

## California Immunization Coalition Vaccine Booster - Flu Edition

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#### CIC's Flu Links Favs:

[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

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.

### CDPH Flu Film and Poster Festival



It's BAAAAACKKK!! Once again, The California Department of Public (CDPH) has partnered with the California Immunization Coalition to sponsor the 2010 Flu Film & Poster Festival contest to promote awareness of flu prevention methods.

Our 2009 contest received more than 100 video entries. In addition to videos and English only-entries, the 2010 contest includes poster design categories and Spanish-only entries as well.

Awards will be given in four categories: 1) Video PSA: English, 2) Video PSA: Spanish, 3) Poster Design PSA: English and 4) Poster Design PSA: Spanish.

Entries for the 2010 contest will be accepted from September 15 - November 7, 2010. Each winner will receive a \$250 VISA gift card!

California residents age 14 and over can enter an original video Public Service Announcement or an original design poster that promotes at least one of these four messages:

1. Get vaccinated!
2. Stay home if you're sick!
3. Cover your cough or sneeze!
4. Wash your hands often!

Groups, such as schools, clubs, coalitions, or associations are also encouraged to enter. The public at-large will have an opportunity to vote on the final winners through the contest website.

For more information or to enter the contest, visit: [www.CDPHfilmfest.org](http://www.CDPHfilmfest.org)

### Minority and Vulnerable Populations

Reaching Minority and Vulnerable Populations: Getting Ahead of the Curve to Prevent Seasonal Flu

October 6th | 2:00pm - 3:30pm ET

During this webinar, a panel of experts will help you "get ahead of the curve" on the 2010-11 flu season and provide insights on overcoming barriers for reaching vulnerable populations. A brief "Q&A" session will



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follow.

For more information check out [this flier](#).

## To Register:

<https://sophe.webex.com/sophe/onstage/g.php?t=a&d=960634812>

Registration Password: Fall2010

## Kids and Seasonal Flu Vaccine

The single best way to protect against seasonal flu and its potential severe complications in children is to make sure they are getting a seasonal influenza vaccine each year. All children 6 months through 8 years of age are recommended to receive 2 doses of 2010-11 flu vaccine unless they have received:



1. at least 1 dose of 2009 H1N1 vaccine last flu season, and
2. at least 1 dose of seasonal vaccine prior to the 2009-2010 flu season or 2 doses of seasonal flu vaccine last flu season

Most children 6 months through 8 years need 2 doses. These handy charts from the CDPH Immunization Branch can be extremely helpful for staff to use in checking how many doses are needed.

Be sure to share this information and resources with your local providers.

<http://www.eziz.org/PDF/IMM-1033B.pdf>

<http://www.eziz.org/PDF/IMM-1033.pdf>

## Fighting 'Flu Fatigue'

While not an actual illness, 'flu fatigue' is a label that some health experts have attached to the public's potential lack of concern regarding the health risks of flu, particularly after last season's unprecedented mobilization of resources and corresponding media attention.



As health professionals, we also run the risk of 'flu fatigue' and can use the support and encouragement of our colleagues along with access to the latest resources and information in ready to go formats. CIC encourages you to make [www.Flu.Gov](http://www.Flu.Gov) one of your primary resources and follow the site on [www.twitter.com/FluGov](http://www.twitter.com/FluGov) to get info on live broadcasts, press conferences and webinars. CIC and the VICNetwork will be posting new information on our respective websites and 'tweeting' the latest news throughout the season. Follow us at [www.twitter.com/ImmunizeCA](http://www.twitter.com/ImmunizeCA) and [www.twitter.com/VICNetwork](http://www.twitter.com/VICNetwork).

## October 26, 2010 - Education Hour



Save the Date and plan to join us for the next CIC Education Hour which will focus on influenza vaccination promotion strategies and resources, along with updates on the pertussis epidemic in California. Topics of discussion are expected to include:

- Flu vaccine supply, current recommendations for vaccination, including Health Care Workers and school personnel, vaccine ordering process etc.
- Pertussis outbreak status, vaccination recommendations, and CDPH's response. Learn more about what local coalitions and health departments can do.
- Promotion of IZ resources on eziz.org and CIC.

You will have an opportunity to ask questions on the call as well as submit your questions in advance during the registration process.

Watch your email for registration information and for more information, please contact [storres@communitycouncil.org](mailto:storres@communitycouncil.org).

## A Roadmap of Resources

Free influenza resources are available for people, partners, and organizations to download in English and other languages.

These materials can help audiences understand the facts about seasonal influenza, the importance of vaccination, and how they can learn more. Whether your organization needs print materials, web widgets, the latest news, or video PSAs-check out these FREE resources available at <http://www.cdc.gov/flu/freeresources>.



## National Influenza Vaccination Week



National Influenza Vaccination Week (NIVW) is a national observance that was established to highlight the importance of continuing influenza vaccination, as well as fostering greater use of flu vaccine after the holiday season into January and beyond. The 2010-2011 season's NIVW is scheduled for December 5-11, 2010.

For more information on NIVW and resources including posters,

brochures, media toolkit and web tools go to <http://www.flu.gov/news/nivw.html>

## VIC Network - [www.vicnetwork.org](http://www.vicnetwork.org)

The second Virtual Immunization Communication Network webinar on July 22 featured Kristine M. Sheedy Ph.D, Associate Director for Communication Science at the Centers for Disease Control and Prevention who presented ***The Flu Ends with U: Communication Strategies and Recommendations for the Upcoming Flu Season*** This



excellent 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 several 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 please visit the newly launched VICNetwork website at [www.vicnetwork.org](http://www.vicnetwork.org) to access the archived audio and view the 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.

## Fluzone High-Dose Vaccine



Fluzone High-Dose vaccine is a flu shot, made up of the 3 flu strains most likely to cause illness for a particular flu season. Fluzone High-Dose vaccines contain 4 times the amount of antigen (the part of the vaccine that prompts the body to make antibody) contained in regular flu shots. The additional antigen is intended to create a stronger immune response (more antibody) in the person getting the vaccine.

Human immune defenses become weaker with age, which places older people at greater risk of severe illness from influenza. Also, ageing decreases the body's ability to have a good immune response after getting influenza vaccine. A higher dose of antigen in the vaccine is supposed to give older people a better immune response and therefore better protection against flu.

Fluzone High-Dose is approved for use in people 65 years of age and older. As with all flu vaccines, Fluzone High-Dose is not recommended for people with a severe allergy to chicken eggs, or people who have had a severe reaction to a flu vaccine in the past.

For information go to Flu.gov

<http://www.flu.gov/individualfamily/vaccination/index.html#Fluzone>

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## 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](http://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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