

Influenza Editorial Calendar

The following outlines year-round milestones and suggested story ideas for all aspects of seasonal influenza. (e.g., annual virus strain selection, vaccine production, CDC vaccination recommendations, provider administration and consumer uptake)

<p align="center">Summer (May through September)</p>	<p align="center">Fall (September through November)</p>	<p align="center">Winter/Early Spring (November through March)</p>	<p align="center">Spring (March through May)</p>
<p>Potential Story Ideas</p> <ul style="list-style-type: none"> • Avoid getting influenza on vacation – tips for travelers • Start the school year protected: Talk to your doctor about scheduling influenza vaccination for your family • CDC issues or reiterates recommendations for upcoming influenza season • Vaccine becomes available late summer/early fall (exact date TBD): Start planning for influenza vaccination 	<p>Potential Story Ideas</p> <ul style="list-style-type: none"> • Influenza immunization is beneficial throughout the season, through November, December, January and beyond • Why you should get vaccinated, even if you've never gotten influenza • Stay healthy for the holidays—find out how to prevent and treat influenza • Protect your kids from influenza throughout the school year and prevent spreading influenza in your home • Caregivers at risk: Protect yourself and your loved ones from influenza • Tips for a healthy workforce: Influenza prevention and treatment options available • Is it a cold or influenza? Seeking medical care for proper diagnosis and treatment • Health care workers: Prepare for influenza season with a vaccination 	<p>Potential Story Ideas</p> <ul style="list-style-type: none"> • Ring in the New Year protected: Get your influenza vaccination • Influenza season hitting several states: How you can deal with influenza • What to do if you get the flu? Available treatment options, including antiviral medications • Flu etiquette: The right way and the wrong way to sneeze and other simple measures to help stop the spread of influenza • Beyond chicken soup: The best ways to prevent and treat influenza and its severe symptoms • Importance of identifying strains early to ensure ample supply and timely distribution for the next season • Anti-bacterial products: A “Welcome Mat” for the flu bug • Minimize lost work and school days: The importance of immunization in the workplace and among children • Before shipping out on your cruise vacation, get vaccinated against influenza 	<p>Potential Story Ideas</p> <ul style="list-style-type: none"> • A glimpse into next flu season: How flu vaccine is made & strains are selected • Flu etiquette: The right way and the wrong way to sneeze, and other simple measures to help stop the spread of flu • Influenza season update: (Highlight CDC peak information/ other data as available) • Flu season wrap-up (e.g., summary of cases/viral activity, vaccine supply/unused vaccine, other issues) • Q&A with an influenza expert to assess the season • Looking forward: As flu season ends, preparations for the next season begins • Importance of identifying strains early to ensure ample supply and timely distribution for the upcoming season • American Academy of Pediatrics (AAP) recommends that providers continue vaccination until May 1 for all children • Prevent and treat cruise ship influenza outbreaks with vaccination and antivirals
<p>Influenza Milestones</p> <ul style="list-style-type: none"> • Officials track disease in the Southern Hemisphere to help predict severity and timing for upcoming season in the U.S. • ACIP meets; influenza vaccine discussions typically included on meeting agenda (June) • ACIP publishes official CDC prevention and treatment recommendations for the upcoming season (publication date typically in the summer) • Providers begin to prepare immunization programs for the upcoming season (summer) • Vaccine manufacturers begin revealing information about anticipated supply (date TBD); government organizations maintain ongoing contact with manufacturers 	<p>Influenza Milestones</p> <ul style="list-style-type: none"> • Vaccine continues to be released by the FDA and shipped to customers for immunization • NFID conducts Annual Influenza/Pneumococcal News Conference (September/October) • Disease activity may begin in some areas of the country • ACIP meets; influenza vaccine discussions typically included on meeting agenda (October) • CDC issues or reiterates recommendations for upcoming season 	<p>Influenza Milestones</p> <ul style="list-style-type: none"> • Vaccine continues to be released by the FDA and shipped to customers for immunization • Influenza disease activity continues; immunization and antiviral medications beneficial • Influenza vaccine production for the upcoming season begins • The FDA’s advisory committee (in collaboration with the WHO) selects the three strains to be included in the upcoming season’s vaccine formulation (February/March) • ACIP meets; influenza vaccine discussions on annual recommendations (February) 	<p>Influenza Milestones</p> <ul style="list-style-type: none"> • Influenza disease activity continues; immunization and antiviral medications beneficial • Influenza vaccine manufacturing for the upcoming season continues • Officials track influenza disease in the Southern Hemisphere to help predict severity and timing for upcoming season in the U.S.
<p>Potential Year-round Story Ideas</p> <ul style="list-style-type: none"> • What you need to know about influenza when traveling abroad • All Americans who wish to protect themselves against influenza should seek vaccination • Are there links between seasonal influenza and pandemic influenza? 		<p>ACIP - Advisory Committee on Immunization Practices CDC - Centers for Disease Control and Prevention FDA - U.S. Food and Drug Administration WHO - World Health Organization</p> <p align="right">Visit NFID’s online influenza resource guide available at www.nfid.org for related influenza materials</p>	