

## California Immunization Coalition Vaccine Booster - August 2011

### In This Issue

[SB 614](#)

[NIAM](#)

[SFIC](#)

[Shot by Shot](#)

[Campaign](#)

[CAIR](#)

[School Health](#)

[Flu](#)

[Think Measles](#)

[Tdap Text](#)

[CIC Committees](#)

### Hot Links

<http://whyichoose.wordpress.com/>

A blog about vaccinations and vaccine-preventable diseases with the i Choose campaign.

Presented on Tuesday, July 26, 2011  
- Webinar

<http://www.nfid.org/pressconfs/duma11.shtml>

The Richard J. Duma/NFID News Conference and Symposium on Infectious Diseases provides an opportunity for the nation's public health experts to present an update on current infectious disease threats.

### Calendar

VICNetwork Webinar

Save-the-date

September 21, 2011 - 11am PT  
Teleconference

CIC Ed Hour

Save-the-date

September 27, 2011 - 12noon PT  
Teleconference

[10<sup>th</sup> National Conference on Health and Immunization Coalitions \(NCIHC\)](#)  
May 23-25, 2012

## Special Back To School Issue

### SB 614 - Optional Grace Period for Pertussis Vaccination Requirements

The pertussis booster vaccination requirement for adolescents (AB 354) was signed into law on September 29, 2010. This law requires that as of July 1, 2011, all current, new or transferring students in 7th through 12th grade public and private schools must show proof of having received a dose of Tdap (tetanus, diphtheria and pertussis) vaccine on or before the first day of school.



In response to the needs of school districts requiring additional time to manage the large volume of students and vaccination records, Senator Christine Kehoe (San Diego) authored legislation (SB 614) to allow school districts to utilize a 30 day grace period to 'conditionally' admit students who required more time to obtain verification of Tdap vaccination prior to the first day of school and the Governor signed this legislation into law on July 25, 2011. Under this new law public and private schools may allow students in the 7th through 12th grades to conditionally attend classes for up to 30 calendar days after their first day of the 2011-2012 school year before meeting their requirement for a whooping cough booster ('Tdap') shot.

For [talking points](#) on this amendment to the Tdap mandate, go to the [CIC web page](#). For complete information and resources on implementing the Tdap mandate go to [www.ShotsforSchool.org](http://www.ShotsforSchool.org).

### National Immunization Awareness Month (NIAM) 2011



August is National Immunization Awareness Month and California is kicking off this national observance by dedicating the month of August to raising awareness about back-to-school immunizations.

By calling special attention to back-to-school immunizations, healthcare providers and public health professionals can use this opportunity to remind California families of the importance of immunizations and to

New Orleans, LA

### CIC's Favs:

[www.shotsforschool.org](http://www.shotsforschool.org) information for schools, parents, and healthcare providers about school immunization requirements in California

[www.shotbyshot.org](http://www.shotbyshot.org) share your story!

[www.flu.gov](http://www.flu.gov) for CDC's latest influenza information

[www.eziz.org](http://www.eziz.org) for CDPH's interactive training modules and provider resources

[www.VacunasyMiSalud.org](http://www.VacunasyMiSalud.org) for resources in Spanish, including influenza information

[www.vicnetwork.org](http://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](http://www.pkids.org/cme)) helps immunization educators learn the ropes of social marketing and traditional and social media.

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@communitycouncil.org](mailto:cmartin@communitycouncil.org)

Sabrina Torres-Royal  
California Immunization Coalition  
909 12th Street, Suite 200  
Sacramento, CA 95814  
(916) 447-7063 ext 302  
[storres@communitycouncil.org](mailto:storres@communitycouncil.org)

To submit Calendar items, articles or announcements, contact: [cmartin@communitycouncil.org](mailto:cmartin@communitycouncil.org)

make vaccinations a top priority in their back-to-school preparations.

California schools, local health departments, and providers have been working tirelessly to help parents get their kids vaccinated on time for the new school year and this national awareness campaign will help support those efforts. Public and media attention to the new California pertussis vaccination requirement and the more recent 'conditional admission' amendment (highlighted above) provides us with the opportunity to create greater awareness and interest in immunizations for all ages.

