

## 7/17/2024 NPHIC/CDC Partner Call

### Meeting Notes

#### OC updates – Kevin Griffis

- Outbreak of H5N1 is a focus
- Launch in mid-August of vaccination campaign (COVID, Flu, RSV); HHS leading effort; 1<sup>st</sup> phase-awareness and building confidence around vaccines generally; 2<sup>nd</sup> phase (September) encouraging vaccines (flu, COVID and RSV); going to focus on older, vulnerable communities, and reaching out to HCPs

**Question:** From Jackson Braunz: When will those details on the Risk Less Do More campaign come out?

**Answer From Kevin Griffis to Everyone:** We can work with HHS on a fulsome presentation in August

#### DMR updates – Ben Haynes

Refocus on media relations, particularly in staffing -- regionally focused so POC are familiar with areas  
More to come on this and will soon share regional press officer contacts with NPHIC

#### PHIC updates – Nicole Coffin

Tribal Advisory Committee happening in Oregon and requires registration. Link: <https://www.cdc.gov/tribal-health/tac/index.html>

#### H5N1 updates – Erin Burns

US seeing widespread H5N1 since 2022 (outbreaks focused in poultry), newly in cows (in 2024) which set off multi-state outbreak. 4 confirmed cases in dairy workers (Texas, Michigan and Colorado). Colorado had an outbreak in poultry and now 4 more confirmed cases in Colorado. CDC team of 10 people are there to support the response and monitor/test/dispense anti-viral to symptomatic individuals. At this point a culminative of 9 human cases in the US, 8 in 2024. Immediate risk to public remains low. In process of risk assessment of virus, considering emergence and public health impact.

**Question:** One question we've seen is whether there is enough testing capacity, which might stem from the early days of covid. Are there talking points around that?

**Answer:** 750k H5 specific tests. Any seasonal flu test will detect a H5, and tests are forwarded on. Another 2 million tests on the way. CDC also working with developers to make commercial tests.

**Question:** Plain language flyers for fairs:

**Answer:** Materials are in the works. CDC updated fair guidance for upcoming season because of the outbreak.

**Question:** Anything aimed at kids (like in 4H)?

**Answer:** We haven't; but will take that back to our team.

NPHIC updates – NPHIC President - Ann Rowe

- Save the date for National Conference on Health Communication, Marketing and Media (7/29-31 in 2025 Atlanta). 17<sup>th</sup> year for the conference. <https://www.nchcmm.org>. More details to follow!