

Council on Linkages Between Academia and Public Health Practice

**Virtual Meeting
November 30, 2022**

Welcome to Our Zoom Meeting!

- Audio:
 - Computer or phone
 - Please keep your audio on mute when you are not speaking
- Feel free to use the Chat box to share comments or questions
- We are recording this meeting

Council on Linkages

Mission:

- To improve the performance of individuals and organizations within public health by:
 - Fostering, coordinating, and monitoring collaboration among the academic, public health practice, and healthcare communities
 - Promoting public health education and training for health professionals throughout their careers
 - Developing and advancing innovative strategies to build and strengthen public health infrastructure

Council on Linkages



American College of Preventive Medicine
physicians dedicated to prevention



Council of Public Health
Nursing Organizations



Agenda

- Welcome and Overview of Agenda
- Approval of Minutes from September 29, 2022 Meeting
 - **Action Item:** Vote on Approval of Minutes
- The Year in Review:
 - Academic Health Department Learning Community
 - Core Competencies for Public Health Professionals
- Looking Ahead: Council Contributions to Rebuilding the Public Health Workforce
- Increasing Flu Vaccination: How Practice and Academia Can Help
- Other Business and Next Steps

Approval of Minutes from September 29, 2022 Meeting

> Action Item: Vote on Approval of Minutes

The Year in Review:

- Academic Health Department Learning Community**
- Core Competencies for Public Health Professionals**

Kathleen Amos, MLIS, Council Assistant Director

AHD Learning Community



- National community of practitioners, educators, and researchers exploring AHD partnerships
- ~1,500 members
- >100 AHD partnerships

Variety of Activities:

- Examples and stories of AHD partnerships
- Webinars by and about AHD partnerships
- Partnership agreements
- Listserv
- Technical assistance

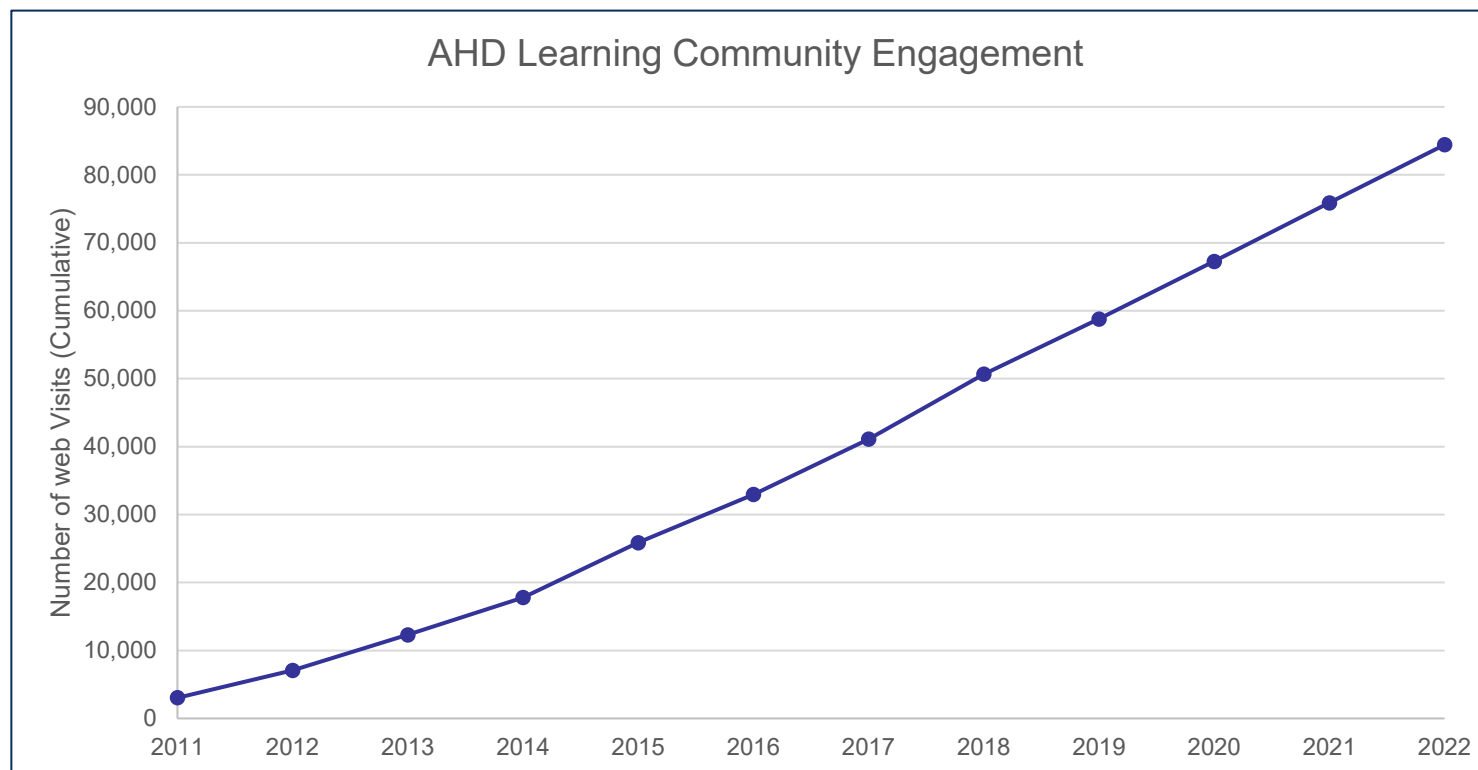
AHD Learning Community Usage

➤ So far in 2022:

➤ >8,500 online visits

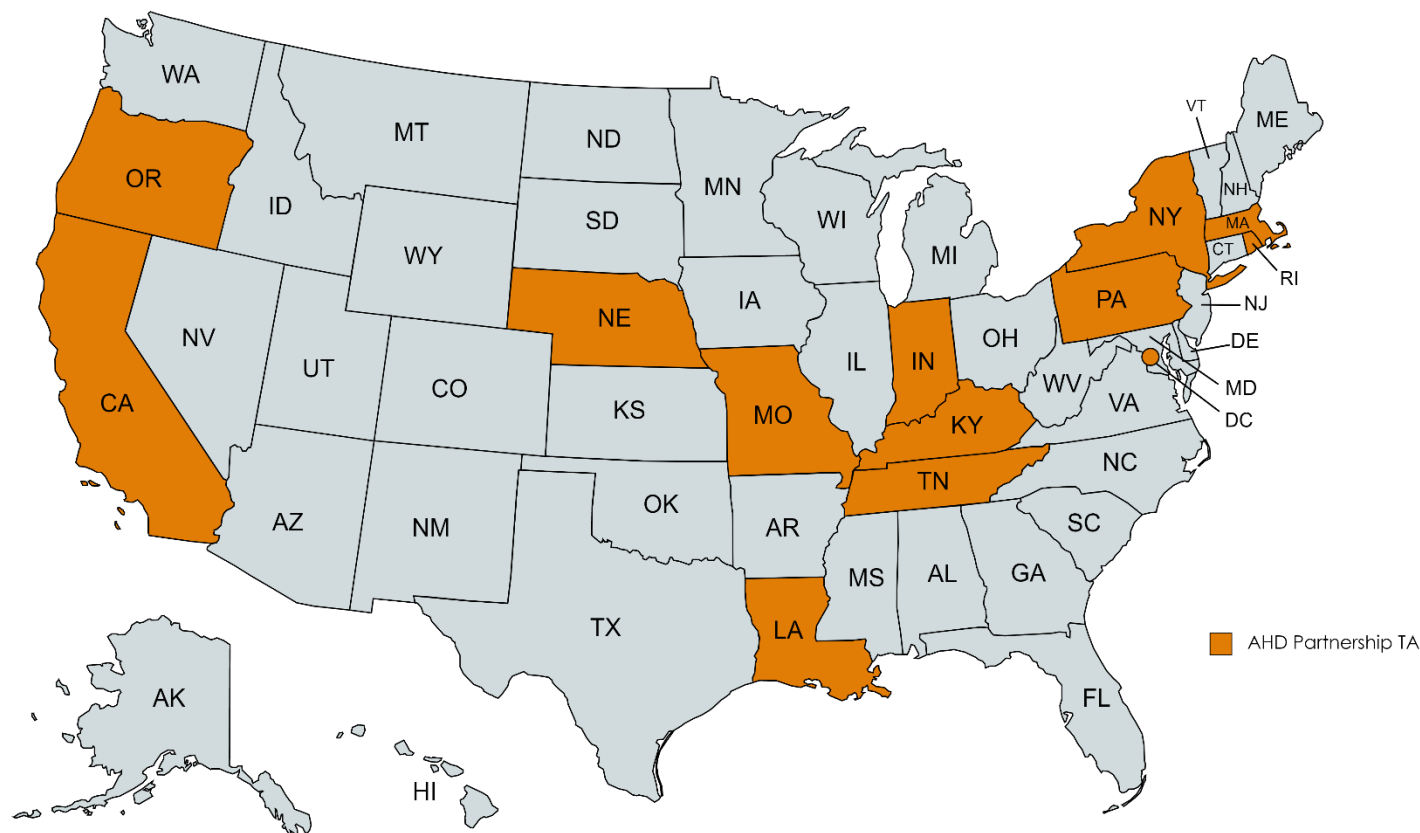
➤ Since 2011:

➤ >84,000 online visits



AHD Learning Community TA

➤ 18 requests, serving 14 organizations in 12 states and DC



Webinars

➤ AHD Webinar Series:

- *Envisioning and Building the Public Health Workforce of the Future: The Critical Role of Partnerships* (February)
- *Ask Me Anything – Academic Health Department Partnerships* (November)

➤ American Association of Colleges of Nursing Webinar:

- *Partnerships Between Academic Health Departments and Schools of Nursing* (April)

