

California Immunization Coalition Vaccine Booster - August 2010

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Hot Links

<http://www.vaccinatenow.org/realguysimmunize/>
Real guys immunize

<http://www.cdc.gov/vaccines/spec-grps/hcp/conversations.htm>
Provider resources for vaccine conversations

CIC's Flu Links Favs:

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

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

Pertussis Vaccination for Students

Assembly Bill 354 (Arambula and Fletcher) Heads to the Governor's Desk

It has been a busy week in Sacramento and one of the important bills that CIC has been following and advocating for, AB 354 (Arambula and Fletcher), has now passed the Senate Appropriations Committee (a hurdle we've been trying to jump over for the past year), passed the Senate with a majority vote last week and just this past Monday passed the Assembly on a unanimous (72-0) vote! The bill's authors, Assembly Members Juan Arambula of Fresno and Nathan Fletcher of San Diego, did a phenomenal job in introducing and urging support for this legislation.



To learn more about how you can help alert the Governor about the importance of this bill, go to <http://immunizeca.org/legislativepacket.cfm>.

Your calls, e-mails, letters, tweets and faxes do and will make a difference. Thank you for your support of immunizations in California!

Watch our Twitter feed (www.twitter.com/immunizeca) for updates on this bill along with news and information related to immunizations in California and beyond.

Addressing an Epidemic: Clinicians' Role in Preventing Pertussis

Free Webinar for Clinicians - Thursday, September 2, 2010 12:30 to 1:30 pm

Live presentation and Q&A with the speaker. An archived version of the presentation will be available later for on-demand viewing

Webinar featuring Mark Sawyer, MD, pediatric infectious disease specialist and professor of clinical pediatrics, University of California San Diego School of Medicine. Dr. Sawyer is a distinguished member of the federal Advisory Committee on Immunization Practices (ACIP) and President of the California Immunization Coalition (CIC).



Keep up with us on:



Calendar

August 2010

[National Immunization Awareness Month](#)

August 30, 2010

12noon PST

[HHS/CDC Influenza Update](#)

September 2, 2010

11am PST

[Alternative Care Systems and Crisis Standards of Care](#)

September 2, 2010 12:30pm PST

[Pertussis Webinar](#) sponsored by CIC

September 13, 2010

11am PST

[Coalition Webinar](#) sponsored by CIC

September 23, 2010 11am PST

[VIC Network Webinar](#)

November 3-5, 2010

[Epidemiology and Prevention of Vaccine-Preventable Diseases Course \(VPDC\)](#)

Incline Village, NV

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

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Recommended for physicians and allied health care personnel in clinical practice, particularly:

- Pediatricians
- Family practice physicians
- OB-GYNs
- Emergency dept physicians
- Adult medicine physicians
- Community clinics
- Physicians Assistants and Nurses

This free 1 hour presentation will provide the latest information on California's 2010 pertussis epidemic including epidemiological distribution and vulnerable populations along with a detailed review of California's expanded recommendations for immunizing children and adults.

Participants will learn how to recognize pertussis disease for early intervention, get appropriate diagnostic testing, deliver effective treatments for at-risk patients, reduce disease transmission and explain Tdap and DTaP recommendations to your patients and community.

Please forward this information to clinicians in your region.

[Register now!](#)

Joint sponsorship provided by PAC/LAC.

For Physicians: This activity has been planned and implemented in accordance with the Institute for Medical Quality and the California Medical Association's CME Accreditation Standards (IMQ/CMA) through the Joint Sponsorship of the Perinatal Advisory Council: Leadership, Advocacy and Consultation (PAC/LAC) and California Immunization Coalition. PAC/LAC is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing education for physicians. PAC/LAC takes responsibility for the content, quality and scientific integrity of this CME activity. PAC/LAC designates this education activity for a maximum of 1.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education. For Nurses: The Perinatal Advisory Council - Leadership, Advocacy and Consultation (PAC/LAC) is an approved provider by the California Board of Registered Nursing Provider CEP 5862. This course is approved for 1.0 contact hours of continuing education credit.

More Pertussis Materials Available at [EZIZ.org](#)

As of August 26, pertussis has claimed the lives of eight infants in California. In an effort to stem this outbreak, we are encouraging the use of Tdap and DTaP vaccines with your patients, where appropriate. These two materials are updated to reflect [California's new recommendations](#) (during the 2010 epidemic) and help with identifying which vaccine is best for your patient.

[Vial Mixup Chart: Tdap or DTaP](#) (will help avoid confusion before administering Tdap and DTaP.)

[Tetanus Prophylaxis](#) (primarily for ER and hospital use, yet may be appropriate for your practice during wound management.)

Please review these flyers with any staff member ordering and administering vaccines.

More Pertussis Materials Available at [EZIZ.org](#).

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

Shot by Shot is Growing!

Personal stories touch us and educate us in a way that facts and data alone cannot. [The Shot by Shot: Stories of Vaccine-Preventable Diseases](#) continues to grow in content and usefulness.



