

Update on 2009 H1N1 Influenza Fall, 2009

U.S. Department of Health and Human Services

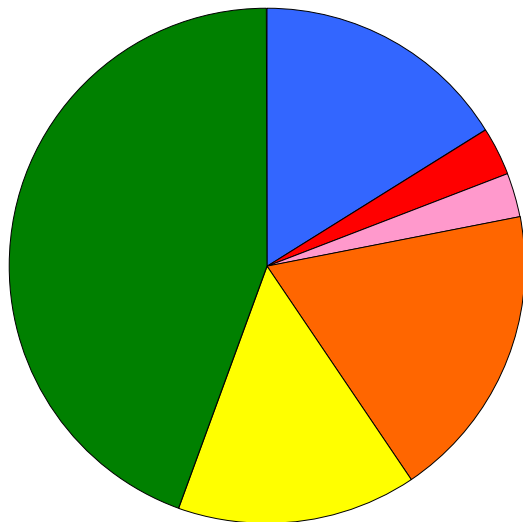
2009 H1N1 Spring & Summer Outbreak

- Occurred very late in the flu season
- Remarkably diverse across US
- Affected young people disproportionately
- Caused widespread illness; some severe or fatal
- Tens of thousands of health workers and others responding worldwide



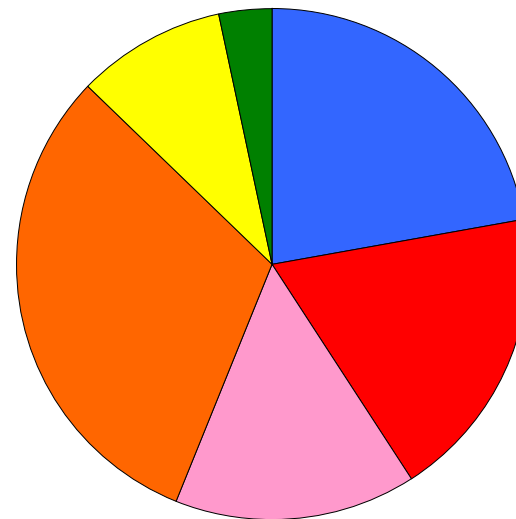
Teens and Young Adults Disproportionately Affected - Few Cases Among Elderly

Seasonal 2007-08



N=3,930

2009 H1N1 (April - Jun)



N=312

*April 12-June 30



2009 Fall Influenza Season



- **Surveillance:** Continue to track flu for change in epidemiology, virulence, antigenic pattern, and drug resistance
 - **Flu activity** is increasing in most of the U.S. with more than half the states reporting widespread activity.
 - **Outbreaks** in colleges, schools and communities across the country
- **Vaccine Program:** Ready for distribution in October
- **Ongoing Communication** of accurate and timely information via Flu.gov

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!!

Coordinated Communications Campaign

- Coordinated effort led by HHS, CDC, Education, Homeland Security and the White House



- Multi-platform approach to educating public, particularly high risk groups
- Communications Challenges

Key Target Audiences

- Parents of Children
- Young Adults
- Hard to Reach Populations
- African-Americans, Hispanics



Key Messengers

- Doctors & medical experts from the CDC, NIH, FDA
- Cabinet Secretaries
 - Kathleen Sebelius (HHS)
 - Arne Duncan (Education)
 - Janet Napolitano (Homeland Security)
- New Surgeon General
- President and White House officials (when appropriate)



Communications Campaign Activities: PSAs

- Ad Council Campaign (TV, Radio, out of home, print, social media, Spanish)
 - Prevention: already launched
 - Vaccination: mid-to late October
- Sesame Street Campaign
 - Elmo Prevention: already launched
 - Elmo, Rosita, Luis: mid-October
- Henson Co. - Sid the Science Kid
 - Special 30-minute episode
- HHS Flu Prevention PSA Contest
 - Winner announced last week
 - PSAs distributed in October
- Donated Media: Mythbusters, Networks
- Multi-language



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Communications Campaign Activities: Online



- www.Flu.gov
- H1N1 Webcasts
- Social Media Tools
 - Twitter, Facebook
- Entire website in Spanish
 - Selected portions in other languages



FluGov

Verified Account

Name FluGov
Location Washington D.C.
Web <http://www.Flu.gov>
Bio One-stop access to U.S. Government H1N1, avian and pandemic flu information.

49 following 3,844 followers

Tweets 508

Favorites

News Archive: CDC: Updated Pediatric Antiviral Dosing Syringe and Compounding Info for '09 H1N1/Seasonal Flu <http://bit.ly/lxBow> #H1N1

about 4 hours ago from web

From Our News Archives: Dr Chan Dir-Gen of WHO Address Regional Committee for the Americas: Pandemic Flu <http://bit.ly/lxBow> #H1N1

about 5 hours ago from web

News Archives: Use of Antiviral Medicines for Treatment/Prevention of Flu among Pregnant Women for the 2009-2010 Season <http://bit.ly/3Hj0Xr>

about 6 hours ago from web



- Edit Page
- Promote Page with an Ad
- Add Fan Box to your site
- More

Get reliable, up-to-date information about the H1N1 Flu. For more information visit Flu.gov or follow us on Twitter @FluGov

Information
 Location:
 Dept. Health and Human Services
 Washington, DC, 20201

Insights
 See All

3.3 Post Quality

15 Interactions

Fight the H1N1 Flu Did you know that there were several runners-up in the PSA Video Contest? While Rapping Dr. Clarke won, the others are worth a look too! 6 hours ago [dear](#)

- Wall
- Info
- Boxes
- Notes
- Video
- Events
- +

What's on your mind?