Conferences

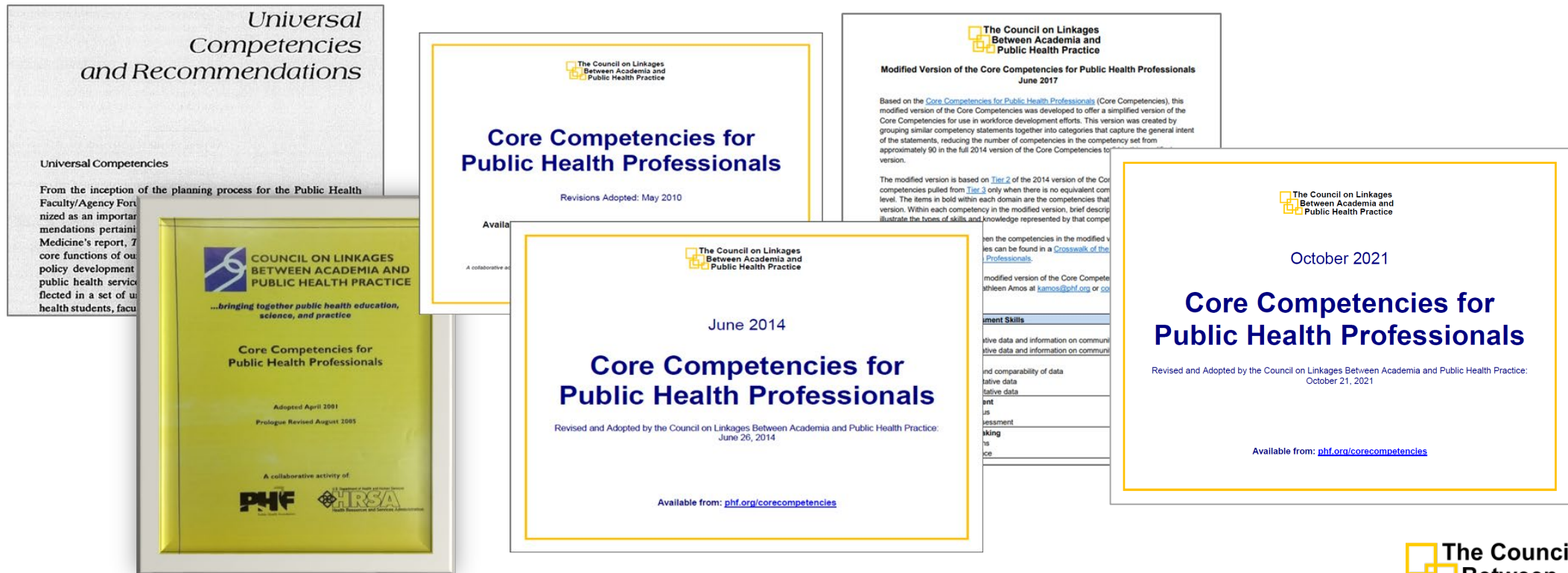
- Missoula Academic Health Department Conference: *Academic Health Department Partnerships* (May)
- 2022 Public Health Improvement Training (PHIT): Envisioning and Building the Public Health Workforce of the Future: The Value of Partnerships (June)
- 2022 NACCHO360 Conference: Envisioning and Building the Public Health Workforce of the Future Through Partnerships (July)
- APHA 2022 Annual Meeting & Expo: Strengthening the Public Health Workforce: The Role of the Council on Linkages Between Academia and Public Health Practice (November)

More Info

- Online: www.phf.org/AHDLC
- Email: kamos@phf.org

Core Competencies for Public Health Professionals

- Consensus set of foundational or crosscutting knowledge and skills for public health professionals



Core Competencies Use

➤ Used by:

- ~80% of state health departments
- ~60% of tribal health organizations
- ~45% of local health departments
- ~25% of territorial health departments
- ~90% of academic public health-focused programs

➤ Used in developing:

- Job descriptions
- Performance objectives
- Workforce competency/needs assessments
- Education and training
- Workforce development plans
- Discipline-specific competency sets

National Initiatives

➤ Healthy People 2030

- Public Health Infrastructure Objectives: Increase the proportion of state/local/tribal/territorial public health agencies that use Core Competencies for Public Health Professionals in continuing education for personnel

➤ Accreditation

- PHAB Domain 8/Standard 8.2: Build a competent public health workforce and leadership that practices cultural humility
- CEPH: Core Competencies were used in developing foundational competencies for accreditation criteria

➤ TRAIN Learning Network

- Course providers can select competencies aligned with their courses and learners can search by competencies to build their knowledge and skills

➤ 10 Essential Public Health Services

Core Competencies Usage

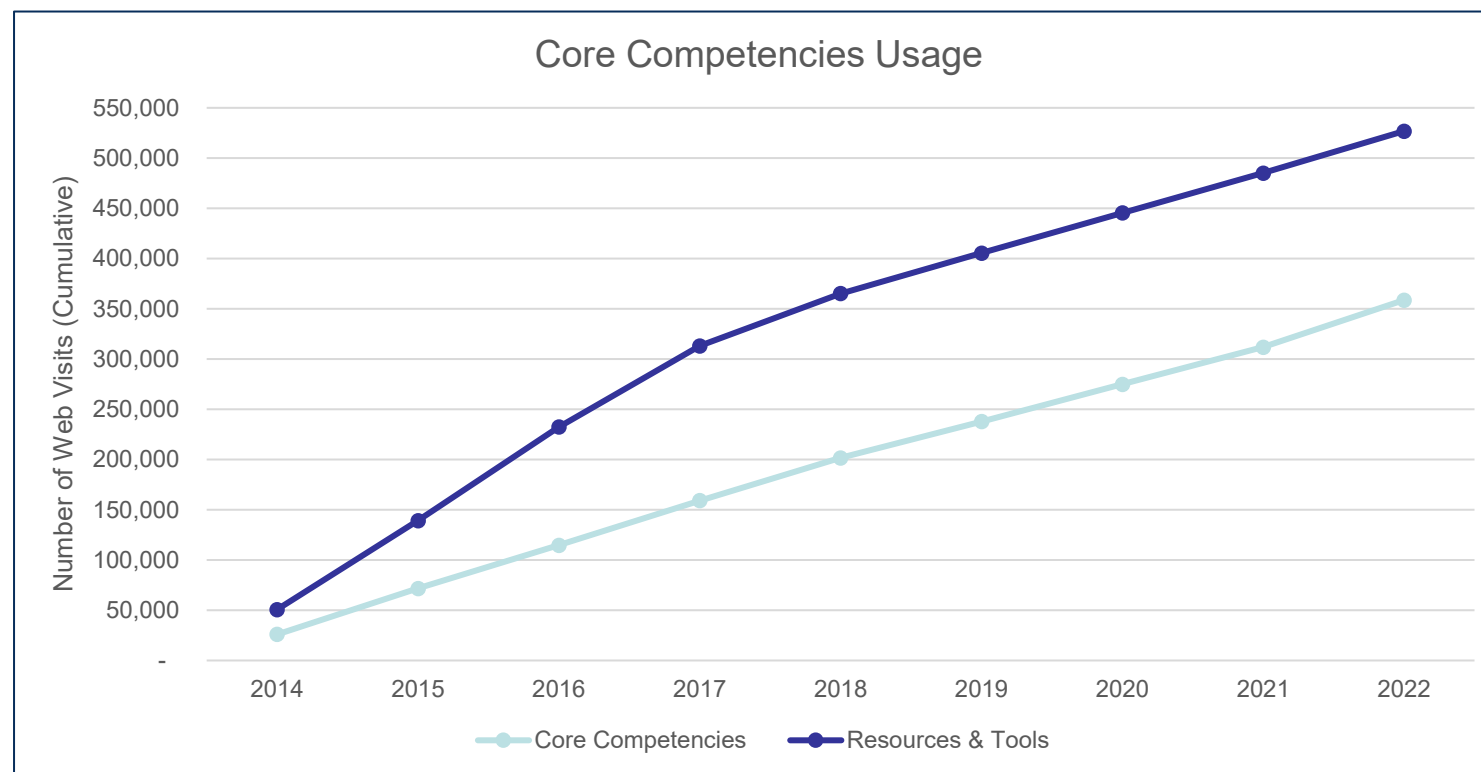
➤ So far in 2022:

➤ >46,000 online visits

➤ >41,000 online visits to resources and tools

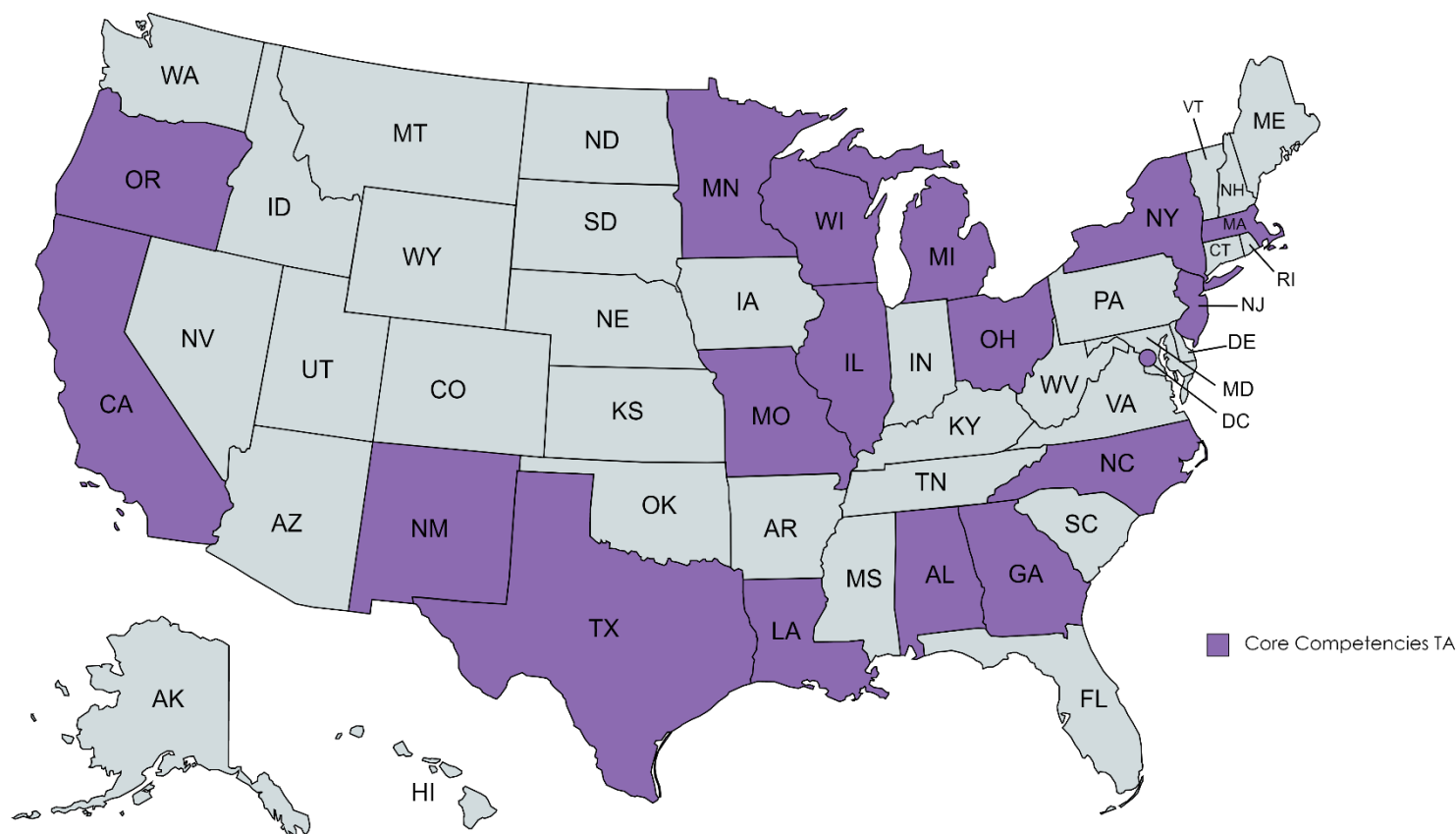
➤ Since 2021 release:

➤ >53,000 online visits



Core Competencies TA

➤ 42 requests, serving 30 organizations in 17 states, DC, and Tanzania



Other Core Competencies Engagement

- Working groups:
 - [Racial Justice Competencies for Public Health Professionals \(PHTCs\)](#)
 - [Applied Epidemiology Competencies \(CSTE\)](#)

- PHF Pulse blog post:
 - [*New to Public Health Residency Program: Building Core Competencies for Public Health Practice*](#) (October)

Resources and Tools

- Updating existing resources and tools to reflect changes in the 2021 Core Competencies
 - [Competency Assessments for Public Health Professionals](#)
 - [TRAIN Learning Network search filters](#)
 - [Determining Essential Core Competencies for Public Health Jobs: A Prioritization Process](#)

Webinars and Virtual Meetings

- Region 2 PHTC Log-in2Learn Webinar Series: *Introducing the 2021 Core Competencies for Public Health Professionals* (February)
- *Introducing the 2021 Core Competencies for Public Health Professionals* (March)
- NNLM Public Health Collaborative Meeting: *Introducing the 2021 Core Competencies for Public Health Professionals* (March)
- NIHB Tribal Accreditation Learning Community Webinar Series: *Introducing the 2021 Core Competencies for Public Health Professionals* (March)

Conferences

- 2022 Open Forum: Next Generation: *Introducing the 2021 Core Competencies for Public Health Professionals: Crosscutting Skills for a High-Performing Workforce* (January)
- 2022 PHIT (June):
 - *Building a Strong Workforce Development Program*
 - *Who Has Time for Workforce Development? Reinvigorating Your Workforce Development Program*
- 2022 NACCHO360 Conference: *Introducing the 2021 Core Competencies for Public Health Professionals: Crosscutting Skills for a High-Performing Workforce* (July)
- APHA 2022 Annual Meeting & Expo (November):
 - *Strengthening the Public Health Workforce: The Role of the Council on Linkages Between Academia and Public Health Practice*
 - *New Tools for Using the 2021 Core Competencies for Public Health Professionals*
 - *Advancing Health Equity with the Core Competencies for Public Health Professionals*

More Info

- Online: www.phf.org/CoreCompetencies
- Email: kamos@phf.org

Looking Ahead: Council Contributions to Rebuilding the Public Health Workforce

Ron Bialek, MPP, Council Director

Where We Have Been

- 30 years of consensus development to strengthen the public health system
- Highlights
 - Exploring public health practice guidelines → Task Force on Community Preventive Services and The Community Guide
 - Promoting public health systems research → Field of PHSSR
 - Building evidence related to the public health workforce → Data on recruitment and retention for ~12,000 workers
 - Supporting academic/practice collaboration → AHD Learning Community
 - Focusing attention on foundational competencies → Competency-based education and training recognized by PHAB, CEPH, Healthy People 2030

Strategic Directions – 2016-2020

Mission

To improve the performance of individuals and organizations within public health by fostering, coordinating, and monitoring collaboration among the academic, public health practice, and healthcare communities; promoting public health education and training for health professionals throughout their careers; and developing and advancing innovative strategies to build and strengthen public health infrastructure.

Strategic Directions – 2016-2020

Values

- Teamwork and Collaboration
- Focus on the Future
- People and Partners
- Creativity and Innovation
- Results and Creating Value
- Health Equity
- Public Responsibility and Citizenship

Strategic Directions – 2016-2020

Objectives

- Foster collaborations between academia and practice within the field of public health and between public health and healthcare professionals and organizations.
- Enhance public health practice-oriented education and training.
- Support the development of a diverse, highly skilled, and motivated public health workforce with the competence and tools to succeed.
- Promote and strengthen the evidence base for public health practice.

Activities Related to Strategic Directions

- Fostering collaboration
 - [AHD Learning Community](#)
 - [Population health competencies](#)
- Enhancing education and training
 - [Core Competencies for Public Health Professionals](#)
 - [Guide to Improving and Measuring the Impact of Training](#)
- Supporting workforce development
 - [Core Competencies for Public Health Professionals](#)
 - [Recruitment and retention survey](#)
- Strengthening the evidence base for practice
 - [AHD Research Agenda](#)

Current Priorities

- Core Competencies for Public Health Professionals
- Academic Health Department Learning Community
- Revitalizing the Public Health Workforce

Revitalizing the Public Health Workforce

- Providing a forum to discuss and share lessons learned
 - Preview of CDC Notice of Funding Opportunity to strengthen public health infrastructure
 - Initiatives of CDC, NACCHO, ASTHO, and others
 - CDC Introduction to Public Health Practice Training Plan
 - CDC Foundation perspectives and lessons learned from hiring 3,000+ public health workers throughout the COVID-19 pandemic
 - Regional Public Health Training Centers initiatives

LET'S HEAR FROM YOU!

What Do You Think?

- Assisting with use of the Core Competencies?
- Assisting with forming and enhancing academic/practice partnerships?
- Providing case studies on lessons learned in revitalizing the public health workforce?
- Fostering effective recruitment and retention?
- Fostering efficient systems in public health (e.g., local health department capacity)?
- Other.....

Increasing Flu Vaccination: How Practice and Academia Can Help

Vanessa Lamers, MEd, MPH, Director, Performance Management and Quality Improvement, PHF

Alicia Budd, MPH, Epidemiologist, Influenza Division, NCIRD, CDC

Erin Burns, MA, Associate Director for Communications, Influenza Division, NCIRD, CDC

Ron Bialek, MPP, Council Director

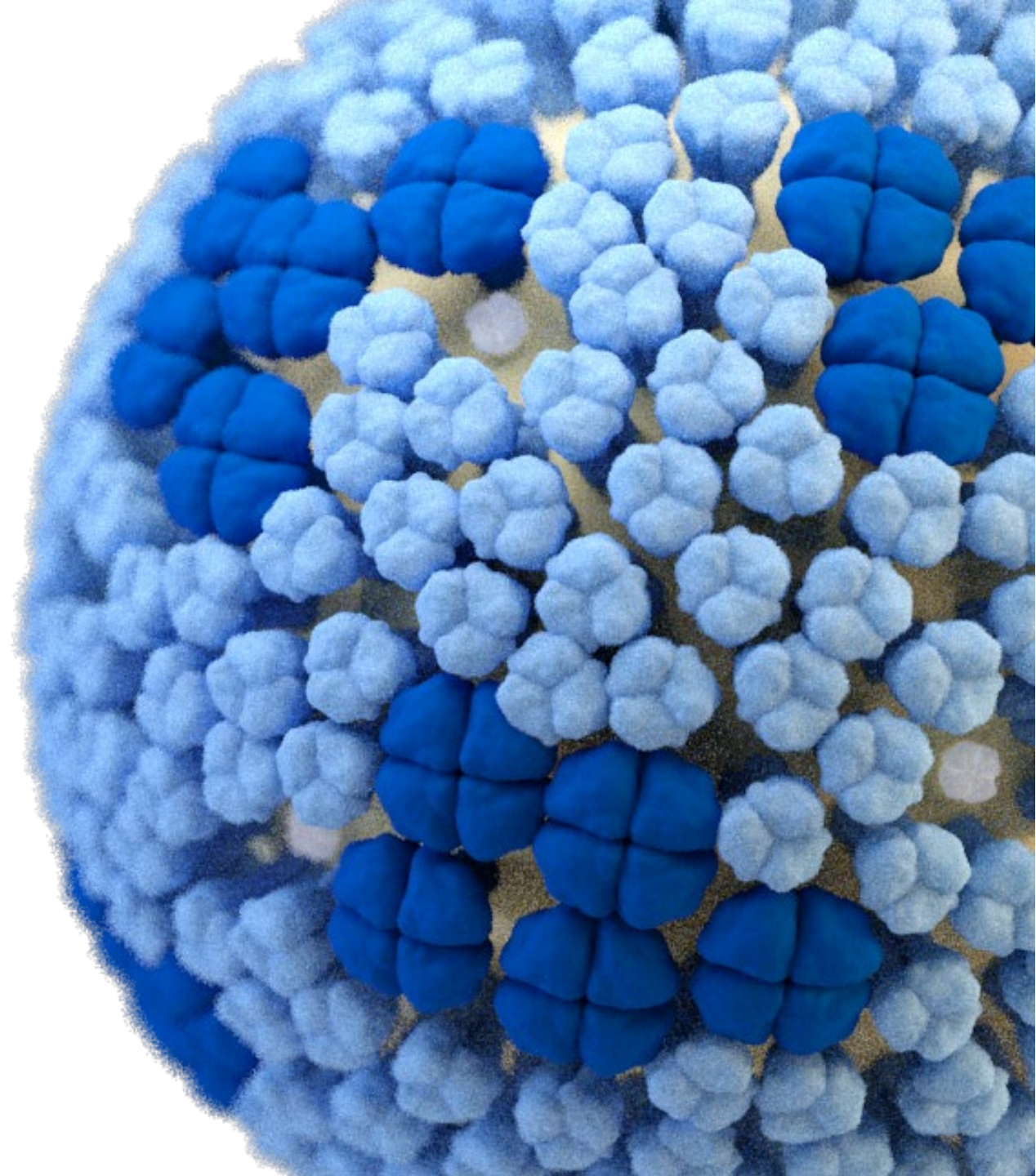
What's Happening with Influenza?

