

Preparing for Flu Season and Preventing Another Pandemic

September 24, 2021

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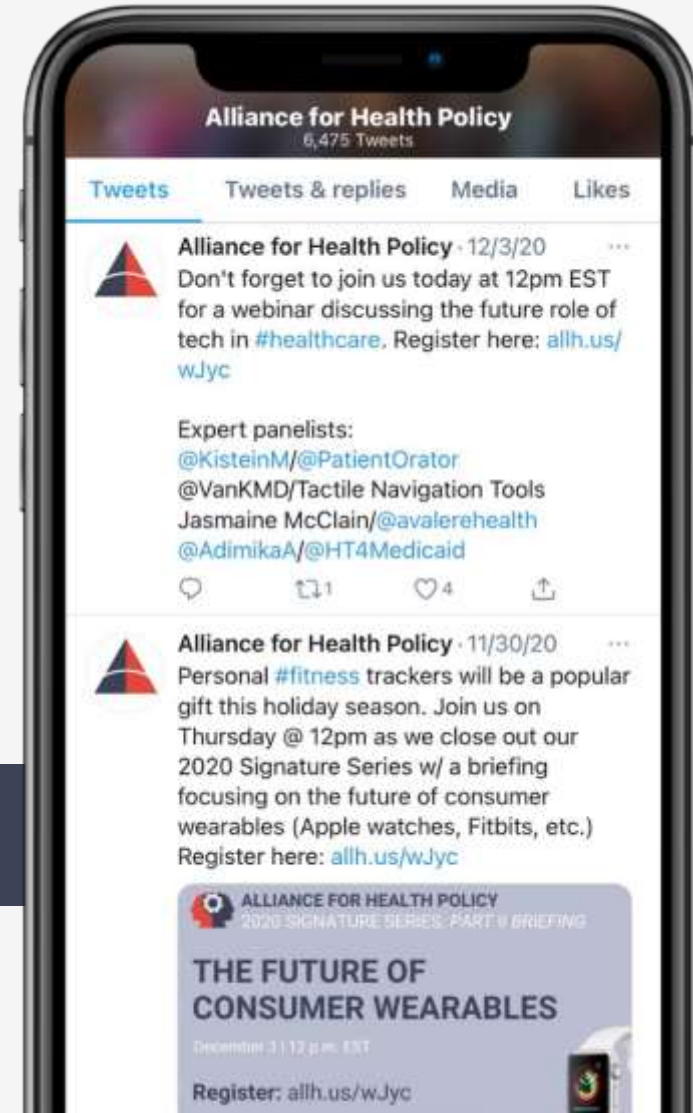


