

Seasonal Influenza Vaccination: Looking Ahead Toward the 2007-08 Season

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION**



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Outline

- **Recommendations**
- **Anticipated supply**
- **Promotional activities**
 - **Annual campaign**
 - **National Influenza Vaccination Week**

Highlights of the 2007 Recommendations

- Change to vaccine composition (new H1N1 component)
- Continue to recommend against the use of adamantanes (amantadine, rimantadine)
- No change in the groups recommended for vaccination
- Change in recommendations for children ages 6 months to <9 years who received a single dose during their first (previous) year of vaccination
 - New: recommended to receive 2 doses in second year of vaccination
- Emphasize the need to continue vaccination beyond the traditional months of October and November
- Emphasize the importance of vaccinating healthcare workers

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Recommended Groups, I

Efforts should target these groups if vaccine supply is limited:

- Children aged 6–59 months
- All persons aged ≥ 50 years
- Household contacts (including children) and caregivers of infants who are younger than 6 months old
- Children and adolescents on long-term aspirin therapy
- Pregnant women
- Adults and children who have chronic diseases
- Immunosuppressed adults and children
- Adults and children with a condition that can compromise respiratory function, handling of respiratory secretion, or increase the risk for aspiration
- Residents of nursing homes and other chronic-care facilities.

Recommended Groups, II

In addition, to prevent transmission to persons such as those at increased risk of complications, the following groups are recommended for annual influenza vaccination with TIV or LAIV unless contraindicated:

- Healthcare Workers
- Healthy household contacts (including children) and caregivers of
 - Children 6-59 months of age, adults ≥ 50 years
 - Children and adults with medical conditions that put them at increased risk for severe complications from influenza

Emphasizing the Permissive Component of the Seasonal Recommendations

Vaccination is recommended for persons, including school-age children, who want to reduce the likelihood of becoming ill with influenza or transmitting influenza to others should they become infected.

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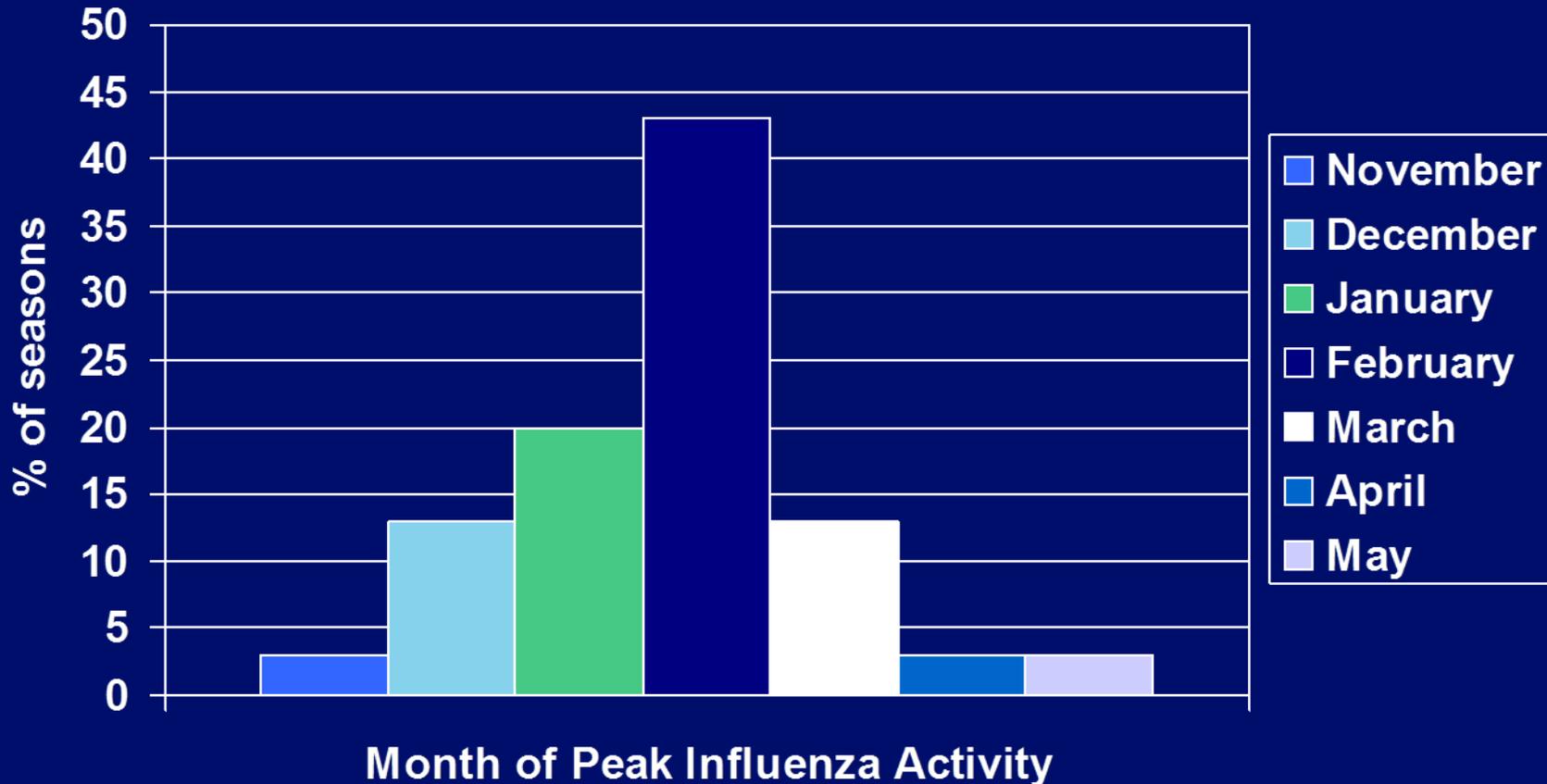
Recommendations for Childhood Vaccination

- Longstanding recommendation: first time vaccinees less than 9 years of age should receive two doses, spaced 4-6 weeks apart
 - Those who only received one dose in the first year should receive only one dose the following year
- New data suggests that these children have less benefit (when strains change and when they don't)
- Beginning with 2007-08 season: Children who didn't receive two doses during their initial year of vaccination, should receive two doses the next year.