A 2022-2023 Influenza Season Activity Update

November 30, 2022

Alicia Budd, MPH

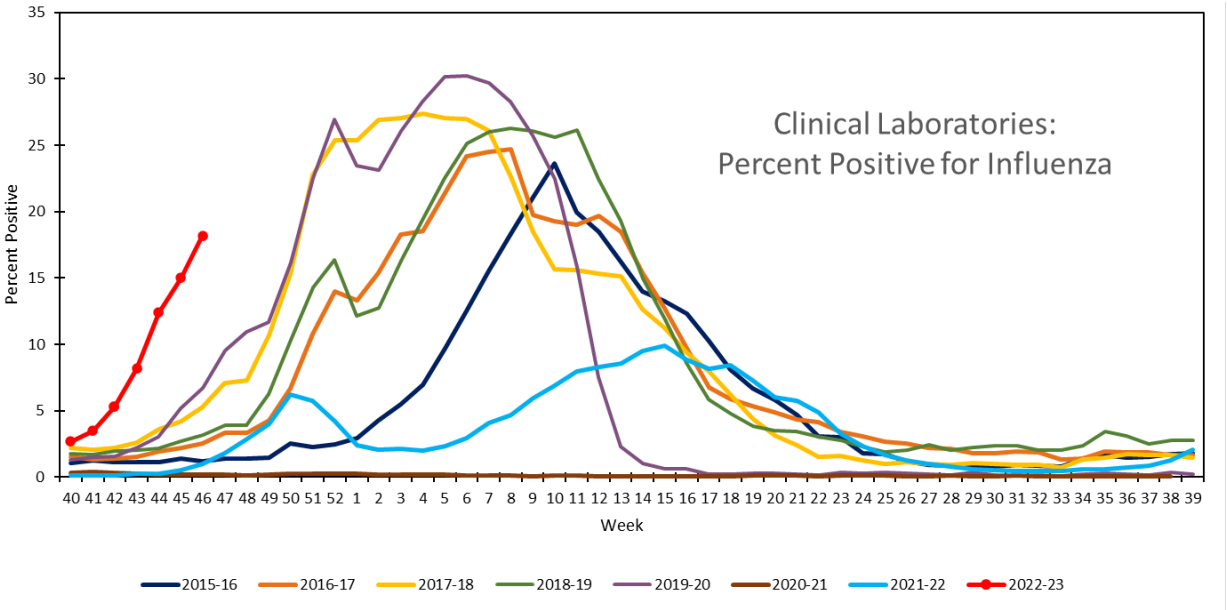
Influenza Division, CDC



The Highlights

- Influenza activity is increasing earlier than “usual.”
- It’s too early to know how severe the influenza season will be.
- In the U.S. so far this season influenza has caused:
 - At least 6.2 million symptomatic illnesses
 - At least 3 million medical visits
 - At least 53,000 hospitalizations
 - At least 2,900 deaths
- Other respiratory viruses are at elevated levels at the same time.
- It’s a great time to get vaccinated!

Virologic Surveillance



Influenza Positive Tests Reported to CDC by Public Health Laboratories, National Summary,
2022-23 Season, week ending Nov 19, 2022
Reported by: U.S. WHO/NREVSS Collaborating Laboratories and ILINet

- A (H1)
- A (Unable to Subtype)
- A (H3)
- A (H1N1)pdm09
- A (Subtyping not Performed)
- B (Lineage Unspecified)
- H3N2v
- B (Victoria Lineage)
- B (Yamagata Lineage)
- No Data/Small Data Sample

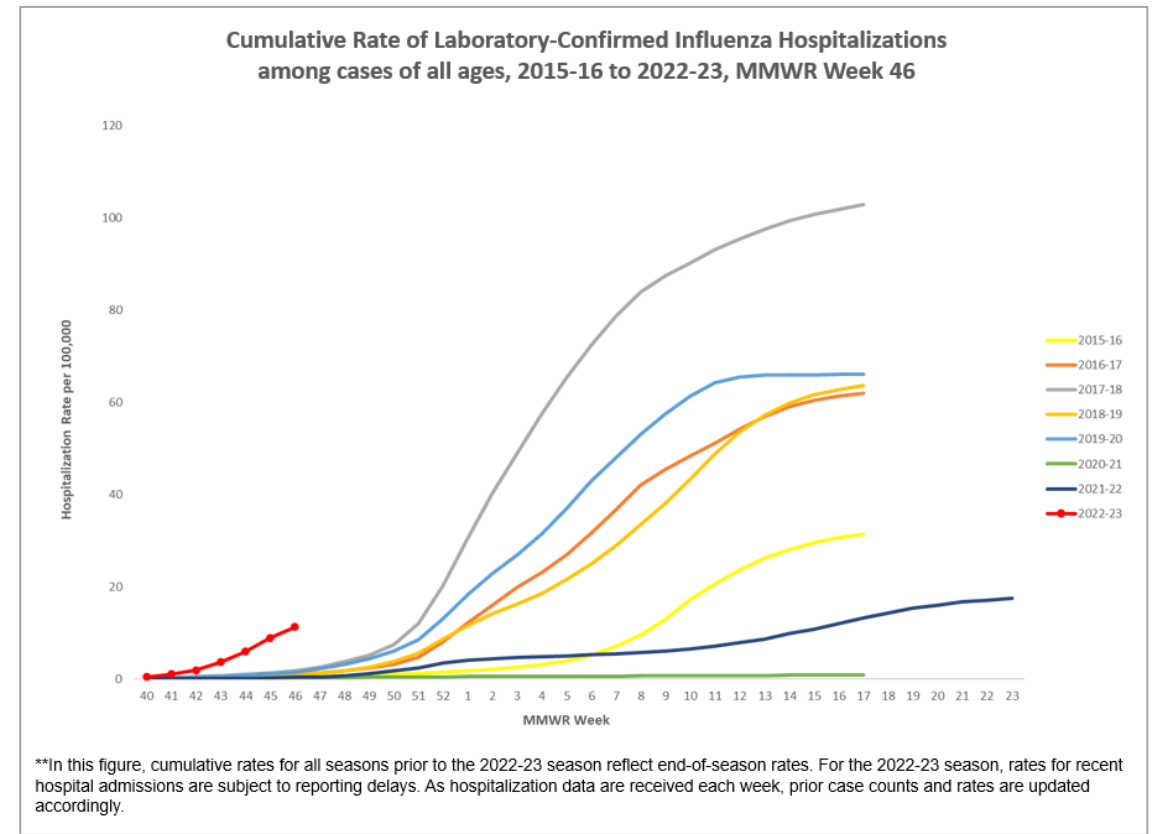
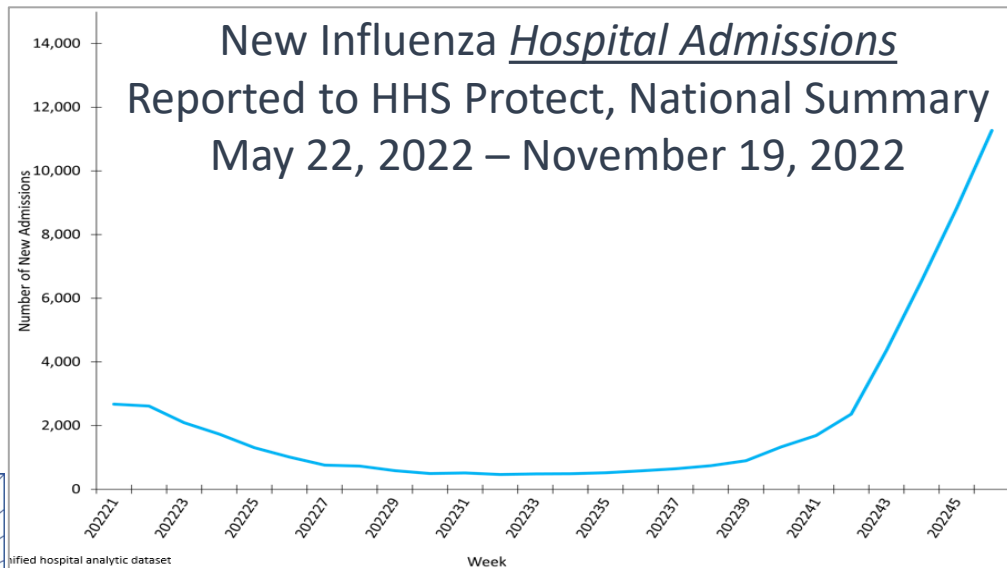
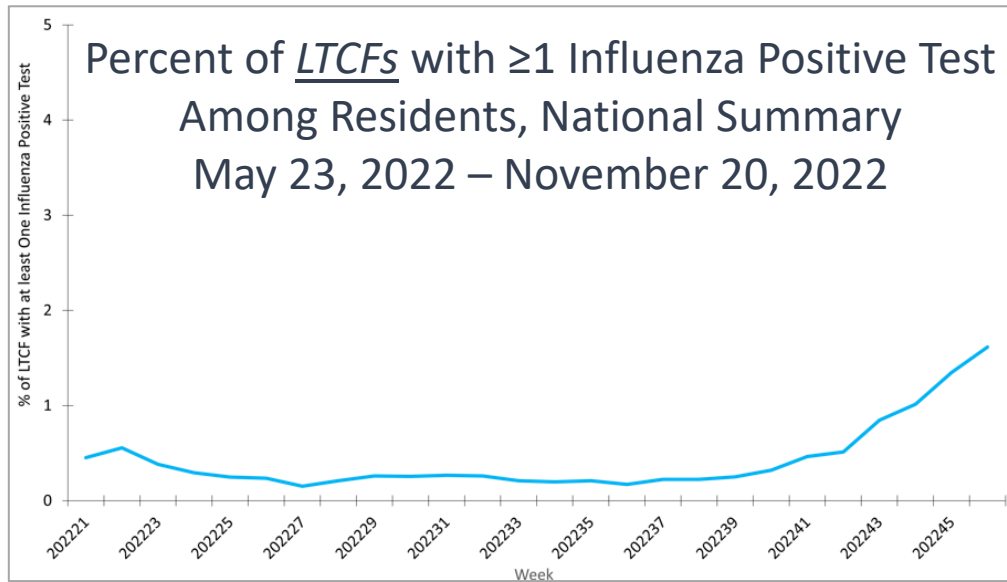


