



Pandemic Influenza H1N1 Response in Canada: A Public Health Agency of Canada perspective

**2010 Integrated Medical, Public Health
Preparedness and Response Training Summit**

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Las Vegas

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Objectives

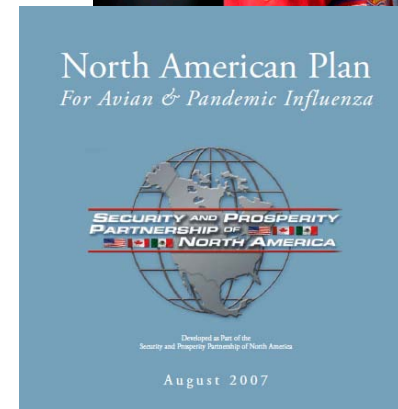
- ❑ **To review the successes and challenges with implementing the largest mass vaccination campaign in Canadian history**
 - ❑ **To review the importance of international collaboration in the context of the International Health Regulations (2005)**
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The H1N1 Influenza Pandemic Begins

- April 17th 2009:
 - US notification to PAHO of novel influenza H1N1 in 2 children
 - Mexico request for lab support
- Ongoing collaboration between Mexico, U.S. and Canada
 - North American Plan for Avian and Pandemic Influenza 2007
 - Global Health Security Action Group (G7+Mexico)
 - International Health Regulations (IHR) National Focal Points

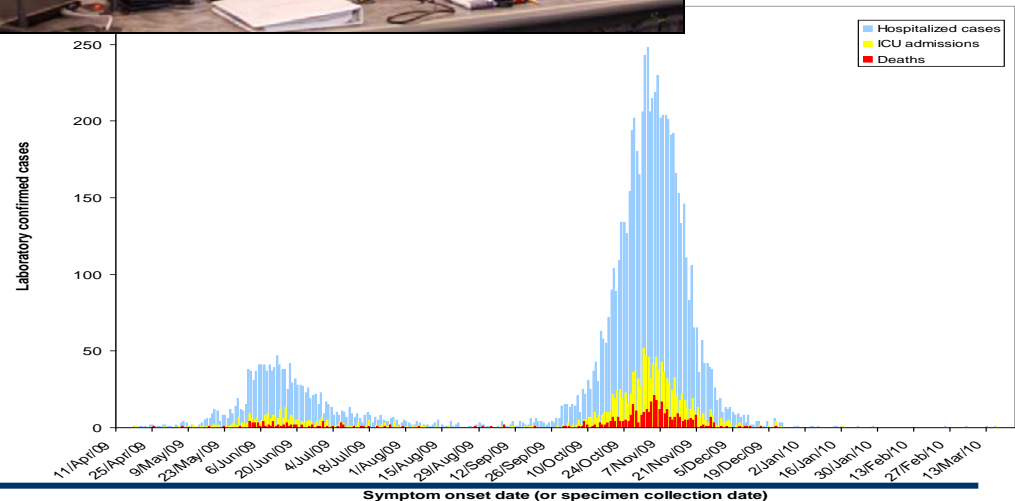


Photo courtesy of The Washington Post



Two waves

- ❑ **First wave:**
 - April-June '09
- ❑ **Second wave:**
 - Early Sept. - Dec. '09
- ❑ **Both waves:**
 - Had their own unique “personality” and challenges
 - Required significant communication



First Wave: Recommendations in the Face of Uncertainty

- ❑ **WHO recommends completion of N. Hemisphere seasonal influenza vaccine production prior to pandemic vaccine production**
 - ❑ **Intensive international collaboration on vaccine production begins:**
 - Teleconferences of WHO Ad Hoc policy group with national regulatory authorities and vaccine program leads
 - Trilateral Canada, EC and US (Health Canada – EMEA – FDA) vaccine regulators teleconferences
 - ❑ **May 26 - WHO recommends that pandemic vaccines contain the A/California/7/2009(H1N1) strain.**
 - ❑ **WHO declares pandemic phase 6 on June 11.**
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Preparing for the 2nd Wave: Key Considerations and Challenges

