

# Endemic Seasonal Influenza Resource Guide

*a guide for local health departments*

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## purpose and use of this guide

This guide was created by the Kansas Association of Local Health Departments (KALHD) for use by health organizations and local health departments. While the resources and information are specific to Kansas, other organizations and other health departments in different states may also find this information helpful.

This guide provides health departments with data, social media graphics, templates, and downloadable resources to increase influenza vaccination and education on the importance of vaccines. This guide will be reviewed yearly and updated accordingly.

# endemic influenza information

*This information was originally published in the immunization update for local health departments in 2021. [You can view the full report here.](#)*



Influenza is a respiratory illness caused by certain viruses. It can cause mild illness or lead to severe symptoms, including death. All flu viruses are different and do not come equal. There are four types of influenza. Influenza A and B are the most common, but scientists also identify C and D types. Typically, Influenza A and B can be found in humans. Both Influenza A and B have similar rates of illness. However, Influenza B has a higher rate of mortality.

Influenza has been around before the identification of viruses in 1892. Influenza-like illnesses were reported in Northern Greece, Italy, and other parts of Asia and Europe. The 1918 Flu Pandemic in the United States is known as the “Mother of Pandemics” and was the deadliest pandemic of the 19th century, impacting over 50 million people worldwide. In the 1990s, the Avian Flu spread during a poultry outbreak in China.

# endemic influenza information cont.

It later spread to Europe and Africa. Outbreaks from poultry impact livelihoods and economic trade. Similarly, in 2009 the United States experienced the Swine Flu (H1N1) pandemic. This pandemic mainly affected younger adults and children, who had never experienced a similar strain.

Because influenza is endemic to the United States, meaning that it is a regular disease people can experience, it is essential to receive a vaccination each year to protect against the flu. Scientists will determine what flu strains will be most prevalent in the United States for that season and develop a vaccine that will assist the body in producing antibodies to the specific virus. While the vaccine is typically about 60% effective in preventing the flu, it will reduce more severe side effects.



## Sources:

<https://www.cdc.gov/flu/prevent/keyfacts.htm>

<https://www.health.harvard.edu/staying-healthy/why-do-we-need-new-flu-shots-every-year>

<https://www.cdc.gov/flu/pandemic-resources/1918-commemoration/pandemic-timeline-1918.htm>

<https://abionline.com/history-of-influenza/>

# data information

Since influenza is endemic to the United States, the CDC monitors flu data yearly through both disease reporting and flu forecasting. While most national data can be found on the CDC website, other organizations record both vaccination data and disease data.

## [CDC's FluSight Flu Forecasting](#)

This dashboard monitors current and future forecasting for disease prevention. The CDC also publishes weekly reports during active flu seasons with information for each state. In addition, the CDC also publishes reports on what is expected for future seasons.

## [Weekly Influenza Surveillance FluView](#)

Like the data above, this link sends you directly to the weekly surveillance reports, including breakdowns by age group, hospitalization, and disease severity.

## [USA Facts](#)

Like the CDC, USA Facts tracks data from over 70 government sources in the United States and collects them on easy-to-read and download dashboards.

## [FluNet – World Health Organization](#)

The World Health Organization (WHO) track worldwide vaccination and disease trends for influenza. While the WHO dashboard typically tracks data for smaller countries, it is still helpful information.

## [KDHE Influenza Surveillance](#)

The Kansas Department of Health and Environment tracks weekly influenza disease progression and immunization on a state level through ILINet. The link above will take you directly to their summary page.

# campaigns and campaign resources

## National Campaigns

The United States has various national endemic seasonal influenza vaccination campaigns that health departments can participate in. These campaign resources are available all year but have an extra “push” during the fall, when the flu is most prevalent. The campaigns are below:

### CDC Influenza Campaign

This campaign focuses on health departments and public health professionals getting the word about vaccination.

### American Academy of Pediatrics

This campaign focuses on children and adolescent influenza vaccines.

### AARP

The AARP stands for the Association of American Retired Professionals. This year-round campaign focuses on older retired individuals 55+ with a higher risk of flu complications.

### Campaign for Adult Immunization

Hosted under the National Foundation for Infectious Disease, this campaign focuses on adult vaccination and specifically adult flu vaccination.

### GetMyFluShot.Org – Ad Council

This campaign has additional resources for flu vaccination and recommendations, along with places to find flu vaccinations.

# campaigns and campaign resources

## State Campaigns

Kansas also has specific flu campaigns for health departments and health professionals. These campaigns typically focus on statewide vaccination data and encourage vaccination using custom messaging. The campaigns are below:

### [#KansasFightsFlu](#)

This campaign is a partnership between the Kansas Department of Health and Environment and the Immunize Kansas Coalition. Each year, both organizations create social media graphics, and downloadable posters and share information about the upcoming flu season in Kansas.

### [Collegiate Flu Campaign](#)

A statewide initiative also sponsored by the Immunize Kansas Coalition, this campaign happens during the month of August and promotes flu vaccination to college students in Kansas.

## vaccination resources

Each year, new flu vaccinations are proposed by the ACIP. These resources include information on how to give vaccination, which vaccinations are available, and how to store specific vaccinations.

### [IAC Influenza Vaccination for Those with Egg Allergies](#)

Recommendations for individuals with egg allergies, including contraindications.

### [IAC Template of Declining Influenza Vaccine](#)

This template can be used for those who decline a flu vaccination, particularly in areas where education is provided.

# vaccination resources cont.

## [Influenza Vaccine Administration Recommendations](#)

### [Screening Checklist](#)

### [CDC Listing of Flu Vaccines](#)

This webpage reviews different types of vaccines including nasal vaccine and shot.

## other resources

KALHD has compiled the below list of resources for professional use by health departments in promoting the importance of influenza vaccination, but also for spreading the word about influenza as a disease.

### [CDC Flu Season Graphics and Social Media Downloads](#)

This link includes all graphics and campaign materials for the CDC national influenza campaign.

### [CDC Key Facts About Influenza](#)

This webpage includes easy-to-answer questions about flu complications, symptoms, and how diagnosis the flu in both a seasonal and yearly capacity.

### [CDC Flu Glossary](#)

This glossary includes definitions of all common terms referring to influenza.

### [IAC Ask the Experts Influenza](#)

This resource also answers common flu questions from health professionals and the public. The Immunize Action Coalition asks doctors and other health professionals to answer these questions.



# other resources cont.

## IAC Influenza Homepage

This webpage includes all Immunize Action Coalition resources about influenza, including standing orders, immunization schedules, and ACIP recommendations.

## Flu Defense Resources

This website focuses on adults 65+, who are at a higher risk for complications from the flu.

## IAC Influenza Vaccine Index

This webpage includes all IAC-created handouts on influenza vaccination including FAQs, administration, and checklists for those with contraindications.

## KDHE Influenza Resources

KDHE Homepage featuring influenza resources including communications, prevention, and data from past flu seasons.

## KDHE Additional Pandemic Influenza Resources

This webpage includes information about other types of flu like Avian Influenza and how to report emergencies.

## CDC Making a Strong Influenza Recommendation

Document focusing on providing a strong flu vaccine recommendation

## Flu Resources for Spanish-Speaking Communities

All resources by the CDC in Spanish.

## Webinar: How to Recommend a Flu Vaccine

Archived webinar by the CDC on recommending flu vaccines to patients.

## GetMyFluShot Ad Council Key Messaging

Messages from the Ad Council campaign on influenza (Spanish option also available).

