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# Influential News

The National Influenza Vaccination Disparities Partnership (NIVDP) is a national multi-sector campaign, spearheaded by local influential partners who work to increase flu vaccination among underserved populations. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).



SPECIAL EDITION

## THE LATEST FLU INFORMATION

This issue of **Influential News** is dedicated to providing information about the latest developments from the CDC and the vaccine industry to keep NIVDP partners informed and engaged in the fight against the flu. Learn how to use CDC's application for tracking and customizing reports on flu activity. Learn about the quadrivalent flu vaccine approved for the 2013-2014 season, and get the recent scoop on flu vaccine effectiveness for people 65 and older.

### NEWS IN THE SPOTLIGHT

#### CDC TOOL TRACKS FLU ACTIVITY AND PROVIDES CUSTOMIZABLE REPORTS

The CDC routinely tracks influenza activity in the U.S. with a surveillance system called FluView Interactive. The system shows when and where influenza activity is occurring. The system also measures the burden of influenza disease in the U.S. by tracking flu-related illnesses, hospitalizations, and deaths. FluView Interactive offers web-based interactive applications using influenza data collected and analyzed by the CDC.

FluView Interactive's applications allow users like NIVDP partners to view flu activity by state. With the applications, partners can develop easy-to-read charts and graphics to make comparisons across flu seasons, regions, and age groups. Partners can also make state-to-state and national comparisons of influenza activity using a variety of other demographics that are collected weekly by CDC's monitoring systems.

To access the CDC's FluView Interactive report please go to ([www.cdc.gov/flu/weekly/](http://www.cdc.gov/flu/weekly/)).

#### QUADRIVALENT FLU VACCINE READY FOR NEXT FLU SEASON

In December 2012, the Food and Drug Administration (FDA) approved two quadrivalent flu vaccines, one shot and one nasal spray. These flu vaccines will protect against two strains of Influenza A and two strains of Influenza B, and are entering the market for the 2013-2014 flu season (FDA, 2012). FluMist® Quadrivalent is a four component nasal spray containing weakened live flu virus developed to prevent seasonal influenza in people ages two years through 49 years. Fluarix® Quadrivalent is a four component shot containing killed (or inactivated) flu virus developed to prevent seasonal influenza in persons three years of age and older. The CDC is in the process of developing key messages and educational materials for the public about these vaccine options. ([Read more on all vaccine options for the 2013-2014 flu season](#)).

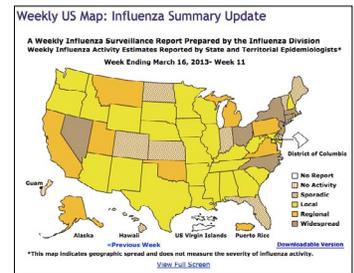
Notice: Keep an eye out for a CDC survey developed to learn more about NIVDP partners' perceptions and level of awareness regarding the new quadrivalent flu vaccines. The survey will be e-mailed to members of the NIVDP.

#### SENIORS CONCERNED ABOUT THE EFFECTIVENESS OF FLU VACCINE CAN REST EASIER

A recent report on flu vaccine effectiveness raised some questions among seniors this flu season. The report determined that the 2012-2013 flu vaccine reduced the risk of flu-associated medical visits among people 65 and older by only nine percent. ([Read CDC's report here](#)).

Dr. Robert Levin, public health officer from Ventura County, California, recently offered some perspective on the report. He said that seniors who are concerned about the effectiveness of their flu vaccine can rest easier. "That nine percent was for only one of the three strains in the vaccine," Dr. Levin said. "But if you look at the Influenza B strain, it was 67 percent effective." The vaccine also targeted the H1N1 strain, and was approximately 27 percent effective overall for those 65 and older.

Dr. Levin said that flu vaccine options for those 65 and older will be available this coming flu season, such as the higher-dose flu vaccine. Dr. Levin says that older adults who are concerned about the vaccine effectiveness can ask their health care provider which vaccine is best for them. ([Read Dr. Levin's perspective on the CDC report here](#)).



FluView Interactive App



FDA approves quadrivalent flu vaccine as a nasal spray and a flu shot



Dr. Robert Levin, public health officer, Ventura County, California provides workshops to educate on the impact of flu among seniors

COMING SOON: Spotlight on "Flu Health Champion"

Share your ideas, photos, and events with us. We will feature them in upcoming issues of **Influential News**.

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