

California Immunization Coalition Vaccine Booster - March 2012

In This Issue

[NIC](#)

[2012 CIC Summit](#)

[Shots for School Webinar](#)

[Advocacy](#)

[NCIHC](#)

[NIIW/TIM](#)

[VICNetwork](#)

[Pertussis](#)

[Coalition Spotlight: Amador](#)

[Bill Moyer](#)

[NPHW](#)

Hot Links

<http://mybestshot.org>

A new site designed with teens in mind!

<http://www.vaccines.gov>

Vaccines.gov is the federal government website with info on immunization for infants, children, teenagers, adults, and seniors. Vaccines.gov provides resources from federal agencies for the general public and their communities about vaccines across

Immunization: Access for All! 1st National Immunization Conference Online March 26-28, 2012

The **1st National Immunization Conference Online (NICO)**, a virtual conference, will take place **March 26-28, 2012**. The conference will be entirely online so no travel is required for presenters or attendees. There is no cost to participate in the National Immunization Conference Online and pre-registration is not required, however attendance at live workshops is limited to the first 1000 people to log in at the start of each session.



Invited speakers will present remotely over the internet and telephone in a series of live, web-based sessions attended by up to 1000 people. Workshops will include multiple presentations and will be one hour in length, and will be recorded. Recordings will be made available on the internet after the conclusion of the conference.

For more information <http://www.cdc.gov/vaccines/events/nic/>.

2012 CIC Summit



Ready, Set, Register! The California Immunization Coalition Summit is being held April 23 (with a pre-summit workshop on April 22) in Sacramento at the Embassy Suites - Riverfront Esplanade. This year's theme, **Completing the Circle: Ensuring Adult Adolescent Vaccination for All**, will provide new information and updates on reaching people of all ages who need vaccine protection in order to keep our community healthy.

the lifespan.

Calendar

Nat IZ Conference Online
March 26-28, 2012

CIC Summit 2012
April 23, 2012
(Pre-conf: April 22)
Sacramento, CA

Health Literacy Conference
May 9-11, 2012
Irvine, CA

**10th National Conference on
Health and Immunization
Coalitions (NCIHC)**
May 23-25, 2012
New Orleans, LA

CIC's Favs:

www.shotsforschool.org information for schools, parents, and healthcare providers about school immunization requirements in California

www.shotbyshot.org share your story!

www.flu.gov for CDC's latest influenza information

www.eziz.org for CDPH's interactive training modules and provider resources

www.VacunasyMiSalud.org for resources in Spanish, including influenza information

www.vicnetwork.org to educate local and national health organizations, coalitions, and public health departments about effective immunization communication strategies.

PKIDs' Communications Made Easy program (www.pkids.org/cme) helps immunization educators learn the ropes of social marketing and traditional and social media.

Visit the CIC Website at www.ImmunizeCA.org to register on line or print out registration brochure for mailing, view Summit Agenda, find link to hotel reservation page and other details. Plan to arrive early on Sunday to visit nearby Old Town Sacramento, take a stroll along the Sacramento River and join us for our Media Workshop at 3:00 pm. We look forward to seeing you in Sacramento!

Archived Webinar for Schools on 7th grade Tdap requirement



The March 19 **Shots For School: Tdap Requirement for 7th Graders** webinar, co sponsored by the California Department of Education and the California Department of Public Health is now posted on <http://shotsforschool.org/schoolwebinars.html>.

Several of the questions posed during the live webinar will be addressed through the FAQ webpage on the website in the coming weeks.

Topics covered:

- Pertussis disease and vaccines
- The Tdap requirement (school law) - 2012-2013 and beyond
- Documenting the Tdap requirement
- Planning and Implementing the requirement
- Where to go for more information
- Questions and answers

For more information go to <http://shotsforschool.org>.