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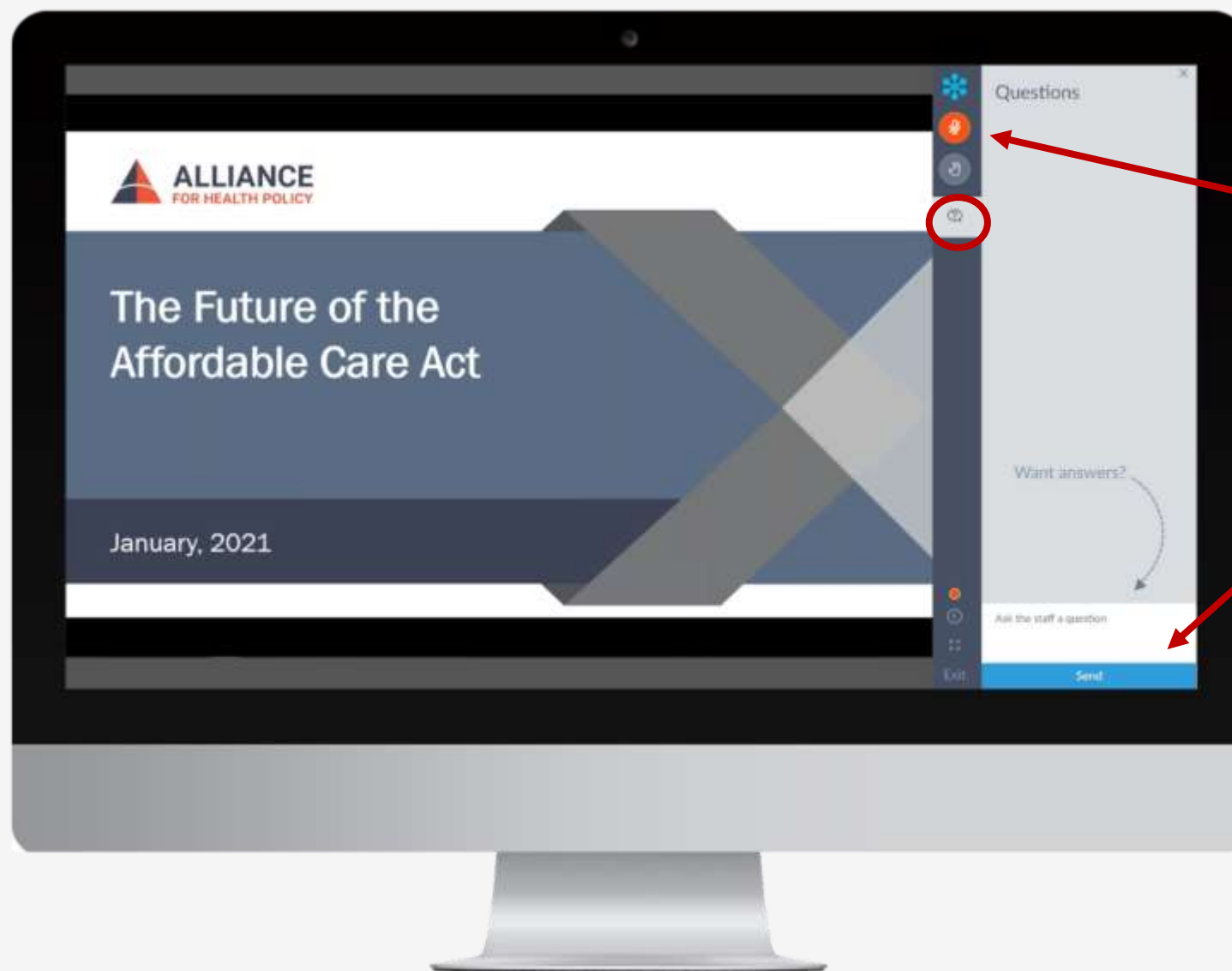


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Amesh A. Adalja, M.D., FIDSA

Senior Scholar

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Panelists



Anand Parekh, M.D.

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Litjen (L.J.) Tan, Ph.D.

Chief Policy and Partnerships Officer Co-Chair,
National Adult and Influenza
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Moderator