- ❑ Amount and type of vaccine, adjuvant vs non-adjuvanted, to be purchased; safety of adjuvanted vaccine
 - ❑ Vaccine sequencing (prioritization)
 - ❑ Implementing both seasonal and pandemic vaccine programs
 - ❑ Rapid regulatory review and authorisation of sale of pandemic vaccine
 - ❑ Post-marketing monitoring of vaccine safety
 - ❑ Adjustments of vaccine recommendations based on real time data: e.g. one vs two doses
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How Much and What Type of Vaccine to Purchase?

- ❑ Single domestic pandemic vaccine supplier – 10 year contract since 2001
 - ❑ Ordered enough pandemic vaccine for every Canadian who needed and wanted it, assuming a two-dose vaccination schedule and 75% uptake (50.4M doses)
 - ❑ Pandemic Vaccine Task Group recommendation that pandemic vaccine for Canada be monovalent, dose-sparing, and adjuvanted
 - ❑ Original order consisted of adjuvanted vaccine for the population at large and unadjuvanted pandemic vaccine for pregnant women and children 6 to 35 months
 - ❑ Federal government covered 60% of pandemic vaccine purchase cost
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Seasonal and Pandemic Vaccine Roll Out

- ❑ Pandemic (H1N1) 2009 vaccine production began on July 10, 2009 after GSK completed seasonal vaccine production
 - ❑ Seasonal vaccine delivery began on Sept. 24th; Pandemic H1N1 vaccine delivery began Oct. 12th .
 - ❑ Canadian study showing association between 2008-09 seasonal flu vaccination and increased risk of pandemic H1N1 illness
 - robust methodology; association not seen in other countries
 - ❑ Some jurisdictions delayed the roll out of the 2009-10 seasonal flu vaccine until after the pandemic vaccine has been administered, or targeted high risk populations only.
 - ❑ Use of Interim Orders for Authorization for Sale of novel influenza A H1N1 vaccines
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Vaccine Sequencing

- Guidelines developed by PHAC in collaboration with P/Ts to ensure that the groups/populations who would benefit most from immunization get the vaccine first:
 - People under 65 with chronic health conditions
 - Pregnant women
 - Children 6 months to less than 5 years of age
 - People living in remote and isolated settings or communities
 - Health care workers involved in pandemic response or essential health services
 - Household contacts and care providers of persons at high risk
 - Implementation take into account local epidemiology and realities
 - All jurisdictions broadened to a universal program by Dec 1, 2009
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Vaccine Safety – Enhanced Vigilance

- ❑ Clinical trial data available for GSK H5N1 AS03 adjuvanted vaccines in Canada and Europe
- ❑ Post marketing studies and enhanced surveillance set up
 - Canadian Adverse Events Following Immunization Surveillance System (CAEFISS)
 - Hospital active surveillance networks (IMPACT, SOS)
 - Additional studies on vaccine safety in various groups/settings, including: children, aboriginals, people living with HIV, healthcare workers and people with severe egg allergies
- ❑ Proactive communication: web posting of reports received; rapid sharing amongst international network
- ❑ Investigation of clusters: anaphylaxis and Lot 7A

Vaccine Recommendations – a Moving Target

- ❑ **Mid-Oct: studies showing strong immune response with one dose of GSK adjuvanted pandemic vaccine for persons 10 years or older**
 - ❑ **Mid-Nov: small study showing strong immune response in children under 3 years given a single half dose of GSK adjuvanted vaccine**
 - Initial recommendation that children six months to nine years of age receive two half-doses of adjuvanted vaccine, was updated late November to a single half dose for healthy children over 3 years until further study to determine whether second dose is required
 - ❑ **Both adjuvanted and unadjuvanted vaccine safe and immunogenic – increase in data for pregnant women and children over time**
 - Recommendation for pregnant women to receive one dose of unadjuvanted vaccine
 - In cases where the unadjuvanted vaccine is unavailable and H1N1 flu rates are high or increasing in the community, women more than 20 weeks pregnant should be offered one dose of adjuvanted vaccine.
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Media – Second Wave