Advocacy and Awareness in California

The California Immunization Coalition has joined the California Medical Association, the California District of the American Academy of Pediatrics (AAP-CA), and the Health Officers Association of California as sponsors of **AB 2109 (Pan)** a bill to provide vaccine information to families who are considering exempting their child from vaccination. CIC applauds the leadership of Dr. Richard Pan in authoring this bill which has the goal of ensuring that a child's parent or guardian receive information about the benefits and risks of vaccines and the real risk of disease to their child and to our community before they sign a form exempting their child from immunization.

To keep up to date on the progress of this and other bills listed below, subscribe through the Official California Legislative Information Page at www.leginfo.ca.gov/. Updates will come directly to your e-mail. Please also follow us on Twitter to get connected to our growing network of advocates and resources in the immunization and public health community.

AB 2109 (Pan) Communicable disease: immunization exemption - This bill would require a parent or guardian seeking a personal belief exemption for their child to obtain a document signed by themselves and a licensed health care practitioner verifying that they have received information of the risks and benefits of the immunizations, as well as the public health risks of the specified communicable diseases. This bill preserves a parent's option to exempt their child from immunizations, but also ensures that such a decision is an informed one.

Three other bills were introduced in February that involve immunization and are listed below.

SB 1318 (Wolk) Health facilities: influenza vaccinations and health care workers

AB 2064 (V. Manuel Perez) Immunizations for children: reimbursement of physicians

Keep up with us on:



Our Mission

The California Immunization Coalition is a public-private partnership dedicated to achieving and maintaining full immunization protection for all Californians to promote health and prevent serious illness.

Contact Us

Catherine Flores Martin, Director
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 333
cmartin@communitylinkcr.org

Sabrina Torres-Royal
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 302
sabrina@immunizeca.org

To submit Calendar items, articles or announcements, contact:
cmartin@communitylinkcr.org



AB 2009 (Galgiani) School based influenza vaccination programs

You can also find updates on the CIC website under What We Do > Advocacy > Legislative Information 2012. For more information contact Catherine Martin at cmartin@communitylinkcr.org.

National Conference of Immunization and Health Coalitions 2012 (NCIHC) May 23-25 in New Orleans, LA



The 2012 National Conference of Immunization and Health Coalitions will be held at the JW Marriott Hotel in New Orleans, Louisiana May 23-25, 2012 and hosted by the Louisiana Shots for Tots Coalition. The Conference "Jazzing Up Partnerships the Big Easy Way" will open with a look back at how far we have come in twenty years of working in partnership to raise immunization coverage, both nationally and in our local communities, and then go on to offer ideas and support for efforts to protect Americans of all ages against vaccine preventable diseases now and in the future.

National and local immunization experts, advocates and coalition representatives will discuss a wide range of topics from vaccine exemptions and legislative advocacy to effective uses of social media and the latest research on various vaccine issues. New ideas and effective programs from around the country will be presented, and the Conference offers the opportunity to meet and talk with individuals who have experienced the same issues you and your organization are facing.

For more information, to review the program, or to register for the Conference, go to <http://www.shotsfortots.com/html/10thNCIHC.html>.

NIIW is April 21 - 28 & Toddler Immunization Month in May

National Infant Immunization Week (NIIW) and Toddler Immunization Month (TIM) are annual observances that highlight the importance of routine immunizations for children younger than 2. NIIW/TIM also is a great time to acknowledge and thank the immunization champions who help keep California's children up-to-date on their immunizations and healthy.



Coalitions, health departments and stakeholders are encouraged to use NIIW/TIM as a springboard to promote childhood immunizations using local activities, community outreach, media events, and recognition ceremonies.

CDPH provides a wide variety of campaign materials and resources for you to plan, promote, and conduct successful NIIW/TIM activities. Visit <http://www.cdph.ca.gov/programs/immunize/Pages/NIIW-TIM.asp>.