As you know, immunization is one of the most effective public health interventions and the lives saved and the illnesses prevented as a result of immunizations constitute one of the greatest health-related achievements in history. National Immunization Awareness Month is an excellent reminder of the success of immunizations and the protection they provide to our children, communities, and schools.

CDC Tool Kit -

<http://www.healthfinder.gov/nho/PDFs/AugustNHOtoolkit.pdf>.

### SFIC Tdap Campaign a Success!

The San Francisco Immunization Coalition (SFIC) press event held on August 2nd was a great success thanks to SFIC Director, Andrew Resignato and a terrific team. On hand to speak with the media was Tom Torlakson, State Superintendent of Public Instruction, John Talarico, MD, Chief of the CDPH Immunization Branch and Susan Fernyak, MD, Deputy Health Officer for San Francisco. The event good press coverage, with five TV crews and a number of reporters. The [www.shotsforschool.org](http://www.shotsforschool.org) and [www.shotbyshot.org](http://www.shotbyshot.org) websites were also featured at the event.



Special guest Sergio Romo, relief pitcher for the World Champion San Francisco Giants, drove the message home (so to speak) for the media when he was vaccinated with Tdap himself. After learning about the importance of immunizing himself to protect his family, he rolled up his sleeve to make sure he was going to protect his soon to be born son and five year old son. Several San Francisco students also received the Tdap shots they will need for school.

You can read more about the event and see pictures on the following Facebook site <http://www.facebook.com/media/set/?set=a.2173355006893.124642.1037316994&l=2615ee3eaa&type=1>.

### Shot by Shot Reaches 100!

There are now 100 videos and PSAs from people touched by a vaccine-preventable disease on the [www.ShotbyShot.org](http://www.ShotbyShot.org) website! In just over a year of existence, the site has had over 22,300 visitors from 107 different countries and territories!



Shot by Shot has a new teen pertussis video just

in time for the big push back-to-school Tdap push. Thank you San Francisco Immunization Coalition for creating such a great video!

The most recent addition to the ShotbyShot website is shared by the family of Kaela. Kaela's mother and grandmother provide a moving account of their families experience with losing 12 year old Kaela Beth to meningitis.

It is easy to use these stories in your efforts.

- Embed the video in your electronic newsletters, website home page, or Facebook posts.
- Agree to the Shot by Shot [Terms of Use](#) and we can send you the video on a CD to be shown at events, trainings, PTA meetings, etc.

Shot by Shot has a new Facebook page. "Like" us at [www.facebook.com/shotbysot.org](http://www.facebook.com/shotbysot.org) and learn about new videos and suggested ways to use the stories in your efforts. Or, find "shotbysotorg" (no period) on Twitter.

For more information about Shot by Shot, please contact [AmandaRoth@cdph.ca.gov](mailto:AmandaRoth@cdph.ca.gov).

---

## Lubricating the Vaccine Machine

Every local health department in California has launched a campaign to educate the public about the risks of the "whooping cough," and to explain the importance of complying with AB 354 and SB 614. In coordination with our Office of Education, the Tuolumne County Health Department is tackling this project in ways that we hope will inspire enthusiastic participation by schools and families alike.

First, what better way to educate families about vaccinations than to teach the students themselves about immunization strategy? Programs have been provided in classrooms throughout our county on the topic of vaccinations, explaining the function of the immune system and how we can recruit the soldiers of our immune system to prevent illness through vaccines.

Second, how about a little healthy competition? With 14 individual schools in our county, we have divided them into three categories - small, medium and large. The challenges posed by the prospect of vaccinating an entire student body are formidable to begin with, but the burden is even more onerous for a school of 1300 students than it is for a school with only 40 students. Therefore, trophies will be awarded to the school that is first to accomplish 100% compliance with the new Tdap school vaccination regulations in each of the three categories.





Finally, through visits from our mobile health clinic, dubbed "Bob The Health Van," we offer VFC vaccinations to students who qualify and who may not have access to other opportunities to receive vaccine. This program supplements the existing vaccination clinic that is available to the public at the Health Department facility, which is also expanded to meet demand. In a rural community such as ours, having a single mobile clinic that can attend to a number of widely dispersed schools in our jurisdiction meets a need that would otherwise be difficult to fill.

For more information about this program, contact the Tuolumne County Health Department at 209-533-7400.

