

2009 H1N1 Influenza

Town Hall Meeting Prince William County, Virginia

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November 18, 2009



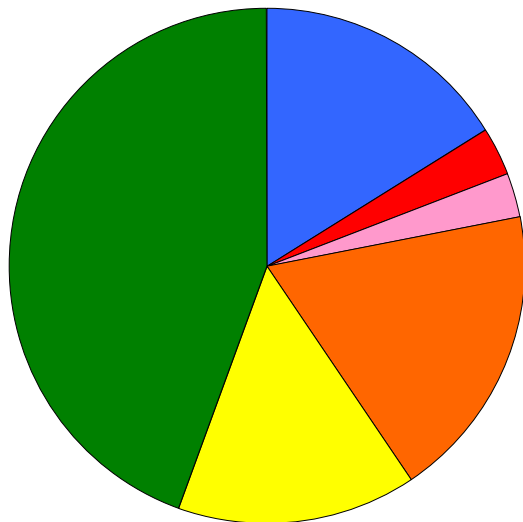
H1N1 Spring Outbreak

- Occurred very late in the flu season
- Affected young people disproportionately
- Caused widespread illness; some severe or fatal
- Socially disruptive, especially for schools
- Tens of thousands of health workers and others responding worldwide



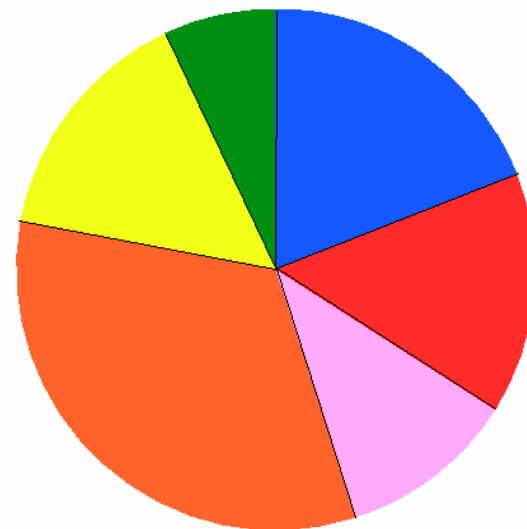
Teens and Young Adults Disproportionately Affected - Few Cases Among Elderly

Seasonal 2007-08



N=3,930

2009 H1N1 (August – October)



- 0-4 yrs
- 5-9 yrs
- 10-17 yrs
- 18-49 yrs
- 50-64 yrs
- 65+ yrs

* August 30th – October 10th



2009 Fall Influenza Season



- **Surveillance:** Continue to track flu for change in epidemiology, virulence, and drug resistance
 - **Flu activity** is widespread in most of the U.S.
 - **Outbreaks** in colleges, schools and communities across the country
- **Vaccine Program:** Began in October

2009 Fall Influenza Season

- **Community Mitigation:** Plan at all levels for appropriate role in prevention/response
 - Health care system, primary care providers and public health (diagnosis, treatment, surge, vaccination)
 - Schools, child care centers, senior centers, other potentially affected institutions
 - Public health (surveillance, testing, response, guidance, vaccination, treatment)
- **Ongoing Communication** of accurate and timely information via **www.Flu.gov**



National Voluntary H1N1 Vaccine Program

- Vaccine licensed by FDA
- FDA has approved:
 - 1 dose for ages 10 and older
 - 2 doses for ages 9 and younger
- Clinical trials show high degree of confidence in vaccine safety and effectiveness
- Voluntary national vaccination program for 2009 H1N1 virus initiated in October



Voluntary H1N1 Priority Vaccination Groups

- Healthcare and emergency medical services personnel
- Pregnant women
- Persons who live with or care for infants < 6 months
- Persons aged 6 months–24 years
- Persons aged 25–64 years with medical conditions that increase risk for influenza-related complications

More information at: WWW.FLU.GOV



What Can You Do to Protect Yourself and Others?



- Vaccination is the best way to protect yourself and those around you
- Cover your coughs and sneezes with your elbow or a tissue
- Wash your hands often
- Avoid touching your face with your hands
- Stay home if you are sick

What better way to communicate information about the flu virus than using "viral" social media like Twitter and YouTube—Help us spread the word!!

