



CDC Program Update for the CFS Advisory Committee 27 May 2009

Stephan S. Monroe, PhD
Director, Division of Viral and Rickettsial Diseases
National Center for Zoonotic, Vector-Borne,
and Enteric Diseases

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CDC's CFS Activities

- National CFS Public Awareness Campaign
 - National Center for Health Marketing (NCHM) through contract with CFIDS Association of America
- Chronic Fatigue Syndrome Research Program (CFSRP)
 - National Center for Zoonotic, Vector-borne, and Enteric Diseases (NCZVED)

National CFS Public Awareness Campaign

- Launched in November 2006 with a press conference at the National Press Club in Washington, D.C
- Continued through 2007 with public service announcements; paid print and online advertisements; a traveling photo exhibit; outreach to health care providers and health media; and national, regional and local media relations efforts
- Last funding was in FY 2007 for \$1,965,133; request for extension of campaign until December 2009

Public Service Announcements (2008)

- TV PSA aired 2,570 times for total of 45 million viewer impressions
- Radio PSAs had projected plays totaling 16,530 on 256 stations across the country; total of nearly 90.4 million audience impressions
- Total cumulative value of free commercial airtime for both the updated TV and radio PSAs is nearly \$1.3 million

Travelling Photo Exhibit “The Faces of Chronic Fatigue Syndrome”

- In 2008 displayed in 10 cities, four of which are in the top 20 media markets in the U.S. (estimated 923,116 consumers were exposed *directly* via visitors and passersby)
- Media outreach using the exhibit as a news hook in each market resulted in 172 print, broadcast and online stories

Distribution of Campaign materials (2008)

- 7,695 print copies of the brochure, *Understanding Chronic Fatigue Syndrome: A Guide for Patients*
- Additional 16,459 patient brochures downloaded from the CDC and CFIDS Association websites
- 2,832 print copies of the *CFS Toolkit for Health Care Professionals* (additional 53,818 fact sheets from the *CFS Toolkit* were downloaded)

Distribution of Campaign materials (2008)

- 2,300 print copies of the brochure for medical professionals, *Recognition and Management of Chronic Fatigue Syndrome* (additional 9,943 copies were downloaded)

Earned Media (2008)

- Media outreach resulted in more than 400 print, broadcast and online stories (millions in audience exposure)

Campaign Activities in 2009 (through December)

- Photo exhibit at approximately seven public venues with earned media coverage
- Continued tracking of TV & radio PSAs (and expand dissemination through online video hosting sites)
- Distribution of collateral materials primarily through website downloads
- Continued dissemination of patient brochures and toolkit for health professionals

Campaign Activities in 2009 (through December)

- Produce a 60-second video about CFS to distribute on television and through online video channels and direct viral marketing
- Proposed working relationship with U.S.C. Hollywood, Health & Society staff to act as a resource in providing accurate and up-to-date information about CFS to television and motion picture writers and producers

CFS Research Program: External Peer Review

- Panel member selection
- Peer review process
- Panel recommendations
- Program actions

CFS Research Program Peer Review: Panel Member Selection

- Recommendations received from CFSAC (May 2008), CCID Board of Scientific Counselors, external groups, research program
- Panel members:
 - Matthew Boulton, Univ. of Michigan, School of Public Health
 - Anthony Komoroff, Harvard School of Medicine
 - Gudrun Lange, Veterans Administration
 - James Oleske, New Jersey Medical School (unable to participate)
 - Peter White, London Queen Mary School of Medicine

CFS Research Program Peer Review: Process

- Background materials: Program summaries, senior staff CVs, selected publications sent in advance as electronic files; materials supplied in hard copy upon arrival
- Peer Review format (2.5 days):
 - Slide presentations with Q&A
 - Poster presentations with interactive discussions
 - Lab tours
 - Staff interviews
 - Exit interview with division- and national center-level staff
- Panel report
 - Received by CDC and posted to web within two weeks

CFS Research Program Peer Review: Panel Recommendations

- Continue to support the CFS program - continue successful work
- Develop a 5-year strategic plan
- Establish closer relationships with traditional public health agencies
- Consider utilizing already existing database resources to further the understanding of CFS
- Develop clinical guidelines on management for use in the USA
- Consider studies that test the direction of causality of pathophysiology, such as using interventions.

CFS Research Program Peer Review: Program Actions

- Develop 5-year strategic plan: preliminary draft completed (to be presented next)
- Closer relationship with traditional PH: CSTE fellow; participation in CSTE meeting; successfully recruited EIS officer
- Other recommendations: incorporated into strategic plan



Questions?

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