

Influenza Editorial Calendar

The following outlines year-round milestones and suggested story ideas for all aspects of seasonal influenza.

Prior to Influenza Season (May through September)	Early Influenza Season (September through November)	Peak of Influenza Virus Activity (November through March)	Conclusion of Current Season's Influenza Virus Activity, and Start of Vaccine Production for Next Year (March through May)
<p>Potential Story Ideas</p> <ul style="list-style-type: none"> Protecting your child: Benefits of annual influenza vaccination Back-to-school story highlighting vaccinating children 6 months-5 years of age and those with chronic medical conditions, along with household contacts against influenza CDC issues or reiterates recommendations for influenza upcoming influenza season Avoid getting influenza on vacation – tips for travelers 	<p>Potential Story Ideas</p> <ul style="list-style-type: none"> Parents prepare for back-to-school with influenza prevention Health care workers prepare themselves for influenza season with a vaccination Why you should get vaccinated, even if the flu season is mild Importance of annual immunization especially among those at increased risk for influenza-related complications and health care workers Reinforce to consumers that vaccine will continue to be available in November, December and later, and immunization is still beneficial Is it a cold or influenza? Seeking medical care for proper diagnosis and treatment 	<p>Potential Story Ideas</p> <ul style="list-style-type: none"> Make your New Year's resolution – It's not too late to get vaccinated against influenza Influenza season hitting several states: How you can deal with influenza Flu etiquette: The right way and the wrong way to sneeze and other simple measures to help stop the spread of influenza How anti-bacterial products may serve as 'Welcome Mat' for the flu bug The difference between influenza and other respiratory illnesses (e.g., severity, symptoms, prevention and treatment) Driving consumer demand and ensuring physicians are able to use all vaccine doses crucial in maintaining the influenza vaccine market for coming seasons Minimize lost work and school days: importance of immunization in the workplace and among children Importance of identifying strains early to ensure ample supply and timely distribution for the next season What to do if you get the flu? Available treatment options, including antiviral medications 	<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: (insert CDC peak information/ other data as appropriate) 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 influenza season Looking forward: As flu season ends, preparations for the new season begins Importance of identifying strains early to ensure ample supply and timely distribution for the upcoming season
<p>Influenza Milestones</p> <ul style="list-style-type: none"> ACIP publishes official CDC vaccination recommendations for the upcoming season (publication date typically in the spring) 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) Providers begin to prepare immunization programs for the upcoming season (July/August) Vaccine manufacturers reveal information about anticipated supply (date TBD); government organizations maintain ongoing contact with manufacturers 	<p>Influenza Milestones</p> <ul style="list-style-type: none"> Vaccine shipped to health care professionals and becomes available (September/October) NFID conducts annual Influenza/Pneumococcal Press Conference (September/October) CDC issues or reiterates recommendations for upcoming season Disease activity may begin in some areas of the country ACIP meets; influenza vaccine discussions typically included on meeting agenda (October) Vaccine continues to be released by the FDA and shipped to customers for immunization (November) 	<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 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) The CDC's ACIP meets; influenza vaccine discussions on annual fall recommendations (February) 	<p>Influenza Milestones</p> <ul style="list-style-type: none"> Influenza disease activity continues; immunization beneficial Influenza vaccine manufacturing for the upcoming season continues ACIP publishes official CDC vaccination recommendations for the next season (publication date typically in the spring) 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 Avian vs. seasonal influenza: Which virus is more severe? 		<p>ACIP - Advisory Committee on Immunization Practices CDC - U.S. Centers for Disease Control and Prevention FDA - U.S. Food and Drug Administration WHO - World Health Organization</p>	