SEASONAL FLU

Flu Vaccine Effectiveness
The Centers for Disease Control Prevention (CDC) recently posted new materials on flu vaccine effectiveness. The materials describe the studies that are conducted to determine vaccine effectiveness and why some people respond differently to the vaccine than others. There are materials for HCP: Influenza Vaccine Effectiveness: Questions and Answers for Health Professionals and for the public: Vaccine Effectiveness - How Well Does the Flu Vaccine Work?

MDCH Press Conference
On October 11, 2011, a joint press conference between the Michigan State Medical Society (MSMS), the Michigan Osteopathic Association (MOA), and MDCH was held on the importance of flu vaccination. Dr. Dean Sienko, acting Chief Medical Executive for MDCH and Zachary Yaksich, a Michigan resident who lost his daughter, Alana, to influenza spoke at the event. Mr. Yaksich is a member of Families Fighting Flu and with the help of his family, started Alana’s Foundation. The following is some of the media resulting from the press conference:
- WILX Channel 10 news story
- WLNS Channel 6 news story
- Should adults, children get flu vaccine? Read one dad’s plea
- W. Bloomfield father advocates for flu vaccine after tragic death
- Mich. Health Officials Urge Flu Vaccinations
- The flu can be deadly to children
- WASHTENAW COUNTY: Parents whose daughter died of flu complications forms Alana’s Flu Foundation to encourage flu vaccination
- Vaccine advocate urges a shot of prevention

Journal Articles
A recent study in Pediatrics compared school- versus provider-based approaches to improving influenza vaccination coverage among adolescents in rural Georgia. Pediatrics also published an article by University of Michigan Researchers which found that many parents would accept e-mail or cell phone-based immunization reminders and that parents’ e-mail and cell phone information is at least as stable as home address and telephone information.

Upcoming Webinar – Vaccine Disparities
There will be a Webinar on November 10, 2011 from 1-2:30 PM entitled, “Effective Strategies to Promote Influenza Vaccine Uptake Among Culturally Diverse Populations.” More information is available here.

MDCH Resources on Flu Vaccination Disparities
- Informational Flyer
- Monthly Flu Posters are now available in Spanish

Additional Resources
The Massachusetts Department of Public Health—Office of Health Equity developed a guide that provides a range of real-world practical tips and tools for anyone looking for ways to engage with hard-to-reach populations on the importance of flu vaccination.

The American Lung Association (ALA) recently kicked off its 2011-12 Hispanic American influenza campaign, “Rostros de la gripe” (“Faces of Influenza”). The campaign includes a toolkit with many influenza resources for the Spanish-speaking public.

Health Care Personnel (HCP) Vaccination
The Joint Commission Resources (JCR) Annual Flu Vaccination Challenge, a national program to increase flu vaccination rates among health care personnel has begun for the fourth year in a row.

News Articles on HCP Vaccination
Healthcare Worker Vaccination Still Key to Protecting Patients
Mandatory Vaccination Against Influenza: Strategies for Compliance
Flu News Articles
Study comparing kids’ flu vaccines suggests adjuvant benefits
Michigan: Flu and vaccines will be discussed

FLU RESOURCES
Stay up-to-date with:
- MDCH: www.michigan.gov/flu
- CDC: www.cdc.gov/flu
- HHS: www.flu.gov or www.vaccines.gov

CDC recently announced the addition of a 2011 influenza module to their web-based training course "You Call the Shots." This module discusses influenza disease, the groups at highest risk, basic vaccination recommendations, the characteristics of influenza vaccine, and more.

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