

Influenza in Pregnancy: Past and Future

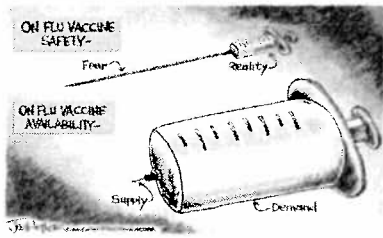
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The Way It Was: 2009 H1N1 Vaccination Campaign

- Pregnant women were over represented in H1N1 deaths
- Severe cases of H1N1 disease and deaths in pregnant women were highlighted by the media
- CDC did an excellent job of stressing the importance of H1N1 vaccinations for pregnant women and offering clinician education

Challenges

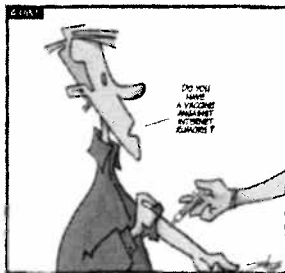
- OB/Gyn community is not focused on vaccinations
- OB/Gyns not active in preparedness activities in some communities
- Some OB/Gyns were very resistant to H1N1 vaccination program
- Public image of H1N1 vaccine as being "experimental" made some women hesitant to get vaccinated



When Demand Was High,
Vaccine Supply was Low

In the Future...

- Promote vaccine education with OB/Gyn providers
- Reach out to OB/Gyn providers with preparedness activities
- Vaccine education to providers and the public needs to stress vaccine safety information
- Stress importance of cocooning infants from disease



NEVER Underestimate the Power of the
Technology!

What Comes Next?

- ACIP has recommended universal influenza vaccination for everyone six months of age and older in 2010-11
- 2009 H1N1 antigen will be part of 2010-11 seasonal flu vaccine
- Increased awareness of importance of influenza vaccination = increased demand in future?

Keep Emphasizing...

The Basics

- Good Hand Washing
- Cover Your Coughs
- Stay Home When You Are Sick!



Cocoon Those Babies!!!



A Word About Healthcare Workers



Utilize Available Resources

www.cdc.gov/vaccines for final influenza guidance for 2010-11
Release in early to mid-summer

www.flu.gov for all things flu-related including webcasts and PSAs

www.immunizenc.com North Carolina Immunization Program website

www.flunc.gov general CD website for North Carolina

Thank You for All Your Hard Work!!!