Attach:

Share

Fight the H1N1 Flu Just Fans

Settings

Fight the H1N1 Flu Did you know that there were several runners-up in the PSA Video Contest? While Rapping Dr. Clarke won, the others are worth a look too!
 6 hours ago · Comment · Like

3 people like this.

Write a comment...

Fight the H1N1 Flu One of the runners-up for the PSA Video Contest.

Remove



Bagman
 Length: 0:31

6 hours ago · Comment · Like · Share

2 people like this.

Write a comment...

www.Flu.gov

Flu News, Information and Resources

Choose from the options to the left of the map to find H1N1 and seasonal flu news, information and resources. Click on a state to see the related information.



MAP HOME **HELP**

Information and Resources

- State Resources
- State News Monitor
- State News (RSS)
- Twitter
- YouTube

CDC Monitoring Data

View Map For Week Ending

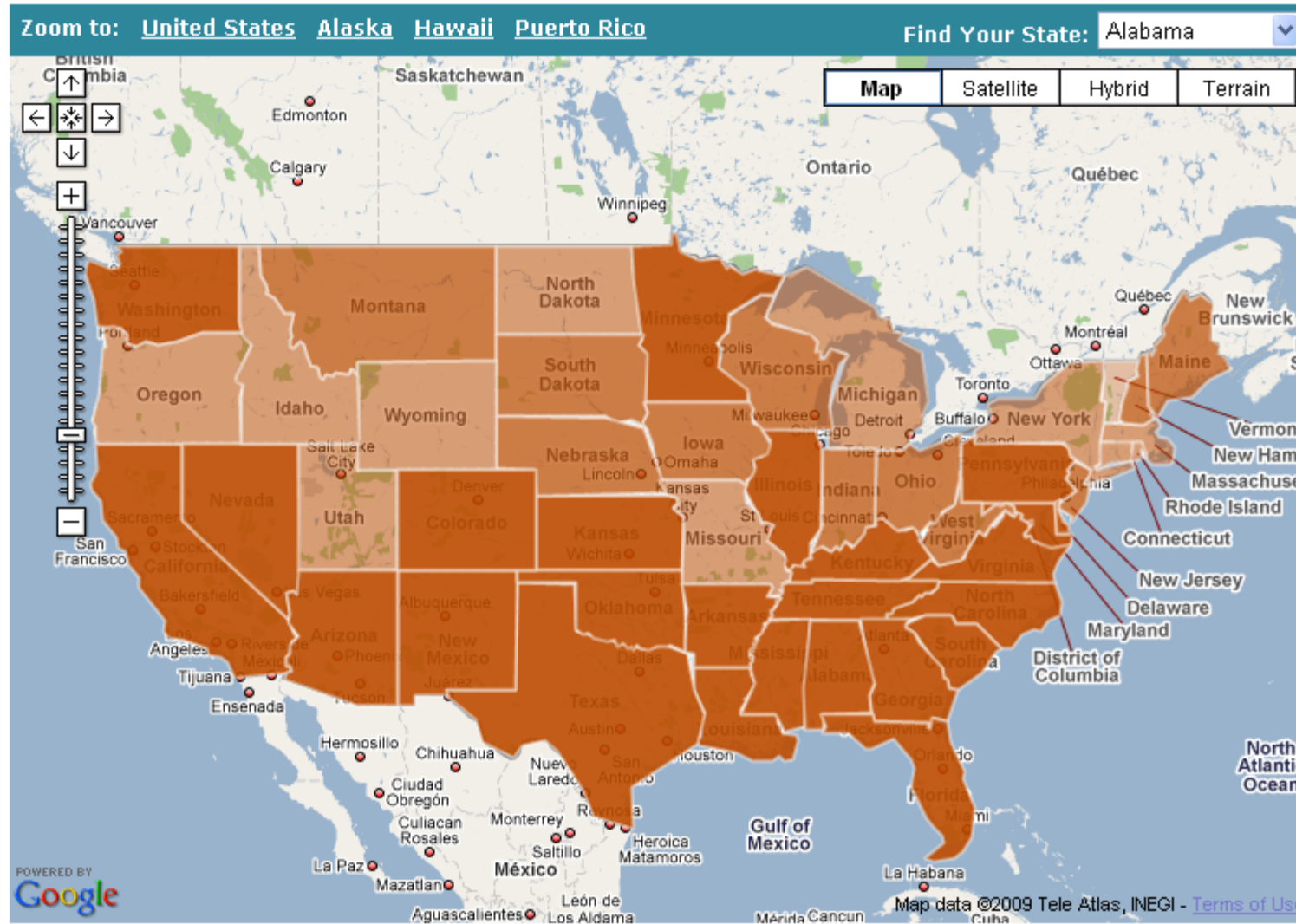
September 19, 2009

State Level Data

Influenza Activity

Regional Level Data

- Influenza-like Illness
- Influenza Lab Tests
- H1N1 Lab Tests



This mapping project is produced through a partnership between healthmap.org and flu.gov.

Map Last Updated: September 29, 2009 | [Give Feedback](#)



Education and Media Outreach

- Distribution of specific H1N1 Guidance
 - Schools, businesses, faith-based, daycare centers, etc.
- Weekly Reporter Briefings
- Outreach Calls to At-Risk Groups
- Outreach to key communicators (networks, sports leagues, etc.)

How You Can Help

- Promote HHS/CDC recorded PSAs
- Promote Flu.gov as the 'one-stop shop' for flu-related information
- On-air/in-stadium announcements about the flu
- Distribution of HHS/CDC handouts at events