Effective Communication

HHS has provided and created guidance and toolkits for the following groups:



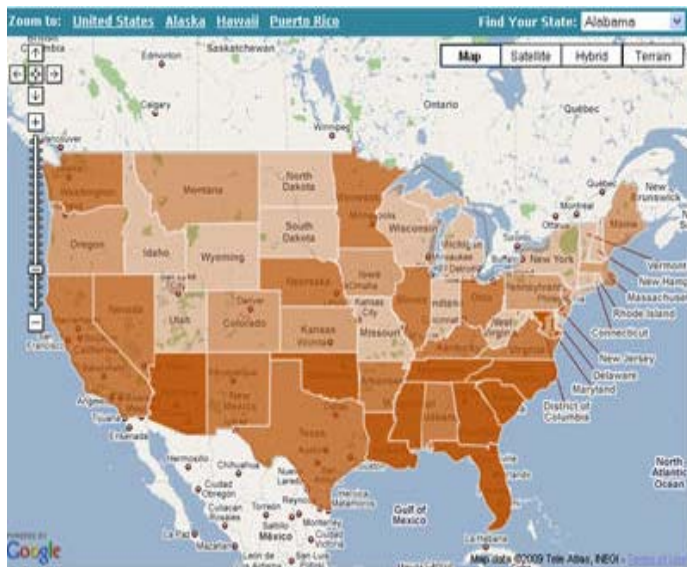
Flu.gov is available via dynamic translation in Spanish, with selected materials in 10 different languages.

- Parents
- Pregnant Women
- Child Care Programs
- Schools, Colleges, Universities
- Clinicians
- Businesses & Employers
- Hospitals
- Hard to reach populations



Applications and Tools on Flu.gov

Robust Mapping Tool Shows Impact and Provides State/Local Information



No Report No Activity Sporadic Local Regional Widespread

Interactive Features

- **Ask the Flu Experts!**
 - All reader questions answered directly; selected QAs on-line
- **Seasonal Flu Shot Locator**
 - Locality-based clinic and doctor information (State and American Lung Association info)
- **Social Media Tools**
 - Integration with Twitter, Facebook and other social media outreach tools.



Public Services Announcements



- **2009 Flu Prevention PSA Contest**
 - 10 Youtube finalists, including Spanish-language special mention
- **Celebrities**
 - Marc Anthony (English and Spanish)
 - Amy Ryan (Pregnant Mother)
- **Elmo**
 - English and Spanish PSAs with Elmo, Rosita, Gordon and Luis
 - With 13 Governors
- **Congressional PSAs**
 - Over 100 Members of Congress --- PSAs in English and Spanish
- **Sid the Science Kid**
 - Special Episode on Vaccination

One-Stop-Shop for Flu Information and Resources



Flu.gov

Know What to Do About the Flu

[Frequent Questions \(FAQs\)](#)
[Español](#) | [繁體中文](#) | [Tiếng Việt](#)

One-stop access to U.S. Government H1N1, avian and pandemic flu information.

SHARE

Flu Home

Seasonal Flu

Plan & Prepare

General Information

Where You Live

Frequent Questions (FAQs)

Monitoring Outbreaks

Health & Safety

Tests, Vaccines, Medications, & Masks

Animal & Bird Issues

Global Activities

Economic Impacts

Travel

Research Activities

News, Multimedia, and Social Media

Glossary

H1N1 (Swine Flu) IMMUNIZATION CAMPAIGN

We are preparing for an H1N1 vaccination campaign. We are making every effort to have a safe and effective H1N1 vaccine available for distribution as soon as mid-October, but it is possible, even probable, that epidemics may begin in different parts of the country before then. This makes prevention even more critical.

On July 29, 2009, the Advisory Committee on Immunization Practices (ACIP)—an advisory committee to CDC—recommended that novel H1N1 flu vaccine be made available first to the following five groups:

- Pregnant women
- Health care workers and emergency medical responders
- People caring for infants under 6 months of age
- Children and young adults from 6 months to 24 years
- People aged 25 to 64 years with underlying medical conditions (e.g. asthma, diabetes)

Combined, these groups would equal approximately 159 million individuals. [More...](#)

2009 Flu Prevention Video PSA Contest

Create a Video About Preventing or Dealing With the Flu & Be Eligible to Win \$2500 Cash!

- [PSA Contest Rules](#)



Send to a Friend



[Send an eCard](#)

Get These Widgets

KNOW

What to Do About the Flu

www.flu.gov

Share this Widget

Help Prevent Flu

Win **\$2500**

Create a Video

www.flu.gov

Share this Widget

Flu.gov News

Questions & Answers: Novel H1N1 Influenza Vaccine (CDC)
Wednesday, Jul. 29, 2009 at 4:41 PM

Novel H1N1 Vaccination Guidance for State, Local, Tribal, and Territorial Health Officials (CDC)
Wednesday, Jul. 29, 2009 at 4:38 PM

FDA Approves Vaccine for 2009-2010 Seasonal Influenza



Summary

- Illness from the H1N1 influenza pandemic will continue to occur around the world.
- Influenza activity is unpredictable.
- Good preparedness and communication.
- Shared responsibility
 - Individuals and families
 - Businesses
 - Schools
 - Health Care System
 - Federal/State/Local Government

More information at: WWW.FLU.GOV



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Know what to do
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Planning for 2009 H1N1 Influenza

A Preparedness Guide for Small Business