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Month of Peak Influenza Activity, US 1976-2006



US WHO Collaborating Centers (CDC, unpublished data). Peak week defined as week with greatest % of positive specimens for influenza on basis of three-week moving average.

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Recommendations for the Prevention and Control of Influenza are NOT Static

Recommendation Changes for Influenza Vaccination: Recent Milestones

2000: All adults 50 and older

2004: All children aged 6--23 months
All contacts of children aged 0--23 months
All women who will be pregnant during
influenza season

2005: All persons with any condition that can
compromise respiratory function or the
handling of respiratory secretions

2006: All children aged 24---59 months and
their household contacts and out-of-home
caregivers

Potential Time-Frame for Modifying Recommendations

- **2007-2008:** Consider expanding recommendations to include all children (6 months-18 years)
 - Address scientific and implementation issues
 - Summarize results for the October 2007 ACIP meeting
- **2010-2011:** Possible expansion of recommendations to include household contacts and caregivers of school-aged children
- **2012-2013:** Possible expansion to universal vaccination (extend recommendations to persons 19-49 years)
- Each time recommendations are changed:
 - need to assist manufacturers, immunization programs, and public health communication experts in planning implementation

Meeting to Examine Issues Around Vaccination of School-age Children

- **September 10-11 in Atlanta, GA**
- **Objectives**
 - **Review the evidence base supporting expansion of recommendations**
 - **Identify key data gaps**
 - **Discuss implementation strategies**
- **Meeting summary to be presented to the ACIP in October 2007**

PROJECTED PRODUCTION OF INFLUENZA VACCINE FOR 2007- 08, US

Manufacturer	Doses Projected*
GSK	30-35 million
MedImmune	7 million
Novartis	Up to 40 million
sanofi pasteur	50 million
CSL	No estimate provided
Total	Up to 127-130 million

***These estimates are based on presentation made at the National Influenza Vaccine Summit Meeting, Atlanta, GA, April 19, 2007 by the manufacturers listed and reflect upper estimates of production contingent upon consumer demand.**

More on Supply for 2007-08

- **Projections from the 4 currently licensed manufacturers exceed the 2006-07 production by approximately 10 million doses**
- **An additional manufacturer has applied for licensure**
- **In terms of vaccine for young children**
 - **Likely to be a similar amount of injectable, p-free vaccine for young children this season**
 - **An increased amount of LAIV projected, MedImmune has applied for a lower age indication**

Overall Campaign Goals for the 2007-08 Season

- **Promote vaccination to ACIP recommended groups**
- **Generate vaccine demand and encourage anyone in the general population who wants to be protected against influenza to be vaccinated**
- **Continue to work toward changing public and provider attitudes and behaviors related to vaccination in December, January, and beyond.**

Target Audiences: Priority Groups

- **Persons 50 and older**
- **Hispanic/Latino and African American seniors**
- **Persons with chronic disease**
- **Moms of preschool age children**
- **Close contacts**

Target Audiences: Growing Market Share

- **Working adults**
 - **Work through CEOs, CFOs and HR professionals**
- **Commuters and travelers**
- **Mothers**

Annual Campaign Core Elements

- **Media outreach and activities**
 - **NFID press “kick-off” in DC on Sept. 19**
 - **Radio and television PSAs, matte articles, print ads, media tours**
- **Print materials**
- **Partnerships**
- **Education and outreach to clinicians**
- **Web content <http://www.cdc.gov/flu> and new media outreach**
- **Communications research**

Formative Research

- **Explore new late season messages**
- **Encourage the public to get their vaccination later without implying they should put it off**
- **Assess messages related to vaccine mismatch**
- **Test new print materials targeted to healthy adults who have household contact s at high risk**

Preliminary Focus Group Results

- **Participants heard and remember our past messages**
- **Messages about vaccination in December and later and about timing of the peak of disease raised several unexpected questions**
- **Emphasis on the permissive component of the seasonal recommendations raised skepticism among many participants**
- **Draft posters with messages about getting vaccinated to protect vulnerable loved ones (particularly babies and children) were highly motivating**
- **In the event of a mismatch - as always - simple and straight-forward recommendations from CDC and providers for people to continue to seek vaccination will be important**

National Influenza Vaccination Week (NIVW)

- **Goal: Annual event to help raise awareness of the importance of influenza vaccination and the importance of continuing vaccination throughout November and beyond**
- **Planning for 2007-08 NIVW is now underway**
 - **Designated dates are Nov 26-Dec 2, 2007**

NIVW Activities

- **Flu-mobile stops**
- **Arrange public clinics/media events at malls, airports, etc.**
- **Audio, video news releases; media tours for CDC spokespersons**
- **NIVW on-line toolkit and calendar of events**

Summing Up, I

- **Primary changes to the annual recommendations include**
 - **Emphasis on permissive recommendation**
 - **Changes to 2-dose recs for children not fully vaccinated the first year**
 - **Changes in language about timing of vaccination**
- **Meeting in September 2007 to examine issues around expanding childhood vaccination recommendations**

Summing Up, II

- **Vaccine supply for 2007-08 is projected at record high levels (if demand remains high)**
- **CDC's campaign will continue to emphasize and promote late season vaccination to make optimal use of available vaccine to protect children, adolescents, and adults**