

California Immunization Coalition Vaccine Booster - December 2010

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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

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.

Keep up with us on:



National Influenza Vaccination Week - Dec 5-11, 2010

The Flu Ends With U - National Influenza Vaccination Week 2010 (NIVW) takes place December 5 - 11, will provide an opportunity for public health professionals, health care professionals, health advocates, communities, and families across the country to work together to promote flu vaccination before the traditional winter peak in flu activity.



Activities include:

Sunday, December 5 - NIVW Kick-off, General Public

Monday, December 6 - Families

Tuesday, December 7 - People with Certain Chronic Medical Conditions

Wednesday, December 8 - Employee Health

Thursday, December 9 - Older Adults (65+)

Friday, December 10 - Young Adults (19-24)

[Download Flyer](#)

[Download Tool Kit](#)

For more information about NIVW and how you can get involved, visit www.cdc.gov/flu/NIVW.

Walgreens "Travel Well" Sweepstakes as part of National Influenza Vaccination Week

In support of the CDC's efforts, Walgreens is also encouraging flu prevention next week and giving customers a chance to have a truly memorable holiday season in addition to a healthy one. Those who get a flu shot at a participating Walgreens pharmacy or Take Care Clinic from Dec. 6-10 are automatically eligible to enter to win a pair of round-trip airline tickets good anywhere in the continental U.S. - with three winners daily in Walgreens Travel Well Sweepstakes. 15 pairs of round-trip airline tickets to be awarded as an extension of Walgreens travel wellness initiative.

The sweepstakes is an extension of Walgreens Travel Wellness initiative announced in partnership with Orbitz in November. The initiative highlighted health trends among travelers and the need for preventive measures such as flu shots for those traveling over the holidays.

Heads Up 7th & Up! New School Entry Rule: All 7-12th Graders Will Need a Pertussis Booster (Tdap) To Enter School

In 2010, California has had the most cases of

Hot Links

If you are not sure which legislator represents the districts in which your centers are, go to www.leginfo.ca.gov www.leginfo.ca.gov/, click Your Legislature, and input the zip code of your center

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.

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pertussis reported in over 60 years, resulting in at least 10 infant deaths and hundreds more that have required hospitalization. Pertussis is a highly contagious bacterial illness spread by coughs and sneezes. People sick at any age with pertussis have severe coughing attacks that can last for months. Infants are most vulnerable to pertussis, catching it from siblings, parents and other close contacts.



A new school vaccine requirement, recently signed into law, is an important step in stopping the spread of pertussis in California. Vaccination is the best defense from pertussis; however, the immunity from both pertussis disease and vaccines wears off over time, necessitating booster immunization for adolescents and adults.

Beginning July 1, 2011, all students entering 7th through 12th grades will need proof of a pertussis (Tdap) booster shot before starting the 2011-2012 school year. On July 1, 2012 and annually thereafter, students entering the 7th grade will need proof of a Tdap booster before starting school. The new Tdap requirement applies to all public and private schools. The requirement does not affect students enrolled in summer school.

In response to the recent pertussis outbreak, in July, 2010, the California Department of Public Health (CDPH) released broader recommendations for immunization. In summary:

1. CDPH strongly recommends a Tdap booster shot for all adolescents and adults who have not yet received a documented dose, regardless of when they received their last Td booster*. In addition, children 7 through 9 years of age who did not receive the full DTaP vaccine series when they were younger and are in need of additional doses of vaccine, should receive one dose of Tdap.
2. Immunization with Tdap is especially important for:
Women of childbearing age - preferably before pregnancy, else during or immediately after pregnancy;
Other close contacts (family members and caregivers) of infants, including those older than 64 years of age*;
Health Care Workers, particularly those who have direct contact with infants and pregnant women;
Patients 7 years and older with wounds should receive Tdap instead of Td or TT when immunization is indicated to prevent tetanus.
3. CDPH strongly recommends that all infants receive their recommended doses of DTaP on time. The first dose has been typically given at 2 months of age but may be given as early as 6 weeks to begin protecting infants sooner. Children 7-9 years of age who did not receive all of their routine childhood DTaP vaccine doses are recommended to receive Tdap to help protect them against pertussis*.