VICNetwork Update



The latest webinar: ***Vaccine Hesitancy: Understanding Parents' Concerns and the Impact of Anti-Vaccine Rhetoric*** included two great presentations on the factors that influence a parent's decision to delay or skip vaccines and the strategies that health professionals and media specialists can employ to reassure vaccine hesitant parents. The program concluded with a presentation on several important resources that can be used to enhance state or local media and advocacy campaigns. Featured

Featured speakers included: Dr. Douglas Diekema, professor from the University of Washington School of Medicine; Dr. Steven Novella, from Yale University School of Medicine and President and co-founder of the New England Skeptical Society; Amy Pisani, executive director of Every Child By Two (ECBT).

The archived webinar and the slides have been posted on the VICNetwork website. Go to <http://vicnetwork.org>.

Pertussis in California: Battle Won, But The War is Ongoing

California's battle against whooping cough was very successful last year compared to the prior year. California reported the highest number of cases since 1947 and suffered 10 deaths in 2010. Nine of these were in infants younger than 2 months of age, too young to be immunized. In response to the 2010 outbreak, CIC, CDPH, and other immunization partners rallied. CDPH revised the recommendations for pertussis (Tdap) immunization. The ACIP followed California's lead and revised their recommendations, as well. Also the CA State legislature passed AB 354, requiring Tdap vaccination for school children grades 7th through 12th for school year 2011-2012. (Students advancing into 7th grade will need proof of a Tdap before starting school next fall.)



So what was the effect of these efforts?

In 2011 there were NO deaths in California from pertussis and the rate declined to about one-third that of 2010. This is most likely in part to the natural course of the epidemiology of pertussis, with peaks every five years or so, and to the efforts to increase immunization rates. The implementation of AB 354 seems to have been very successful, as well, with a coverage rate of about 98%, showing a high rate of acceptance and a relatively low rate of the use of personal belief exclusions (PBEs).

Pertussis is very contagious and easily could make resurgence. Continue to follow the CDPH and ACIP guidelines and aggressively vaccinate all those for whom Tdap is indicated. The battle of 2011 was won but the war against whooping cough is ongoing

CDPH Pertussis Recommendations

The CDPH currently recommends that all children receive a dose of Tdap vaccine at age 10 years or older. Tdap vaccine given on or after the 7th birthday meets the school requirement. A dose of DTaP or DTP given at age 7 years or older will also meet the requirement, but it is not licensed for use or recommended for children 7 years of age or older. <http://eziz.org/PDF/CDPH%20Pertussis%20Immunization%20Policy%20July%202010.pdf>

Prepare Patients for 7th Grade Now

Act now to ensure 6th graders are protected against pertussis and ready for school next fall.

- Send reminder/recall notices to patients who have not yet received a Tdap booster, including those who have received a dose of Td but not Tdap.
- Order enough Tdap to immunize the patients affected by the new law. (Make sure you have adequate storage in your vaccine refrigerator.)
- Immunize with Tdap at every opportunity, including sports physicals and visits for mild illness or injury. Make sure to give other recommended immunizations as well. Provide clear and accurate documentation about Tdap immunization for your patients and their school. Vaccines have similar names and abbreviations, e.g. Tdap, Td, DTaP, DT, etc., which can be confusing to the school staff who will be keeping records for the new law.
- Post downloadable electronic banners on your practice's website and in electronic newsletters to help notify your patients.

CA School Immunization Information:

www.ShotsForSchool.org

CDPH's July 2010 Pertussis Recommendations:

<http://eziz.org/PDF/CDPH%20Pertussis%20Immunization%20Policy%20July%202010.pdf>

CDPH pertussis page:

<http://www.cdph.ca.gov/healthinfo/discond/pages/pertussis.aspx>

CDC's Pertussis Informational:

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6001a4.htm?s_cid=mm6001a4_w

Coalition Spotlight: Amador County



While the original Amador County Immunization Coalition dissolved more than 10 years ago, Amador Public Health has been regularly participating in California Immunization Coalition teleconferences which inspired them to resurrect their local coalition. Due to budget cuts and loss of staffing in public health they knew they would need 'reinforcements' assistance to insure all residents were receiving the required and recommended vaccines.