One such story is shared by mother and advocate, Mariah Bianchi, "On September 14, 2005 my son, Dylan Cruz, died of a contagious, vaccine-preventable disease that he caught from me. We had pertussis. He was only 17 days old." *From Dylan's Story (written)*

ShotbyShot.org stories can be used as building blocks for your education, training, and awareness efforts. Recent developments include:

- 60+ personal, videotaped and written stories for a range of diseases in the Shot by Shot story gallery.
- Shot by Shot stories have been used in provider appreciation efforts, professional disease lectures, [pertussis flyers](#), websites that feature a video of the day, and NIIW planning.
- New [Web Banners](#) that you can post on your own website to help spread the word about Shot by Shot.

Visit www.ShotbyShot.org if you have a story to share or you are interested in ways to use a story. We want to hear from you!

Get an "A" in Back-To-School Prep

Are we all ready for school? Vaccinations protect those who receive them, and they also contribute to the well-being of everyone by reducing the chance for these diseases to spread. Students, teachers, lunch ladies, and even bus drivers should be up-to-date on their vaccines.



Junior high, high school and college students may need the HPV series, Tdap, or other booster shots. Some adolescents with specific health risks may need additional vaccines such as hepatitis A, and pneumococcal. And starting this year, everyone 6 months and older is recommended to receive a seasonal flu vaccine.

To access "School Starts Soon--Is Your Child Fully Vaccinated?" go to:
<http://www.cdc.gov/Features/CatchUpImmunizations>

Back-to-school often means increased exposure to coughs and sneezes--and sometimes more serious illnesses like flu and pertussis. CDPH offers a wide variety of respiratory-disease prevention materials. They're free and can be downloaded from the EZIZ.org website. Please share these resources with your coalition partners, your kids' schools, and your colleagues.

Additional resources for Back to School vaccination efforts:

Check out the great resources on the Pertussis page
http://www.eziz.org/resources/materials_pertussis.html

And on the Flu page

http://www.eziz.org/resources/materials_fluprevention.html

And let's not forget to encourage schools to join the registry

http://cairweb.org/images/docs/IMM-938%20CAIR%20for%20Schools_9-09.pdf

SAVE THE DATE - Thursday, September 23, 2010

September Webinar: Making the CASE for Vaccines: Communicating About Vaccine Safety



Thursday, September 23, 2010

11:00AM PT/ 2:00PM ET

Join us for the next VIC Network Webinar featuring Alison Tepper Singer, the Founder and President of the Autism Science Foundation (ASF), a nonprofit organization dedicated to supporting autism research. Ms. Singer will share important strategies for communicating vaccine safety information to parents and discuss new developments in the search for the causes of autism.

Email the VICNetwork at info@vicnetwork.org to be added to our distribution list. Registration information will be e-mailed soon. For more information on Alison Singer and ASF please visit www.autismsciencefoundation.org.

To be added to the VICNetwork mailing list, email info@vicnetwork.org. For up to the minute information on events and resources follow us on [Twitter](#) or visit us on [Facebook](#).

VIC Network

The second of six planned Webinars scheduled by the Virtual Immunization Communication Network took place on July 22.

The Flu Ends with U: Communication Strategies and

Recommendations for the Upcoming Flu Season featured Kristine M. Sheedy Ph. D, Associate Director for Communication Science at the Centers for Disease Control and Prevention.. The presentation focused on the messages and communication strategies that will be used by the CDC during the upcoming influenza season and social media specialists, Holli Sietz of the CDC and Kerry Shearer of Sacramento discussed ways to use social media and other easily accessible technologies to reach a broader audience and effectively convey these important health messages.

If you missed the original presentation or were unable to attend the call, please visit www.vicnetwork.org to access the archived audio and view the lecture slides.

Throughout the upcoming year, VICNetwork will hold Webinars designed to educate health care professionals on effective communication strategies, methods to help convey fact-based immunizations messages to the public at large, and offer resources and technical support to the health care

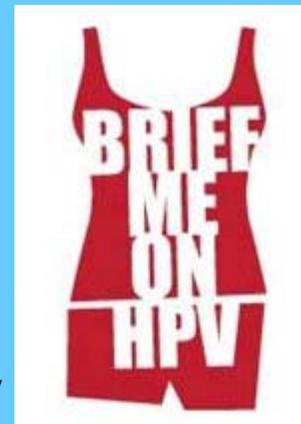


community.

Watch your e-mail for BIG announcement regarding the launch of the VIC Network site!

HPV Design Contest Deadline is Sept. 30th

Brief Me on HPV is a new campaign and contest sponsored by the CDPH Immunization Branch. We're calling on California-based immunization coalition members to help spread the word. The clock is ticking; this contest ends September 30!



What's the campaign about?

The goal of the campaign is to inform college-age Californians (age 18-26-men and women) about HPV and the HPV vaccine. The campaign website, <http://www.hpvbrief.org/>, has links to HPV facts.