The recommendation by CDPH for a dose of Tdap for all youth ages 10 years and older will fulfill the new school entry requirement. While not routine, a dose of Tdap given between the 7th and 10th birthday will also meet the school entry requirement, but the students may not be fully protected through the end of high school. Adolescents who have received only the Td booster vaccine will have not met the new pertussis immunization requirement.

Vaccinating youth now helps protect them against the ongoing threat of pertussis, meet the new school requirement, and reduce the last-minute rush: more than a million middle, junior, and high school students will

need a Tdap vaccine before the 2011-2012 school year starts. Starting now, recall all your preteen and teen patients who haven't yet received Tdap. This is also a good time to check whether your adolescent patients are up-to-date with other recommended vaccines: meningococcal conjugate, HPV, influenza and a 2nd varicella booster.

Finally, health care providers are reminded that vaccine products have similar names and abbreviations which can be confusing to school staff, who will be keeping records for the new law. Be sure to document immunizations clearly and accurately. Schools report that immunization records are not always clear whether the student received Tdap, which meets the new requirement, and Td, which does not. Make sure the patient's Tdap immunization record clearly states that Tdap was given.

* Similar expansion in recommendations made by the federal Advisory Committee on Immunization Practices (ACIP) in October 2010.

Save the Date - April 18, 2011

The California Immunization Coalition (CIC) is pleased to announce the 2011 date for our annual Summit - April 18 in Los Angeles, California. The goals for this year's

Summit are to:

- Strengthen partnerships to promote immunizations across the lifespan
- Disseminate approaches to implement new policies, requirements or recommendations and
- Increase participants' knowledge of resources and modalities for communicating effectively.



The Summit will be held at the [California Endowment's Center for Healthy Communities](#) in Los Angeles, CA.

Please check our [website](#) and your email for updates.

New this year! A Call for Abstracts!

CIC will be accepting abstracts for workshop presentations at the 2011 Summit. You are encouraged to submit one or more abstracts on any of the following topics:



- Strengthening partnerships
- Vaccine-preventable disease surveillance
- Increasing vaccination uptake
- Efficient resource use
- Implementation of new policies, requirements or recommendations (AB 354, CalOSHA, etc)
- Successful uses of new media and other communication strategies
- Immunization registries and electronic documentation

Who should attend: Physicians, nurses, pharmacists, administrators, educators, immunization stakeholders, advocates and other providers from public and private sector health organizations interested in learning more about current immunization issues, strategies and activities are invited to attend. CIC plans to apply for CME credit for this event.

More information will be available soon. To learn more about CIC and the 2011 Summit, visit www.ImmunizeCa.org and click CIC Summit under About CIC.

Save the Date - Education Hour Tuesday, January 25, 2011 - 12noon PST

"Who's on What?"

Recent research has found that the use of social media by ethnically diverse communities is increasing even faster than use by the general population. This is creating an important new avenue for outreach to some critical underserved audiences. To learn more about what is happening and where to put your resources, join the CIC Education Committee and Health Disparities

Working Group Education Hour. You will hear about current findings on the use of different technologies and social media---Twitter, Facebook, and text messaging---by ethnically diverse populations and examples of successful campaigns to reach these groups using electronic media.



RSVP now by sending an email to storres@communitycouncil.org.

New ACIP Provisional Recommendations

During their October meeting, ACIP adopted several new provisional recommendations. Based on studies and epidemiological data the ACIP has expanded Tdap immunization recommendations to include:

- The minimum interval between Td and Tdap vaccination was removed
- Seniors > 65 years with infant contact should receive a Tdap vaccine
- ACIP made a permissive recommendation of Tdap for seniors >65 years
- Children 7-10 years who were under-immunized with DTaP should receive a Tdap
- Tdap during pregnancy was not addressed



ACIP also made two new Meningococcal recommendations. These are based on several antibody studies that show Meningococcal vaccine has waning immunity within 5 years of administration and that immuno-compromised individuals need a 2 dose primary series to obtain adequate protection.