(Oct. 25) Fewer Canadians interested in getting H1N1 shot, poll shows

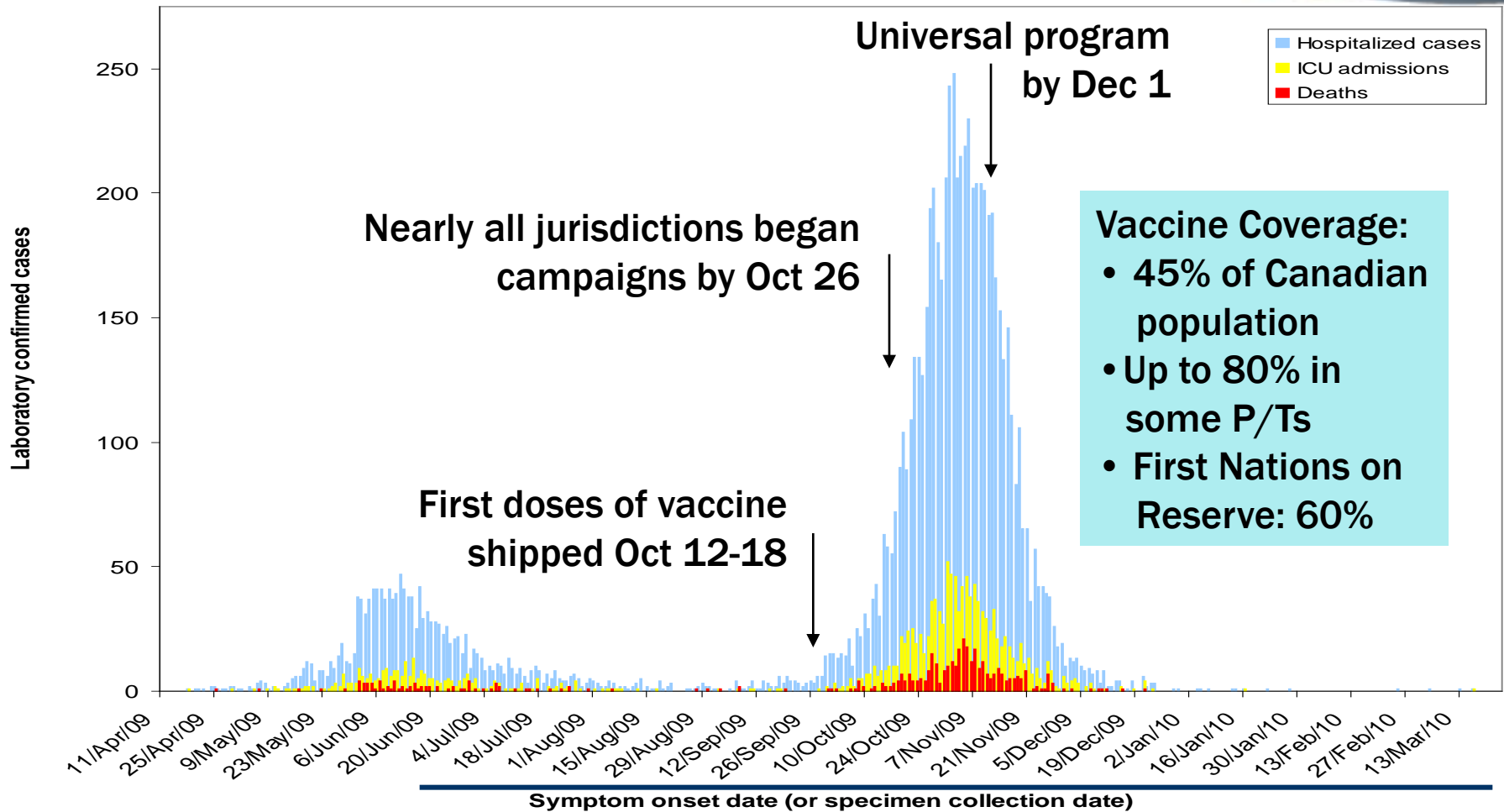
*The online poll, conducted by Strategic Counsel for The Globe and Mail and CTV, found that **only 49 per cent of Canadians sampled in October wanted to get the new flu shot**, a sharp decline from the 62 per cent who said they would in a survey conducted in July.*