## Update on CAIR - The California Immunization Registry

The July 26th CIC Education Hour presenters provided a terrific overview and update on current California Immunization Registry (CAIR) operations. Recently California transitioned from the established ten region structure, each with their own staff, Help Desk and training schedule, to the new centralized Help Desk located in Walnut Creek.



Under the new model CDPH Immunization Branch Senior Field Staff will supervise ten CAIR Implementation Specialists who will assist providers and schools with recruitment, retention and training. These activities cover the seven regions utilizing the CAIR software while the remaining three regions will continue to operate and maintain their own systems. Training for new CAIR users will now be readily available via weekly webinars or in-person trainings,(schedule and distance permitting).

Providers and schools interested in learning more about CAIR or needing assistance can contact the CAIR Help Desk toll-free at 800-578-7889 Monday through Friday 8:00 am to 5:00 pm or by e-mail at [helpdesk@ca-sjis.org](mailto:helpdesk@ca-sjis.org). For more information on CAIR or to access the training schedule or refresher training modules go to <http://cairweb.org>.

## 10 Easy Ways To Promote School Health

Think you don't play a role in school health? Here are 10 immunization-related things you can do. Each takes only a minute or two.

1. Update your email signature with a Tdap message
2. Post a pro-iz message on your Facebook page

3. Tweet -- or retweet -- a Tdap message on Twitter
4. Make sure your child's/grandchild's/niece's/nephew's immunization record is in the registry
5. Link to ShotsForSchool.org from your agency's website
6. Add a pro-iz web banner to your agency's website
7. Add CIC's website ([www.immunizeca.org](http://www.immunizeca.org)) to your Favorites bar
8. Thank a school nurse
9. Write an Op-Ed about community immunity
10. Be a role model: make sure you're up-to-date on your immunizations

---

## School Kids & Annual Flu Vaccine - It's a No Brainer



We help our kids with homework. We encourage them to study for tests. Let's also help them prepare for the upcoming flu season. The CDC recommends that everyone 6 months and older receive an annual influenza vaccine. Experts agree that vaccination is the single best way to prevent the flu. Getting an annual flu shot is really like doing your homework. Let's keep our kids healthy---let's make sure they're protected against flu. Visit [www.flu.gov](http://www.flu.gov) for more info.

---

## Studying or Traveling Internationally? Think Measles

Do you know someone preparing to study or travel abroad? Remind them to check their immunization record. Measles is very contagious and is common in many parts of the world, including in Western Europe and Asia. Measles can result in severe health complications and even death. Persons who plan to travel outside the country should be up to date on their MMR vaccine and other immunizations.



Healthcare providers should remind patients who are traveling outside North America about the risk of measles and offer vaccine if appropriate. Providers also should also consider measles as a diagnosis in patients who have fever, rash, and have a history of recent travel outside North America.

CDPH produced these fliers to remind you to 'Think Measles'.  
<http://eziz.org/PDF/IMM-1046.pdf> and <http://eziz.org/PDF/IMM-1050.pdf>.  
Download and post them today. For more information about measles, visit the CDC Measles page at <http://www.cdc.gov/measles>.

---

## Teen Exclusive Tdap Text Messaging Campaign

Health Net, UCLA School of Public Health and EPG Technologies have partnered to launch a Tdap text-messaging campaign

exclusively for teens 13-17 years old. This year, students entering grades 7-12 need a combined tetanus, diphtheria and pertussis (Tdap) booster before starting school. This Tdap text-messaging campaign will provide teens information about the requirement and refer them to the [ShotbyShot.org](http://ShotbyShot.org) and [ShotsforSchool.org](http://ShotsforSchool.org) websites. Teens may opt into this campaign by texting "Tdap" to 1-971-285-4730.



This campaign is an extension of the (T2X) Adolescent Health Literacy Study. T2X is a 2-year intervention to reach low-income teens through an online social network site to:

- Increase teens' capacity to use their health insurance appropriately.
- Become more engaged in their own healthcare.
- Develop pro-health attitudes and behaviors.

For more information about T2X, contact Elaine Quiter at [equiter@ucla.edu](mailto:equiter@ucla.edu).

### 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>.

*The California Immunization Coalition is a sub recipient of American Recovery and Reinvestment Act (ARRA) funding and no federal funds were used in the production or distribution of this newsletter.*