- Administration of a 2nd dose of Meningococcal vaccine at age 16 years
- 2-dose primary series for HIV-infected, complement deficient or asplenic individuals

These recommendations constitute an off label use of vaccines but will be covered by the Vaccine Compensation Fund. Once the recommendations are finalized and published in the MMWR, the VFC program will provide vaccines for these recommendations. Private insurance is required by law to cover these recommendations; following the recommendations publication in MMWR, insurance companies

should incorporate coverage in new plan agreements with physicians.

Meet the Press - Coalition Style

Getting calls from reporters? Questions about pertussis, flu season, or other immunization topics? Not in your job description?



CIC has put together a variety of helpful tools to help you get the word out. For tips on talking to the media, FAQ.s, a list of on-line resources where you can find more training on media relations, go to

<http://immunizeca.org/mediatoolkit.cfm>.

Contact CIC if you are looking for immunization experts who are experienced at communicating with the press.

"Is Your Child Fully Protected?"

We all know that it takes a strong partnership of Coalition members to positively impact immunization rates in a community. The Immunization Partnership of Alameda County (IPAC) made the most out of their November general membership meeting by turning that gathering into a social exchange and work event. Using industry provided postage paid reminder cards Coalition members coordinated a large mailing of immunization reminder cards to families of young children in their community. The cards, with the caption, "Is Your Child Fully Protected?" were made available in English and Spanish.



The IPAC Steering Committee selected a specific age range and timed the mailing for maximum impact. They decided that a mailing during flu season would be most relevant to families who may have missed routine vaccinations as well as those needing seasonal flu vaccine. The age range selected was 19 to 36 months. The Alameda Alliance was an integral component of the work group and was able to query their membership lists to print mailing labels for families of selected providers. By providing lunch as well as a very exciting agenda they recruited almost 40 members to this meeting and planned to get at least 4000 cards ready for mailing. The hard work of the Immunization Partnership of Alameda County is a great example of how to get Coalition members directly involved in making great things happen in their community.

Preteen Vaccine Week: February 13-19, 2011



In light of California's new law requiring a Tdap booster for all students between 7th and 12th grades, Preteen Vaccine Week 2011 is a great opportunity to remind parents, providers, schools and community

partners. Preteen Vaccine Week (PVW) is a California observance created to draw attention to the importance of immunizations for children 11- and 12-years old. The cumulative effort by health departments, coalitions, schools, and partner organizations is what makes this campaign successful. CDPH and the California Immunization Coalition are eager partners to help you make your local activities a success.

The PVW 2011 page, at www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccineWeek.aspx, can be used by anyone taking part in Preteen Vaccine Week. It offers the comprehensive PVW 2011 Campaign Kit and Planning Materials, educational materials, PSAs, and lots of other resources and ideas for outreach with schools, doctors, teachers, and even librarians.

Preteens are at the age when they begin making important decisions and become more involved in their health. The decisions they make now set the foundation for a lifetime of healthy choices. PVW is a fun way to help them learn about immunizations.

Consider joining our toll-free statewide planning calls to share ideas and tips. If you have any questions concerning California's Preteen Vaccine Week 2011 campaign, feel free to contact Rebeca Boyte (Rebeca.Boyte@cdph.ca.gov) or Suzi Bouveron (Suzi.Bouveron@cdph.ca.gov).

IPAC Takes ISI on the Road!

The Immunization Partnership of Alameda County (IPAC) works with both the Alameda County Public Health Immunization Project and the City of Berkeley Immunization Program. IPAC counts community based clinics, hospitals, schools, Head Start, CHDP, the local Medi-Cal Managed Care program and public health nursing among its members.

Competency	Checklist, Subgroup, and Rank	Performance			
		Begin	Develop	Proficient	Passing
A. Knowledge	1. Understands the role of the immunization provider				
	2. Understands the role of the immunization provider in the community				
	3. Understands the role of the immunization provider in the workplace				
	4. Understands the role of the immunization provider in the home				
B. Skills	1. Understands the role of the immunization provider				
	2. Understands the role of the immunization provider in the community				
	3. Understands the role of the immunization provider in the workplace				
	4. Understands the role of the immunization provider in the home				
C. Attitude	1. Understands the role of the immunization provider				
	2. Understands the role of the immunization provider in the community				
	3. Understands the role of the immunization provider in the workplace				
	4. Understands the role of the immunization provider in the home				

For the past two summers, IPAC has offered Immunization Skills Institutes (ISI), a CDPH-designed curriculum for Medical Assistants. The training emphasizes vaccine management and administration. Summer was chosen as the best time to offer the training--it's the "down time" before back-to-school and the flu craziness.