Opposition to vaccination has grown sharply over the period, with a majority – 51 per cent – saying they wouldn't get the shots, up from only 38 per cent in July.

(Nov. 1) Health officials caught off guard by demand for H1N1 shot

*The swelling crowds at vaccination clinics are in stark contrast with earlier polls that showed few Canadians planned to get the swine-flu shot. But that was before the **recent deaths of three Ontario children who caught H1N1** — with another death still unconfirmed — put a human face on the virus and galvanized worried Canadians to get themselves and their families vaccinated.*

Vaccine Coverage



Laboratory confirmed pH1N1 hospitalised cases, ICU admissions and deaths

Web and e-Communications



Public Health
Agency of Canada

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English

Important Notice



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www.santepublique.gc.ca

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Accueil

Contactez-nous

Aide

Recherche

canada.gc.ca

Accueil > CombattezLaGrippe.ca / Virus H1N1

+/- TEXTE IMPRIMER PARTAGEZ

COMBATTEZLAGRIPPE.CA



Renseignez-vous sur le virus H1N1

Information générale

- [Voyageurs et virus de la grippe H1N1](#)
- [Renseignements clés sur le virus de la grippe H1N1](#)
- [Symptômes de la grippe H1N1](#)
- [Questions fréquentes](#)
- [Vaccin H1N1](#)
- [Utilisation d'antiviraux](#)
- [Le recul de la deuxième vague de grippe H1N1](#)

Infos pour groupes désignés

- [Femmes enceintes](#)
- [Familles et intervenants](#)
- [Les personnes âgées et celles qui en prennent soin](#)
- [Les personnes atteintes de maladies chroniques](#)
- [Premières Nations, Inuits et Métis](#)
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Des questions?
1 800 O-Canada
(1 800 622-6232)

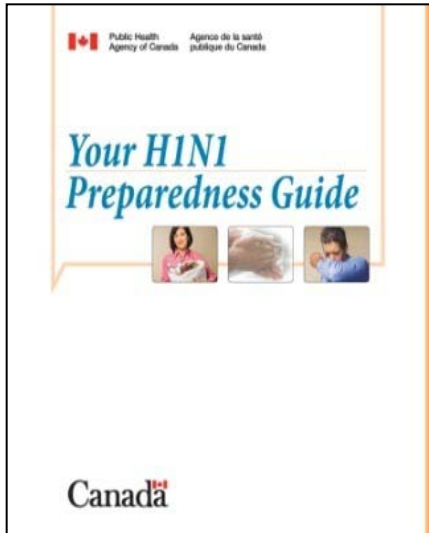
[Dernières nouvelles H1N1](#)

[Directives - Public et cliniciens](#)

[La campagne d'immunisation H1N1](#)



Citizen readiness and social marketing activities



- ▶ What is the H1N1 flu virus?
- ▶ Prevention

IMPORTANT INFORMATION / RENSEIGNEMENTS IMPORTANTS



PROTECT YOURSELF AGAINST THE H1N1 FLU

Health Canada has approved the vaccine against the pandemic H1N1 flu virus.

Scientific studies have shown that this vaccine is safe and effective.

Getting vaccinated is the best way to protect yourself and the people around you from getting infected with H1N1 flu.