- 99% influenza A
 - 78% H3
 - 22% H1
- 1% influenza B
 - 100% Victoria lineage

Viruses Collected in the U.S. since May 1, 2022

Virus	Genetic Characterization		Antigenic Characterization	
	Number Tested	Clade/Subclade	Number Tested	Similarity to vaccine reference virus
A/H1	74	7% - 6B.1A.5a.1	33	94% similar to cell-grown
		93% - 6B.1A.5a.2		94% similar to egg-grown
A/H3	510	100% - 3C.2a1b.2a.2	50	100% similar to cell-grown
				96% similar to egg-grown
B/Victoria	5	100% - V1A.3	1	100% similar to cell-grown
				100% similar to egg-grown

Long-term Care Facilities (LTCF) and Hospitals



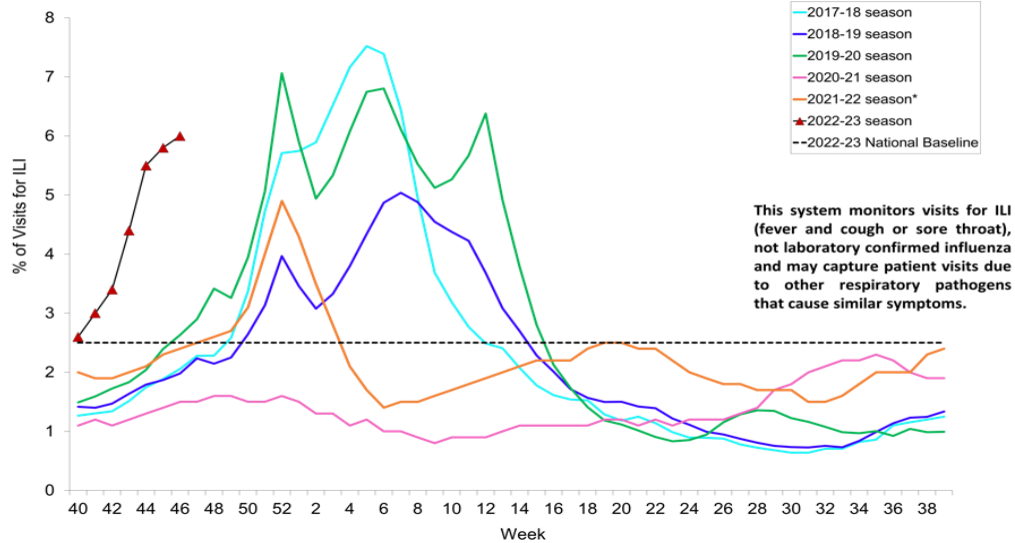
Week 46 Rate per 100,000

- Prior 10 years, overall: 0.1 - 1.4
- 2022, overall: 11.3

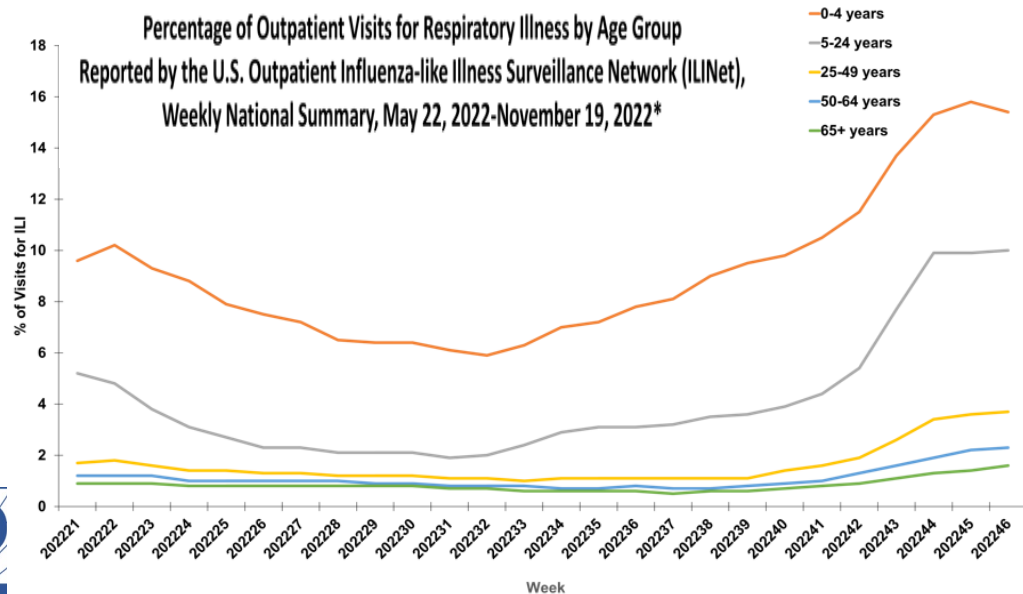
Age Group	2022 Rate	Prior 10 yr. Rate
0-4 years	20.7	0 – 2.2
5-17 years	10.3	0 – 0.7
18-49 years	5.6	0.1 – 0.7
50-64 years	11.1	0.1 – 1.4
65+ years	25.9	0.4 – 3.6

Outpatient Respiratory Illness

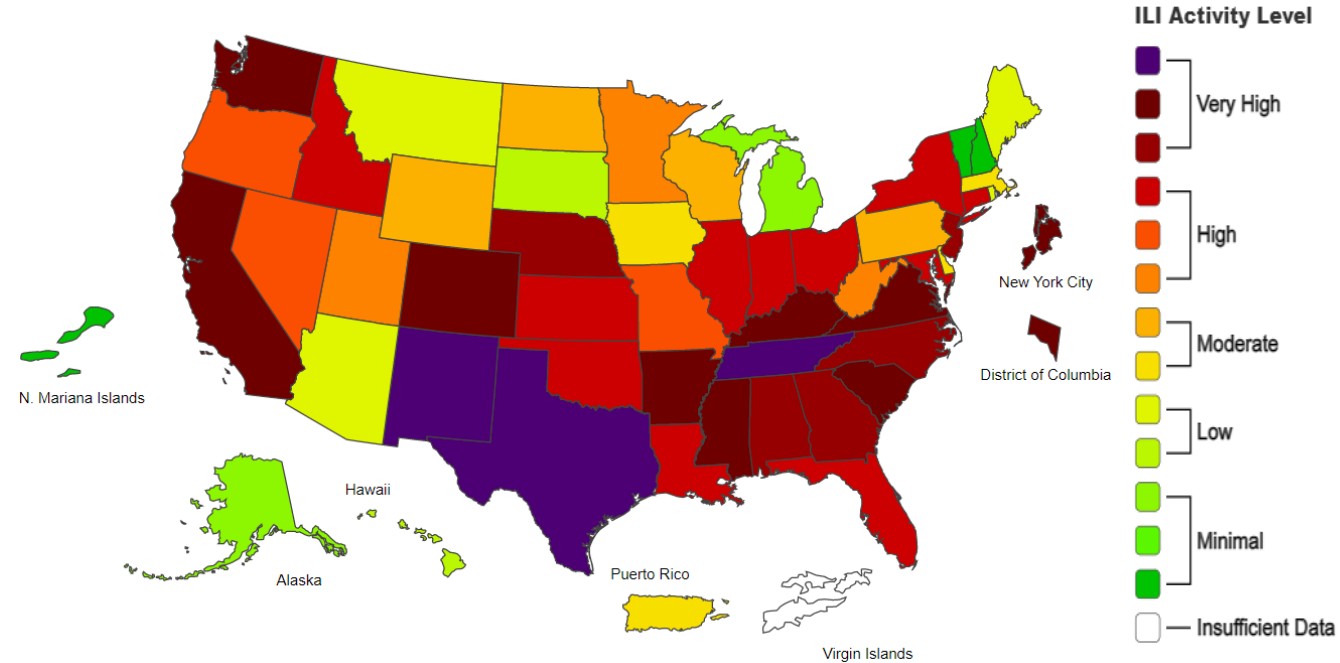
Percentage of Outpatient Visits for Respiratory Illness Reported By
The U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet),
Weekly National Summary, 2022-2023* and Selected Previous Seasons



Percentage of Outpatient Visits for Respiratory Illness by Age Group
Reported by the U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet),
Weekly National Summary, May 22, 2022-November 19, 2022*