Alameda County has a population of 1.5 million spread over 813 square miles. The county's size poses an enormous challenge for anyone who need to reach a centralized training venue. To make the training more accessible, we offered four ISIs--in the south, central and northern parts of the County--over a three-week period. We held them at local hospitals and public health buildings. Three of the sessions were held in the evening, and the fourth was scheduled during the daytime at the request of the participants. We also provided light meals, courtesy of different vaccine manufacturers.

We found it was a distinct advantage to cluster the trainings and to organize training materials and resources and take the show on the road. Each ISI session was at capacity and we even had waiting lists. The MAs who attended gave very positive feedback. They said the curriculum was interactive and engaging, it enabled the experienced MAs to share with the less experienced, and they were very pleased to have

a course offered just for them!

Offering ISIs works really well for IPAC. We believe we make a positive impact on the community and provide a worthwhile competency-based training. What's more, our ISI training team is a real cross section of our coalition, all of whom attended a CDPH-facilitated train the trainer. There are IPAC members and staff from City of Berkeley, Alameda County, CHDP, Washington Hospital, and Asian Health Services.

For more information about IPAC's ISIs, contact Renee Cohen at Renee.Cohen@acgov.org. For information about CDPH ISI curriculum, contact Suzi Bouveron at suzi.bouveron@cdph.ca.gov.

The National Database for Autism Research Announces its First Data Release



Autism Spectrum Disorder (ASD) researchers now can use data from over 10,000 participants enrolled in ASD studies. The National Database for Autism Research (NDAR), created by the National Institutes of Health, recently made the data available. Researchers can now use the NDAR portal to perform queries that simultaneously yield results from multiple datasets. The portal was designed to provide tools to define and standardize data collected by different laboratories under different protocols. It was also built to ensure a collaborative approach and open data access to the whole ASD research community.

NDAR (<http://ndar.nih.gov>) was created through the joint efforts of National Institute of Mental Health, the Eunice Kennedy Shriver National Institute of Child Health and Human Development, the National Institute of Environmental Health Sciences, the National Institute of Neurological Disorders and Stroke, and the NIH Center for Information Technology.

186 Immunization Coalitions Have Posted Information on www.izcoalitions.org--Is Yours One of Them?

Since its 2002 launch date, IAC's Immunization Coalitions website (www.izcoalitions.org) has posted information from 186 immunization coalitions. The site includes data from coalitions at all levels (local, state, regional, and national) and of all types, vaccine-specific as well as age-specific (childhood, adult, senior).



This online database allows health professionals, immunization advocates, parents, and others to contact specific coalitions to find resources, share ideas, and form strategic partnerships. Searches can be done by coalition name or geographic area.

Be sure your coalition is part of this web-based networking resource by checking for your coalition's listing. If your coalition is not listed, sign up today. If your coalition is already displayed but information about your

coalition has changed, be sure to update your listing to help us keep izcoalitions.org current and accurate.

To look for your coalition on the Directory of Immunization Coalitions website, go to: www.izcoalitions.org

If you have questions or difficulties updating your coalition's information, send an email to Janelle at janelle@immunize.org or call her at (651) 647-9009.

San Francisco's Social Marketing Campaign Aims to Increase Awareness of the Importance of Adult Immunization and of Influenza Vaccination

Earlier in the fall, the San Francisco Department of Public Health launched a new social marketing campaign. Titled IMMUNITY, the campaign has two goals:

1. Increase citywide awareness about the importance of adult vaccination
2. Prompt everyone to get an influenza vaccination this year



More information, including resources and links to campaign materials, can be found at <http://www.vaccinesforadults.org>.

Join A CIC Committee

Whatever 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 CIC and one of our Committees 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>.

CIC wishes you a happy, healthy and safe holiday season!

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