This vaccine will be available for every Canadian. To find out where you can receive it, please check with your provincial and territorial public health authority.

For more information on the H1N1 flu and the vaccine, go to www.fightflu.ca or call 1 800 O-Canada.

PROTÉGEZ-VOUS CONTRE LA GRIPPE H1N1

Santé Canada a approuvé le vaccin contre le virus de la grippe pandémique H1N1.

Des études scientifiques ont démontré que ce vaccin est sûr et efficace.

La vaccination contre la grippe H1N1 est le meilleur moyen de vous protéger et de protéger vos proches contre ce virus.

Le vaccin sera offert à tous les Canadiens. Pour obtenir des renseignements sur les cliniques de vaccination, veuillez consulter les autorités en matière de santé publique de votre province ou territoire.

Pour en savoir plus sur la grippe H1N1 et le vaccin, visitez le site www.combattezagrippe.ca ou composez le 1 800 O-Canada.

Agence de la santé publique du Canada / Public Health Agency of Canada

PROTÉGEZ-VOUS CONTRE le virus de la grippe H1N1

Ne vous vaccinez pas.
 Un moyen sûr et efficace de vous protéger et de protéger les autres contre le virus de la grippe H1N1.
 Lavez-vous les mains.
 Éternuez et toussotez dans votre bras, et non dans votre main.

- ▶ Évitez de vous toucher les yeux, le nez et la bouche avec les mains.
- ▶ Restez à la maison si vous êtes malade.
- ▶ Communiquez avec un professionnel de la santé si vos symptômes s'aggravent ou si vous êtes une personne à risque.

Recherchez ou commandez en ligne votre guide de préparation au virus H1N1. Pour en savoir plus sur les symptômes et les personnes à risque, visitez le site www.combattezagrippe.ca.

Consultez www.combattezagrippe.ca ou composez le 1 800 O-Canada (1-800-622-6232) ATS 1-800-926-9105



Advertising



Public Health Agency of Canada / Agence de la santé publique du Canada

KNOW WHAT TO DO TO FIGHT THE FLU

- ▶ Wash your hands often—for at least 20 seconds—in warm, soapy water or use hand sanitizer.
- ▶ Use your sleeve to cover coughs and sneezes.
- ▶ Keep common surfaces and items clean.
- ▶ Stay home if you're sick, and call your health care provider if your symptoms get worse.

FLU SYMPTOMS ARE: cough and fever, runny nose, sore throat, body aches, fatigue and lack of appetite.

KNOWLEDGE IS YOUR BEST DEFENCE

www.fightflu.ca 1-800-454-8302
TTY 1-800-465-7735



Catch the holiday spirit, not the flu

You can protect yourself and the ones you love from the H1N1 flu virus, by taking these simple steps:

- ▶ Get the H1N1 flu vaccine
- ▶ Wash your hands
- ▶ Cough and sneeze into your arm
- ▶ Stay home if you are sick

Dr. David Butler-Jones
Chief Public Health Officer of Canada

For more information about the H1N1 flu virus visit www.fightflu.ca
or call 1 800 O-Canada (1-800-622-6232) TTY 1-800-926-9105



Stakeholder Engagement



Evidence of behaviour change

- **By the end of 2009, results pointed to success**
 - Rolled out the largest immunization campaign in history
 - 60% of Aboriginal/in First Nations peoples vaccinated
 - Almost 50% who saw PHAC ads took measures to protect themselves, 60% who said they started washing their hands more frequently
 - Public opinion research revealed Canadians were happy with information



Moments of levity



http://www.cbc.ca/video/#/Shows/22_Minutes/Clips/ID=1396433079

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International Collaboration

We all win!

Nous y gagnons tous!

- **Wash your hands**
Lavez-vous les mains
- **Cough and sneeze into your arm**
Toussez et éternuez dans votre bras

8-1-1

For health info call: 8-1-1
Besoin d'information sur la santé? Composez en tout temps le 8-1-1



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