Amador County has a large senior population and the Coalition wants to be sure to include outreach and services to this population. Local partners include Public Health, First 5, Sutter Health, Amador County Unified School District, and our family resource centers.

To develop Coalition priorities members are creating a calendar that will include events, campaigns, etc. collecting baseline data to determine where the focus areas should be. First Five Amador County and the Amador Public Health Department are sharing leadership responsibilities.

Partners are considering a project that would utilize the "I Choose" campaign and create a local approach with recognizable Amador residents. They are also hoping to conduct the first Amador

Children's Health and Safety Fair.

According to a recent report, in 2010, 94.5% of Amador County kindergarteners received all of their required immunizations. Amador rated the highest when compared to all surrounding foothill counties. "This report is reassuring because it means that most parents are protecting their young children from diseases that can be prevented," said Lori Jagoda, Public Health Communicable Disease Program Coordinator.

Although local vaccination rates are very good compared to other surrounding counties, more work can be done to meet the Healthy People 2020 goal of increasing immunization rates and reducing preventable infectious diseases. The newly formed Amador Immunization Coalition is a local group dedicated to reducing vaccine preventable disease by improving immunization rates through education and community collaboration.

"Looking at all California counties, Amador ranks as 10th. As a pediatrician, I would like to see Amador County in the top 3," said Dr. David J. Stone of Sutter Medical Foundation Pediatric Clinic.

For more information on Healthy People 2020 visit: www.HealthyPeople.gov. Immunization rates for each county in California may be viewed at: www.kidsdata.org.

Bill Moyers's Essay on Personal Belief Exemptions

Bill Moyers, broadcast journalist on PBS Series Moyers & company, produced an excellent video essay "Are Immunization Exemptions Fair to All?" The segment is about 5 minutes in length and was originally posted on Friday, Feb 24.

Check it out here <http://billmoyers.com/segment/bill-moyers-essay-are-immunization-exemptions-fair-to-all/> and be sure to share with your colleagues.

A Healthier America Begins Today: Join the Movement National Public Health Week is April 2-8

Since 1995, when the first full week of April was declared National Public Health Week (NPHW), communities across the United States have observed NPHW as a time to recognize the contributions of public health and highlight issues that are important to improving the public's health.

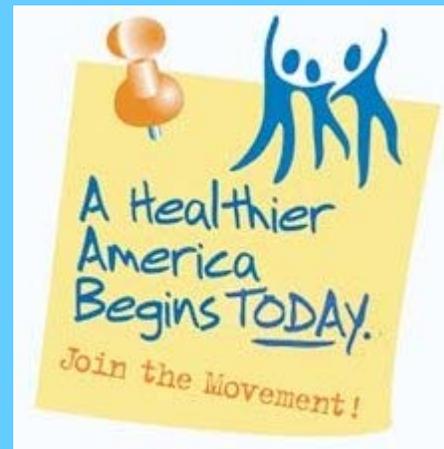
National Public Health Week is a time to unite around a critical public health issue and focus our collective energy on the singular goal of helping people live longer, happier, healthier lives. Uniting around this year's theme of A Healthier America Begins Today: Join the Movement, we can work together to help improve lives.

Catching and preventing illnesses and incidents before they develop is the key to improving our nation's health.

There are so many small steps we can take to begin leading healthier lives; sometimes it just takes a little motivation.

The success of National Public Health Week lies with each and every organization and individual who takes up the cause of public health and seeks to improve health in their communities. Raise awareness of public health's critical role in making America healthier by taking action in your community.

Use the NPHW 2012 toolkit, logos and other resources to help you spread the word. Everyone has a role to play and each action, no matter how small can make a big difference. Visit



www.nphw.org for more information.

Committee Sign-Ups

No matter your interests or availability, CIC has something for you. New volunteers are always welcome. Help make a difference in your community and in California by joining one today. Most Committees meet via toll-free conference calls once a month.

<http://www.immunizeca.org/about/cic-committees-and-workgroups>.



 Safe Unsubscribe

Trusted Email from **Constant Contact** FREE
Try it FREE today.