine; nasal spray vaccine is not recommended for people with heart disease

Influenza & Children With Neurologic Conditions

- Children of any age with neurologic conditions, including those listed below, are more likely to become very sick if they get the flu. Complications may vary and can include pneumonia and even death.
 - Disorders of the brain and spinal cord
 - Cerebral palsy
 - Epilepsy (seizure disorders)
 - Stroke
 - Intellectual disability
 - Moderate to severe developmental delay
 - Muscular dystrophy
 - Spinal cord injury
- Children with neurologic conditions should only get the flu shot, not the nasal spray vaccine.¹⁴

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