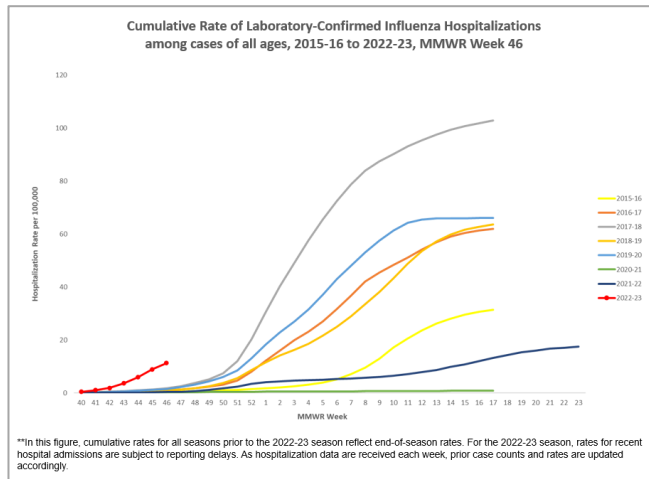
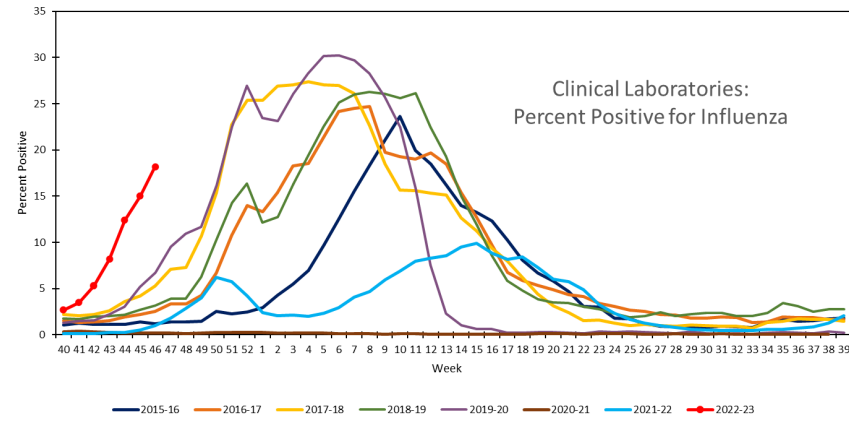


2022-23 Influenza Season Week 46 ending Nov 19, 2022

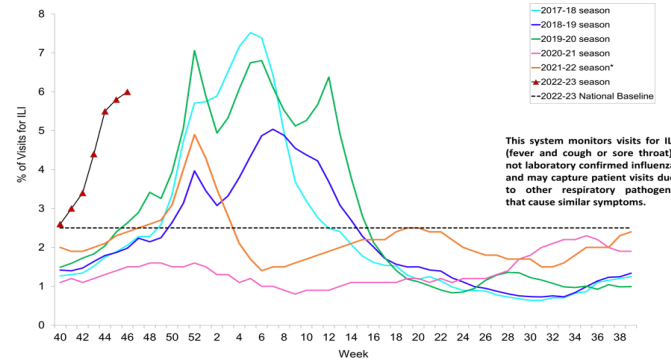


- Highest levels match with areas reporting increased flu activity
- Also being driven by
 - RSV
 - Rhinovirus/Enterovirus
 - Sars-CoV-2

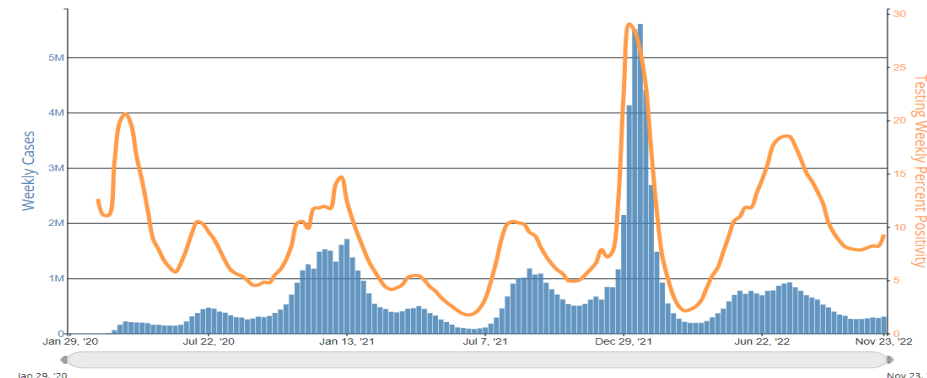
Influenza Activity Timing – early and not alone



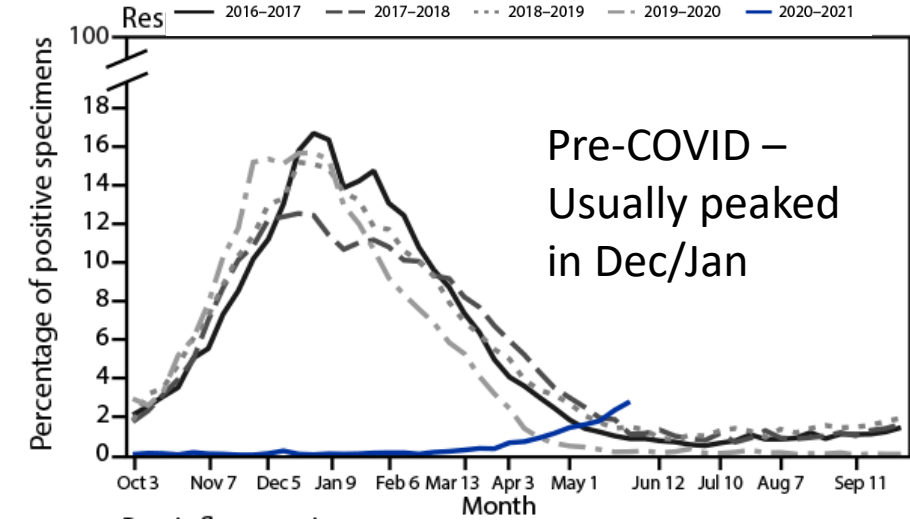
Percentage of Outpatient Visits for Respiratory Illness Reported By The U.S. Outpatient Influenza-like Illness Surveillance Network (ILINet), Weekly National Summary, 2022-2023* and Selected Previous Seasons



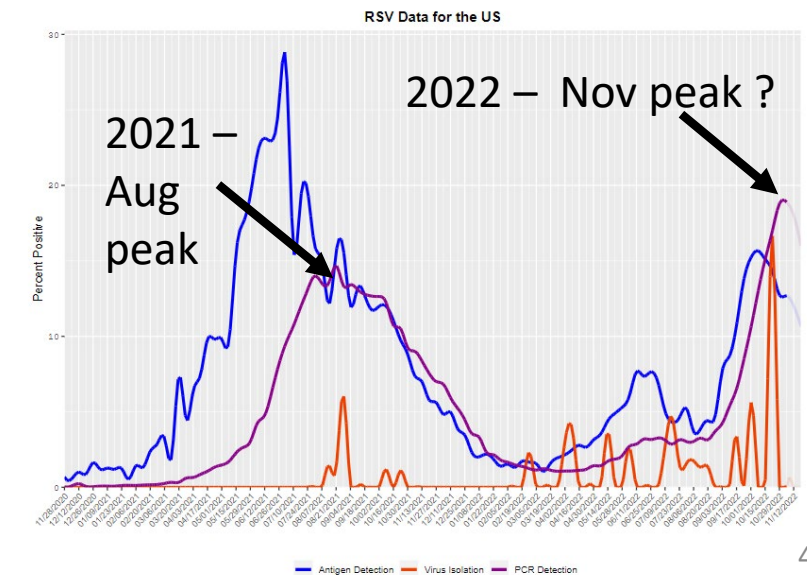
Weekly Trends in Number of Cases and COVID-19 Nucleic Acid Amplification Tests (NAATs) 7-day Percent Positivity in The United States Reported to CDC



RSV (reported to NREVSS)



Percent Positive



Flu Vaccination Coverage (1)

Flu activity is increasing early, but flu vaccine uptake is showing concerning lags.

- Adults 18 years and older - claims data*, flu vaccination in pharmacies and physician offices as of late October
 - 2022: 42.1 million flu vaccinations
 - 2021: 46.2 million
 - 4.1 million fewer doses, a decrease of ~ 9%

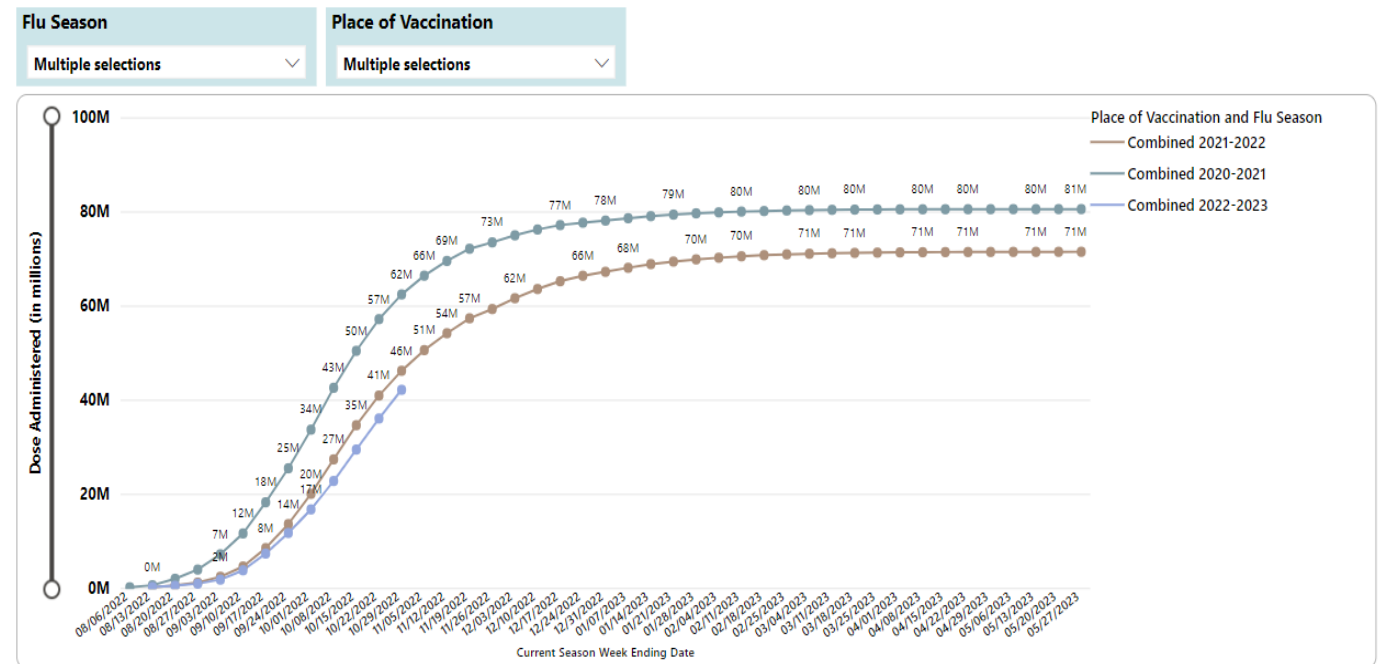
* These numbers do not include flu vaccinations received in workplaces or other settings.

