



DRAFT Agenda

Sunday, April 22, 2012

Time	Event	Location
3:00 to 4:30 pm	Social Media Workshop – Dawn Crawford, Social Media and Marketing Consultant for BC DC Ideas	River City Ballroom
4:30 to 5:00 pm	Break	
5:00 to 7:00 pm	Informal Reception	River City Ballroom

Monday, April 23, 2012

Time	Event	Location
8:00 to 8:30 am	Registration – Continental Breakfast Exhibits	Atrium
8:30 to 8:45 am	California Coalition Update Jeff Goad, PharmD, MPH Associate Professor Clinical Pharmacy USC President, California Immunization Coalition	Old Sacramento Ballroom
8:45 to 8:55 am	Welcome Ron Chapman, MD, MPH Director, California Department of Public Health	Old Sacramento Ballroom
8:55 am to 9:55 am	Keynote Presentation Knowing Our Audiences – Meeting the Challenge Janine Cory, MPH Senior Health Communications Specialist Centers for Disease Control and Prevention	Old Sacramento Ballroom
9:55 am to 10:05 am	Break/Exhibits	Atrium



Time	Event	Location
10:05 am to 11:25 am	<p>Plenary Presentation - Social Media Reaching New Audiences and Building a Movement To Support Immunizations Across the Lifespan</p> <p>Dawn Crawford, Social Media and Marketing Consultant, BC / DC Ideas</p> <p>Hoa Su, MPH, Health Education Manager, Health Net California State Health Programs</p> <p>Kerry Shearer, Kerry Shearer Communications</p>	Old Sacramento Ballroom
11:25 am to 12:05 pm	<p>Plenary presentation – Cocooning Strategies Elizabeth Rosenblum, MD Associate Clinical Professor, UCSD Medical Center</p>	Old Sacramento Ballroom
12:05 pm to 1:00 pm	<p>Luncheon & Awards Presentations</p> <p><i>Natalie J. Smith, MD - Immunization Champion Award</i></p>	Terrace
1:00 pm to 1:10 pm	Break/Exhibits	Atrium
1:10 pm to 2:10 pm	<p>Workshops A1: Adolescent Immunizations: Resources & Perspectives A2: The Immunization Registry: Possibilities for Now and the Future A3: Influenza: Mandatory Masking of Unvaccinated Health Care Workers-- County and Provider Perspectives A4: Innovative Clinic and Community-based Strategies for Vaccinating Overlooked Communities</p>	TBD
2:10 pm to 2:25 pm	Break/Exhibits	Atrium
2:25 pm to 3:25 pm	<p>Workshops B 1: Increasing Flu Coverage Across the Lifespan B 2: Immunization advocacy: Learning from a recent success and planning for what's ahead B 3: Immunology and ACIP: Research and Recommendations</p>	TBD
3:25 pm to 3:35 pm	Break/Exhibits	Atrium



Time	Event	Location
3:35 pm to 4:45 pm	<p>Panel Presentation – Complementary Vaccinators Completing the Circle – Partnership and Support for Adolescent and Adult Immunization</p> <p><u>Moderator</u></p> <p>Mark Sawyer, MD, MPH Professor of Clinical Pediatrics, RADY Children’s Hospital Past-President, California Immunization Coalition</p> <p><u>Panelists</u></p> <p>Linh Lee, PharmD, Ralph’s Pharmacy</p> <p>S. Todd Stolp, MD, Health Officer, Tuolumne County</p> <p>Linda Davis-Alldritt, RN, PHN, MA, FNASN, School Nurse and Health Services Consultant, California Department of Education</p> <p>Neil Silverman, MD, Center for Fetal Medicine & Women’s Ultrasound Los Angeles, CA Clinical Professor, Obstetrics/Gynecology David Geffen School of Medicine at UCLA Chair, ACOG Obstetric Practice Bulletin Committee</p>	Old Sacramento Ballroom
4:45 pm to 5:00 pm	Wrap-up, CMEs, etc	Old Sacramento Ballroom