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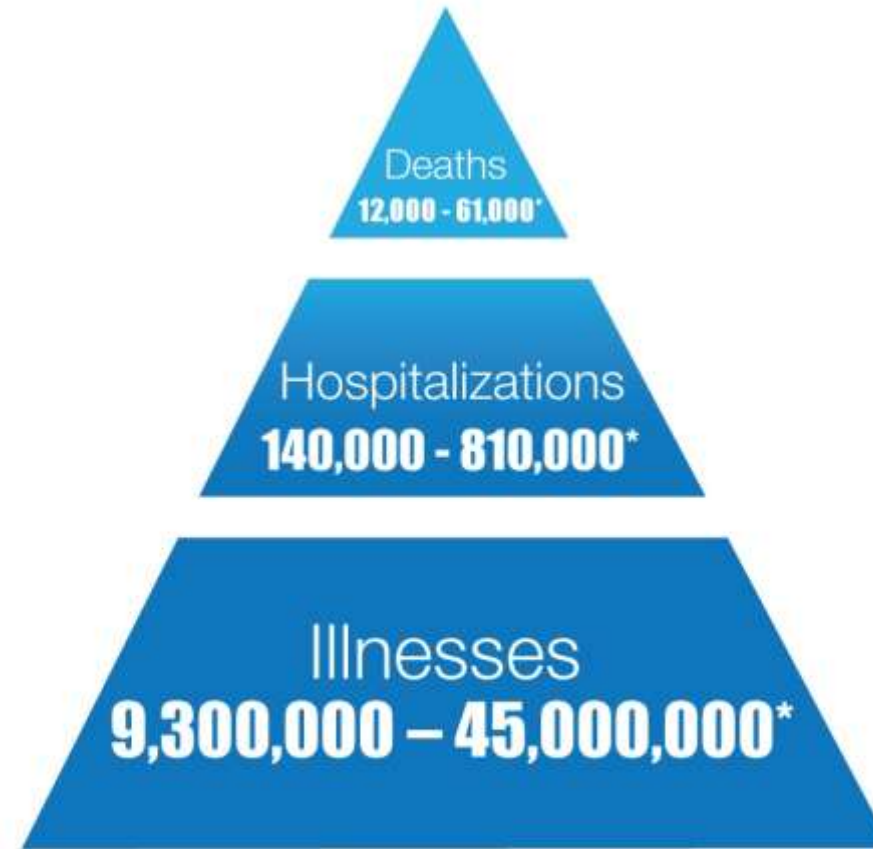
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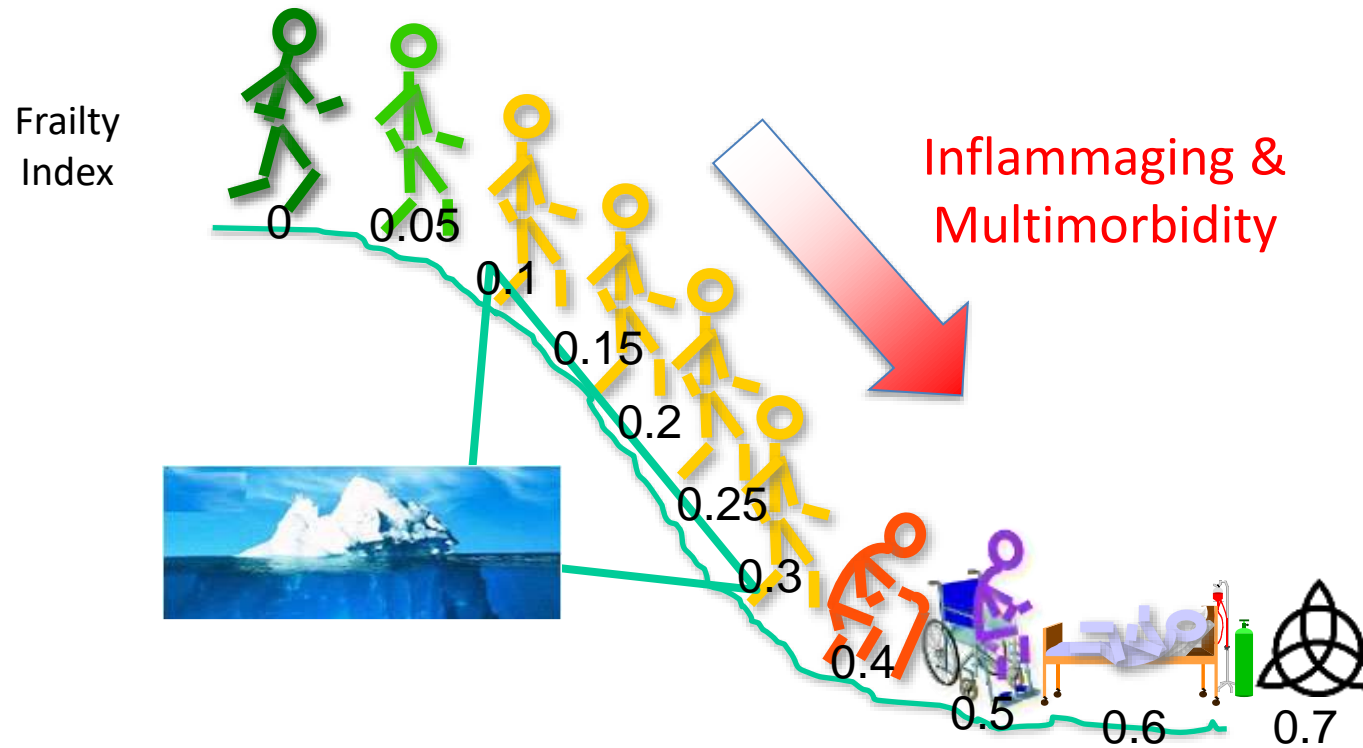
Burden of Influenza 2010-2020*

- From 2010-2020, adults 65 years and older accounted for:
 - 45-67% of influenza-related hospitalizations
 - 62-87% of influenza-related deaths



*The top range of these burden estimates are from the 2017-2018 flu season. These are preliminary and may change as data are finalized.