Figure 6. Weekly Cumulative Estimated Number of Influenza Vaccinations Administered in Pharmacies and Physician Medical Offices by Flu Season*, Adults 18 years and older, United States

Data Source(s): IQVIA Pharmacy and Physician Medical Office Claims

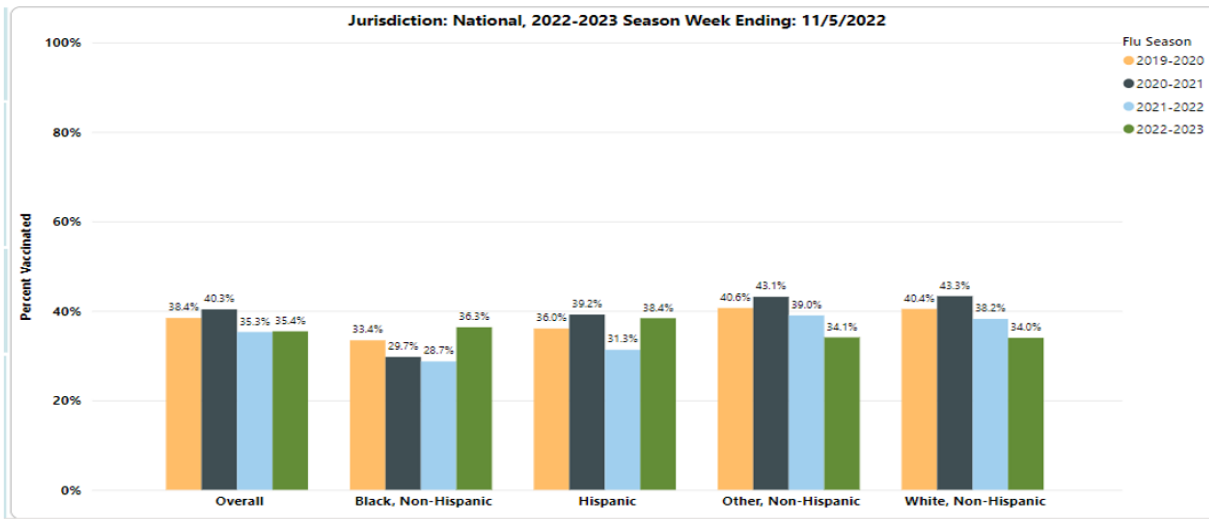
Pharmacy Data are current through week ending October 29, 2022

Medical Office Data are current through week ending October 29, 2022



Flu Vaccination Coverage (2)

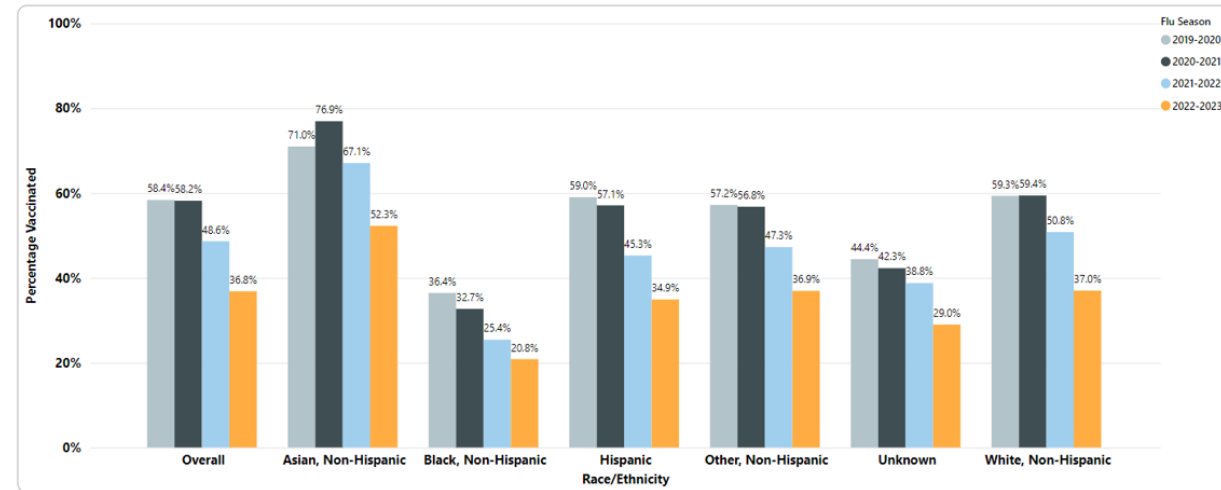
Figure 2B. Cumulative Influenza Vaccination Coverage*, by Week, Flu Season, and Race/Ethnicity, Children 6 Months–17 Years, United States
Data Source: NIS-Flu
Data are current through November 5, 2022



6 months to 17 years

- Overall - similar to the same time last year but lower (~5 percentage points) than November 2020
- By race and ethnicity - compared to last year
 - ↑ among Black, non-Hispanic and Hispanic children
 - ↓ among White, non-Hispanic children

Figure 3B. Cumulative Influenza Vaccination Coverage*, by Month, Flu Season, and Race/Ethnicity, Pregnant Persons 18–49 Years, United States
Data Source: Vaccine Safety Datalink
Data are current through November 12, 2022



Pregnant persons, 18-49 years

- Overall – ↓ for 2 years
 - ↓ 11.8 percentage points vs 2021
 - ↓ 21.4 percentage points vs 2020
- By race and ethnicity – same pattern for all groups

Resources

- Influenza Activity

- FluView – static report

<https://www.cdc.gov/flu/weekly/index.htm>

- FluView Interactive – online module for data exploration

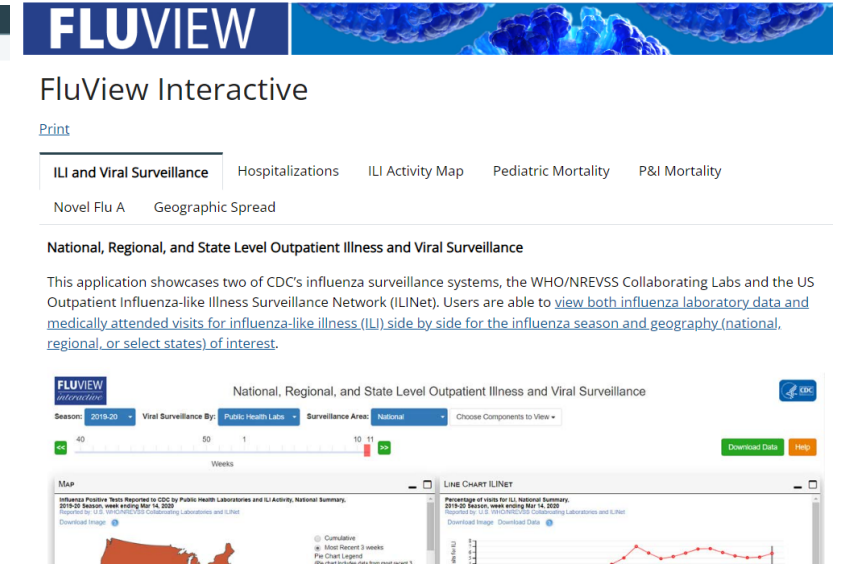
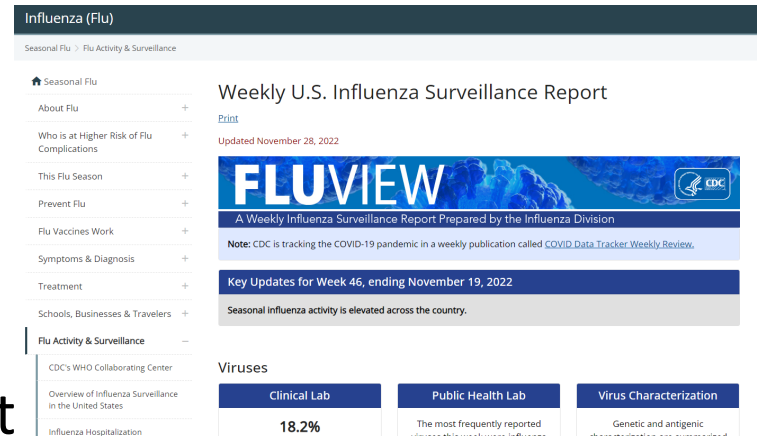
<https://www.cdc.gov/flu/weekly/fluviewinteractive.htm>

- Both updated each Friday around 11am ET

- Influenza Vaccination Coverage

- FluVaxView – weekly flu vaccination dashboard

<https://www.cdc.gov/flu/fluview/view/dashboard/vaccination-dashboard.html>



Updated November 18, 2022



The Weekly Influenza (Flu) Vaccination Dashboard is an exploratory data product designed to share preliminary weekly influenza vaccination data, including coverage estimates, using a variety of sources. The Dashboard will be updated regularly throughout each influenza season as new data become available. Final estimates for prior seasons and other flu vaccination data are available at CDC's [FluVaxView](#). Please [email](#) to share any feedback.