Contest Info:

- Contestants are invited to create an original HPV-prevention logo and slogan suitable for printing on a t-shirt. Anyone entering the contest will be required to test their knowledge of HPV prevention.
- The design winner gets a cool \$500! AND, there's an additional \$250 prize for any non-designer who refers the most people to participate in the contest. This helps spread the word!
- Design entries can be uploaded on the site so friends can see them and vote for their top choice. Any California resident 18 or older can enter-no need to be an artist! ***The contest ends September 30!***
- The point is for the contest to "go viral" so young adults will share the information with their friends on Facebook, Twitter, and other social networking sites.

What can you do to help?

Coalition members can help spread the word in their communities-especially college towns! Here are some ideas to reach a young adult audience:

- From www.HPVBrief.org, click on the Facebook icon and share information on your Facebook page
- Use this flyer to post in bookstores, cafes, and other businesses near any college campus.
- Contact local community colleges, art schools, and college health centers with an [email invitation](#) to publicize the contest to new and returning Fall students.
- Contact your local and college radio stations and ask if they will announce the contest on their station. You can use this [script](#) to

give to the DJ.

- Contact local community colleges, art schools, and college health centers with an [email invitation](#) to publicize the contest to new and returning Fall students.

Kick the Flu Summit - San Diego

The Kick the Flu Summit VI will offer the most current information you and your organization needs to gear up for Influenza Season 2010. Invited speakers will address the following topics and more:



- 2010 Influenza recommendations
- Review of flu vaccine products
- Universal recommendation and doses needed
- Healthcare workers and the flu vaccine

Date: Friday, Sept 3, 2010

Location: San Diego, CA

Space is limited - Register by Monday, Aug 30, 2010 - No Registration Fee

To register please click on the following link <http://www.sdiz.org/Kick-The-Flu-Summit-2010.html> then complete and send the form.

For more information contact Tania Farley at Tania.farley@sdcounty.ca.gov or visit <http://www.sdiz.org/SDIC/index.html> for event updates.



ANA Immunity Award

The American Nurses Association (ANA) is now accepting nominations for the ANA Immunity Award. This award will honor nurses who have become champions of immunizations by demonstrating a high level of competency in their nursing role as advocate, educator, and leader within the field of immunizations. This award is part of the two-year *Bringing Immunity to Every Community* initiative, a cooperative agreement between ANA and CDC's National Center for Immunization and Respiratory Diseases, to focus on maximizing nurses' role in increasing vaccination rates and reducing incidence of vaccine-preventable diseases. *Bringing Immunity to Every Community* aims to increase the knowledge and competency of the nation's 3.1 million RNs in immunizations; to encourage nurses to be vaccinated; and to position nurses as leading advocates for immunization among peers, patients, and the public.

Visit <http://www.anaimmunize.org/immunityaward> for additional information on how to nominate yourself or a college for the ANA Immunity Award.

2010 Ethnic Physician Leadership Summit

Saturday, September 25, 2010

Hilton LAX Hotel, Los Angeles, CA

The 2010 Ethnic Physician Leadership Summit is a one-day event focusing on healthcare reform and health information technology (HIT). It will highlight the latest updates on the federal stimulus packet that promises to provide monies for implementing HIT, working with diverse communities, and the survival of the solo and small group practices.



Panel discussions and topics will include:

Health Reform: Moving forward with Implementation; Health Information Technology: Reaching Meaningful

Use; and Health Disparities and Vaccines. The Summit will conclude with closing comments from medical students and a Networking Reception.

The Summit is FREE for physicians, medical students, and members of a community-based organization. All other attendees can register for \$150 per person. All attendees will have full access to Summit activities including the Ethnic Physician Leadership Award Luncheon and the Networking Reception. The CMA Foundation will provide conference materials to all participants.

<http://www.ethnicphysicians.org/summit/summitindex.asp>

AIRA Executive Director Position Available

Deadline for Submission of Applications: Friday,
September 3, 2010

The American Immunization Registry Association (AIRA) is seeking an Executive Director to guide the organization over the coming years as we work to achieve our vision and fulfill our mission. The Executive Director should have subject matter expertise in the area of immunizations, immunization information systems, and health information technology.



AIRA is a volunteer membership organization founded in July 1999 to advocate for immunization information systems (IIS) development and sustainability. The organization is governed by a volunteer Board of Directors and carries out its work through a committee structure. There are currently nearly 200 members of AIRA representing both public and private sectors including public health, health plans, professional medical associations, and community advocacy and education coalitions, as well as academics and computer software/ hardware industry representatives.

Click the link below for the job description for the Executive Director position. Please disseminate it to potentially interested and qualified individuals.

<http://immunizeca.org/documents/AIRA-ED-Letter-Position-Description.pdf>.

For more information about AIRA, go to:

www.immregistries.org.

Any questions about the position may be directed to Sherry Riddick via email

or phone
Sherry Riddick,
AIRA Board President
Sherry.riddick@kingcounty.gov
206-263-8315

Join A CIC Committee

No matter your interests or availability, CIC has something for you. New members 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. Visit our website for more information www.immunizeca.org and check the About Us Tab - Committees and Work Groups or go directly to <http://immunizeca.org/committees.cfm>.

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