

REFLECTIONS AND UPDATES

for Partners of the CDC National Influenza Vaccination Campaign

Thank YOU for supporting the Centers for Disease Control and Prevention (CDC) National Influenza Vaccination Campaign during the 2011–2012 flu season. As a valuable partner in the fight against flu, we want to highlight the results of outreach efforts and reflect on the overall flu season and vaccine distribution activities.

2011–2012 Partner Highlights*

This past season, a total of 91 organizations worked to support CDC flu prevention efforts aimed at the general public and those at high risk for flu-related complications. These organizations include health partners and providers, businesses, professional associations, libraries and shopping malls (see a full listing on the back). Some accomplishments with these partnerships include:

- 35 flu vaccination events held across the country;
- 54 million impressions garnered from online, digital and social media activities;
- Over 9,000 CDC flu materials disseminated; and
- Numerous flu-related messages disseminated through partners' press releases and newsletters.

2011–2012 Season Overview: Flu Activity and Vaccine Distribution

- According to the final CDC influenza surveillance report, the 2011–2012 season began late and was mild compared to most previous seasons. Contributing factors included a mild winter, and the fact that most circulating viruses were similar to those seen in past seasons—which the 2011–2012 vaccine was designed to protect against. For more information, visit: www.cdc.gov/flu/spotlights/2011-2012-flu-season-wrapup.htm.
- Despite the overall mild season, all states experienced flu outbreaks, and 26 experienced widespread flu activity.
- As of May 25, 2012, 26 pediatric deaths were reported.
- Manufacturers reported distributing 132 million doses of vaccine in the U.S.
- The primary flu viruses that circulated were the 2009 H1N1, influenza A (H3N2), and influenza B viruses. For more on virus types, visit: www.cdc.gov/flu/about/viruses/types.htm.
- For more information on past flu seasons visit: www.cdc.gov/flu/about/disease/index.htm.



One of the vaccination events at malls around the country this past winter as part of a partnership with the International Council of Shopping Centers.

Mark Your Calendars

- National Influenza Vaccination Week is scheduled for December 2–8, 2012. Learn how you can participate at: www.cdc.gov/flu/NIVW.

Connect—and Get Involved

- Check out the new CDC web portal for partners: www.cdc.gov/flu/partners.
- Submit your flu prevention activities for the 2012–2013 flu season: www.cdc.gov/flu/partners/partners-form.htm.
- Send information requests, concerns, or suggestions to fluinbox@cdc.gov.



www.cdc.gov/flu

*Highlights reflect activities conducted through a contract agreement between CDC and Westat, Inc., in collaboration with Fenton and the partners listed within this update. Thus, this is not a comprehensive list of activities or partners working to support the CDC National Influenza Vaccination Campaign.

2011–2012 Partners*

AARP
About.com
Affiliated Community Medical Clinic
American College Health Association
American College of Occupational and Environmental Medicine
American Diabetes Association
American Lung Association
American Public Health Association
Arrowhead Mall (Muskogee, OK)
Atlantic Branch Library (Commerce City, CA)
Azusa City Public Library (CA)
Berkeley Parents Network
Bristow Park Branch Library (Commerce City, CA)
Califa Library Group
California Immunization Coalition
Cascade Mall (Burlington, WA)
Central Mall (Port Arthur, TX)
Chapel Hill Mall (Colorado Springs, CO)
City College of New York
City of Commerce Public Library and branches (CA)
City of Inglewood Public Library and branches (CA)
Conestoga Mall (Grand Island, NE)
Crenshaw-Imperial Library (Inglewood, CA)
Crossroads Center (Waterloo, IA)
CVS Caremark
DeAnza/Foothills College (Santa Clara County, CA)
Deptford Mall (Deptford, NJ)
Eastland Center (Eastland, MI)
Eastland Mall (Evansville, IN)
El Retiro Branch Library (Torrance, CA)
Frisco Station Mall (Rogers, AR)
Genesee Valley Center (Flint, MI)
GetBetterHealth.com
Greenwood Branch Library (Commerce City, CA)
Health Services Association of the California Community Colleges
Healthy Mothers Healthy Babies
Henderson Branch Library (Torrance, CA)
Hilton Worldwide
Inova Loudoun Hospital
International Council of Shopping Centers
Kandi Mall Shopping Center (Wilmer, MN)
Katy Geissert Public Library (Torrance, CA)
Kitsap Mall (Silverdale, WA)
Lafayette Square Mall (Indianapolis, IN)
LHC Group
MaximWellness
Metrocenter (Phoenix, AZ)
Monterey Peninsula College
National Association of Children's Hospitals
National Association of Community Health Centers
National Business Coalition on Health
National Football League
National Parent Teacher Association
NFL Retired Players
National Physicians Alliance
National Safety Council
New York Queens Hospital
North Torrance Branch Library (Torrance, CA)
Northgate Mall (San Rafael, CA)
Northland Center (Southfield, MI)
Oakwood Mall (Enid, OK)
OneStop Charlotte Court House
OneStop Peninsula
Paradise Valley Mall (Phoenix, AZ)
Pregnancy.org
Prescott Gateway Mall (Prescott, AZ)
Public Health Foundation
Queens Center (Elmhurst, NY)
Reliant Immediate Care at Los Angeles International Airport (LAX)
Rite Aid
Rotterdam Square (Schenectady, NY)
Safeway
Somerville Towne Center (Antioch, CA)
South Plains Mall (Lubbock, TX)
Southeast Branch Library (Torrance, CA)
Swansea Mall (Swansea, MA)
The Centre at Salisbury (Salisbury, MD)
The Shops at Dos Lagos (Corona, CA)
The Village at Corte Madera (Corte Madera, CA)
Towne Mall (Elizabethtown, KY)
University of Northern Colorado Student Health Services
Village at Leesburg (Leesburg, VA)
Virginia Workforce
Visiting Nurses Association of America
Walgreens
Walteria Branch Library (Torrance, CA)
Wilton Mall (Saratoga Springs, NY)
Winward Mall (Kaneohe, HI)
YMCA San Francisco
YMCA Stonestown branch
Yorktown Shopping Center (Lombard, IL)

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