Resilience to Influenza with Aging



Graphic courtesy of Janet McIlhaney, MD

Resilience to Influenza with Aging



What to expect this upcoming flu season??

Influenza will most likely be back

- Relaxed COVID-19 mitigation measures will likely result in the resumption of seasonal flu virus circulation
 - Other respiratory pathogens (e.g. RSV) that “disappeared” last season are already returning
- No idea how severe this next flu season will be.
- Influenza viruses and SARS CoV 2 will likely co circulate.
 - People may be co infected with influenza and SARS CoV 2.
 - Presence of influenza on top of SARS CoV 2 delta variant at the same time will likely increase the burden on the health care system and result in many illnesses, hospitalizations, and deaths.

#Avoidthetwindemic

#Takefluoffthetable.....AGAIN!!

- Overlapping high risk conditions between influenza and COVID-19 makes it critical that we protect against both COVID-19 and influenza
- A “twindemic” of flu and COVID-19 will create surge capacity issues for our healthcare systems
- A strong, unified, national message to seek flu vaccination can result in increased vaccinations.
- Need to emphasize that after getting COVID-19 vaccine, “you’re not done yet...” and recommend flu vaccine...and vice versa
- Access points must be varied, innovative
- Vaccination efforts need to remain until every dose is administered...extending the season into December and January

Three-pronged approach to combat influenza*

- Vaccinate to prevent flu illnesses, hospitalizations and deaths.
- Treat with influenza antiviral drugs promptly to reduce flu illnesses, hospitalizations and deaths, especially among people at higher risk of serious flu complications.
- Continue to use everyday infection control interventions that may help reduce the spread of respiratory viruses like flu, including staying away from others if sick, covering the cough, and frequent handwashing.

Dispelling Myths and Handling Objections About Flu Shots

OBJECTION:

The flu shot will give me the flu.

It's impossible to get the flu from the flu vaccine. It is made with viruses that are not infectious or with no viruses at all. You can get the flu from someone else.

OBJECTION:

I'm healthy. I don't need a shot.

Every year, healthy people get sick from the flu, and some even die. Many people have underlying conditions that they are not aware of. Even with a mild case, you can still pass the virus along to the people you love and care about.

OBJECTION:

I've never had the flu.

Every year, up to 20% of Americans get the flu—that's up to 60 million people—many of whom have not had the flu before.

OBJECTION:

The flu shot doesn't work.

Effectiveness varies from season to season and between flu strains. Vaccine effectiveness is not just measured by the percentage of disease prevented but more importantly, by the myriad of negative outcomes that vaccination prevents even if you catch the flu, such as hospitalization and quality of life (disability).



Jennifer Miller
Treasurer,
Families Fighting Flu



@famfightflu



Preparing for Flu Season and Preventing Another Pandemic

Families Fighting Flu

*Jennifer Pool Miller
Board Member & Parent Advocate*

September 24, 2021



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Caroline's Story



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These are
just some
of our



reasons
for
fighting
flu



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Our mission is to save lives and reduce hospitalizations.
These stories illustrate that flu does not discriminate.
We want to save others from experiencing similar tragedies.

The Power of Emotional Storytelling



We share stories because we
want others to know what
we didn't.

We want to prevent others
from having a similar
experience.

*Healthcare decisions can be emotional for most people!
People can RELATE to stories and it can change their intention to
vaccinate!*



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FFF's Educational Resources for Healthcare Professionals



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Do You Know the Flu? Infographic
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www.twitter.com/famfightflu



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Upcoming Event

SEP
28

Lessons Learned from COVID-19 and Other Emergencies

12 pm – 1 pm ET

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Please fill out the evaluation survey you will receive immediately after this presentation, or via email this afternoon!



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Thank you for attending.