Final 2021-22 and earlier seasons vaccination coverage estimates for children and adults are posted at [FluVaxView Interactive!](#) and [Coverage by Season](#), and those final estimates will differ slightly from the during-season estimates presented here.

Data were updated Friday, November 18, 2022. Updates are not planned during the week of November 21, 2022. The remaining updates for 2022 are planned for the following Fridays: December 2, December 9, and December 16.



Questions?
abudd@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



CDC Flu Vaccine Communications Update

Erin Burns
Associate Director for Communications
& Flu Vaccine Campaign Lead
Influenza Division
National Center for Immunization and Respiratory Diseases



PRELIMINARY CAMPAIGN RESULTS

In the first week of the campaign (around NFID on October 4), we generated:

- ✓ **8.79M** paid media impressions
- ✓ **4.79K** link clicks

Through October 25, we generated:

- ✓ **12.8M** paid media impressions
- ✓ **7.6K** link clicks
- ✓ **4.6K** placements reaching an average site audience size of **95.67M** across six mat releases (English and Spanish)



*Note: These results do not include results from CDC organic social media content reaching secondary audiences.

PRELIMINARY CAMPAIGN RESULTS

2022 NFID PRESS CONFERENCE

Tuesday, October 4, 2022

- Media placements in top-tier print/online/TV/radio outlets **resulted in 6.2B+ impressions***
- **819 social media posts** by **514 unique authors** generated estimated **24.5 million* impressions**
- **300+** attended news conference virtually and in-person
- Media Outlets Extended Reach of Messaging on Social



Forbes

The
Boston
Globe



THE
WALL STREET
JOURNAL



Doctors urge Americans to get flu shot and COVID booster

Experts warn we could be in store for a rough flu season

Most Americans don't plan to get a flu shot this season — lots of them say they'll mask to avoid germs instead

Influenza Survey: Only 49% Of U.S. Adults Plan On Getting Vaccine, 58% May Mask

Worried about possibility of a tough flu season, officials urge vaccinations

Less than half of US adults plan on getting the flu shot

When to Get Your Flu Shot and Other Advice for This Flu Season

*Online, print, TV, and radio figures are based on Cision, Critical Mention, Meltwater, and PR Newswire

PRELIMINARY CAMPAIGN RESULTS

AD COUNCIL/AMA/CDC CAMPAIGN

- “Get My Flu Shot” Campaign Phase 1: October 12, 2022
- **Media Tour** (English/Spanish); **Press Release** (English/Spanish); **Social Media**
 - **68** media placements
 - **5M** TV viewers (18+)
 - **194.4M** potential reach of MNR releases
 - Nearly **4,000** impressions on Ad Council social media channels



PRELIMINARY CAMPAIGN RESULTS

CDC FLU VITAL SIGNS

October 18

Telebriefing with Dr. Debra Houry, MD, MPH (Acting Principal Deputy Director of CDC) and MMWR authors Carla Black, PhD and Alissa O'Halloran, MSPH

Within first 24 hours:

- **71** media placements, including CNN, ABC News, Axios, and U.S. News & World Report
- October 18- 28, the flu Vital Signs webpage had over **10,000** visits
- MMWR had **809** views and **439** shares

Vital Signs: Influenza Hospitalizations and Vaccination Coverage by Race and Ethnicity—United States, 2009–10 Through 2021–22 Influenza Seasons

Weekly / October 28, 2022 / 71(43);1366–1373

On October 18, 2022, this report was posted online as an MMWR Early Release.

Carla L. Black, PhD¹; Alissa O'Halloran, MSPH²; Mei-Chuan Hung, PhD^{1,3}; Anup Srivastav, PhD^{1,3}; P. Michael Jhung, MD²; Alicia Fry, MD²; Tara C. Jatlaoui, MD¹; Elizabeth Davenport, MPH²; Erin Burns, Surveillance Network ([VIEW AUTHOR AFFILIATIONS](#))

Article Metrics

Altmetric:



Views: 809

Views equals page views plus PDF downloads

Promote community-based vaccination

Partner with trusted messengers

Use culturally responsive messages

Emphasize flu vaccination

ONGOING FLU VACCINE OUTREACH

[Seasonal Flu Partner Resources Center | CDC](#)

- Digital campaign targeting parents
 - Sub-campaigns targeting pregnant people, people with certain chronic conditions and people 65 years +

Communication Resources



[Seasonal Flu Vaccine Campaign Toolkit](#)

Find everything you need to guide a seasonal flu campaign.

[Espanol](#)



[How Do You Help Fight Flu?](#)

Social media and print resources you can use to share information on the importance of an annual flu vaccine.



[View Larger](#)



[View Larger](#)

AD COUNCIL/AMA/CDC CAMPAIGN

TV
OOH
Radio
Print
Banners


AdCouncil.org

To order materials, visit
AdCouncil.org.

[Visit AdCouncil.org](https://www.adcouncil.org)

Flu Facts Long Form

ad council Flu Facts Longform | Ad Council Share



**SHORT-TERM
SIDE EFFECTS**

Watch on YouTube flu shot has not given you flu,

To place this video on your site, use the embed code below.

DATO SOBRE LA INFLUENZA:
La vacuna contra la
influenza no puede
darle influenza.

VacunateContraLaInfluenza.org



ad council AMA AMERICAN MEDICAL ASSOCIATION CDC

Flu Facts: Flu Shot - Spanish Bus Shelter

[PSAs – Get My Flu Shot \(adcouncilkit.org\)](https://adcouncilkit.org)

ADDITIONAL FLU VACCINE OUTREACH

- Issued a Health Alert to clinicians about early, elevated respiratory disease activity in children
 - Encourages clinicians to consider diagnostic testing for patients with suspected respiratory virus infections and initiate early treatment where appropriate, and to strongly encourage vaccination for both influenza and COVID-19
 - HAN subscribers: 147,276
- Press briefing and Congressional All-Hill briefing on 11/4
 - Press briefing had 150 media and 249 non-media attendees
 - 134 congressional staffers attended the All-Hill briefing
- Ad hoc Healthcare Professional Roundtable on 11/10
- National Network of Immunization Coalitions 11/10
- National Adult and Influenza Immunization Summit Weekly Meeting 11/10
- COCA Call on 11/15 on Testing and Treatment of 2022-2023 Seasonal Influenza During the COVID-19 Pandemic

Increased Respiratory Virus Activity,
Especially Among Children, Early in
the 2022-2023 Fall and Winter

[Print](#)




Distributed via the CDC Health Alert Network
November 04, 2022, 3:30 PM ET
CDCHAN-00479


ADDITIONAL FLU VACCINE OUTREACH

- Ad hoc Adobe newsletter
- Partner letters
- Ongoing social media outreach
- Ongoing media outreach weekly (FluView/FluVaxView)


November 9, 2022



Centers for Disease Control and Prevention




Influenza (Flu)
2022 - 2023 Flu Season



Flu Vaccine Finder

GO

www.cdc.gov/flu



CDC Urges Flu Vaccination

Lower Flu Vaccination Coverage Causes Concern with Early, Elevated Flu Activity

Flu activity continues to increase while flu vaccine uptake is lagging according to CDC's FluVaxView. So far this season, flu vaccination coverage in adults and pregnant people is significantly lower compared to this time last season. While flu vaccination among children is similar to this time last season, coverage among children is down 6 percentage points from two years ago. The number of doses of flu vaccine given in pharmacies and retail locations is similar to last season, but doses given in doctor's offices are down steeply. Flu activity is likely to continue for weeks or even months. CDC urges flu vaccination for anyone who has not yet gotten vaccinated to protect against flu and its potentially serious complications. Flu vaccination coverage information is updated regularly on CDC's [Weekly Flu Vaccination Dashboard](#).

HAN Health Advisory

FluView Interactive

Weekly Vaccination Dashboard

National Influenza Vaccination Week

- National Influenza Vaccination Week (December 5-9)
 - Bylined article
 - Fluetting reels
 - NIVW assets ([National Influenza Vaccination Week | CDC](#))
 - Micro-influencer engagement
 - Media tour December 7



KEY FLU MESSAGES

- The U.S. flu season is ongoing with activity elevated across the country.
- Most viruses so far this season have been H3N2 viruses, followed by H1N1 viruses.
- There are increases in severity indicators, including reports of hospitalizations:
- Flu hospitalizations rates are the highest observed at this time of year in a decade.
- Twelve flu pediatric deaths have been reported to CDC already this season; also a high number for this time of year.
- Most of the viruses characterized so far this season are genetically and antigenically “like” the flu vaccine viruses used in vaccine production this season.
- There have been concerning drops in flu vaccine uptake this season among some groups of people, including adults and pregnant women.
- Now is a great time to get a flu vaccine if you haven’t already.
- Flu vaccines protect against 4 different flu viruses.
- Flu activity is expected to continue for weeks or even months.

KEY RESPIRATORY DISEASE ACTIVITY MESSAGES

- CDC is tracking increasing levels of [influenza](#), [RSV](#) and [COVID-19](#).
- It's important to do what we can to **prevent respiratory disease, especially in people who are at higher risk of developing severe complications.**
- CDC recommends:
 - First, take time to get your vaccines, making sure you are up to date on your COVID-19 and flu vaccines. This is the first and best way to prevent COVID-19 and flu.
 - Second, take everyday preventive actions.
 - These are the “common sense” preventive measures like avoiding people who are sick, staying home when you are sick, covering your coughs and sneezes, and washing your hands for at least 20 seconds with soap and water.
 - You can also consider wearing a high-quality, well-fitting mask which may help reduce the spread of respiratory viruses.
 - Third, if you do get sick, for flu and COVID-19, there are prescription antiviral drugs that can be used to treat illness.
 - Don't delay: Treatment must be started within days after you first develop symptoms to be most effective.
 - Your doctor might want to test you to see what treatments are right for you especially if you are at higher risk of severe disease, for example, you have a weak immune system, are older or very young.

Thank you!
& Please help us spread the word.

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Other Business and Next Steps

Thank You!

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