

California Immunization Coalition Vaccine Booster - January 2011

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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:

New Year, Renewed Commitment to CIC Community

With the holidays behind us and the new year upon us I would like to take a moment to thank you for your continued commitment and dedication. 2010 threw us a number of immunization-related challenges (H1N1, anyone?) and successes, such as the passing of AB 354. I look forward to new challenges and successes in 2011.



Mark Sawyer, MD,
CIC President

By participating in CIC you are part of a vibrant community that's nearly one thousand strong. CIC members come from every corner of California (and a number of folks outside of California as well), and represent hundreds of agencies and organizations. The diversity of CIC is what makes it a true community. And because community is all about connecting, CIC continues to introduce ways for our members to connect to one another.

- Register today to attend the Annual CIC Summit (see article below for details).
- Get involved in the conversation on our Facebook or Twitter accounts.
- Visit our website, www.immunizeca.org.
- Consider serving on one or more CIC Committees (if you are not already). The time commitment is small compared to the valuable service and input you provide.

Here's to 2011 - a year of community!

Best Regards,
Mark Sawyer, MD
President, California Immunization Coalition

CIC 2011 Summit Online Registration is Available



To register
<http://www.immunizeca.org/about/cic-summit/summit-registration>.

For questions regarding registration, please contact Sabrina Torres-Royal at storres@communitycouncil.org or (916) 447-7063 x 302.



Hot Links

Vaccine Safety by [Penn & Teller](#).

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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Call for Workshop Presentation Abstracts at CIC Summit on April 18th in Los Angeles

New this year!

The California Immunization Coalition is accepting submissions for workshop presentations at this year's 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

It's easy to do, and a great way to share information and success stories.

To save time, you may want to complete this form in a Word document and then cut and paste into the survey system.

[Click here to submit one today](#). Deadline is Monday, February 7, 2011 at 5:00 pm.

Updated General Recommendations Just Published

General Recommendations on Immunization - Recommendations of the Advisory Committee on Immunization Practices (ACIP) Recommendations and Reports / Vol. 60 / No. 2 January 28, 2011
<http://www.cdc.gov/mmwr/pdf/rr/rr6002.pdf>

This report is a revision of the General Recommendations on Immunization and updates the 2006 statement by the Advisory Committee on Immunization Practices (ACIP) (CDC. General recommendations on immunization: recommendations of the Advisory Committee on Immunization Practices [ACIP]. MMWR 2006;55[No. RR-15]).

Notable revisions to the 2006 recommendations include 1) revisions to the tables of contraindications and precautions to vaccination, as well as a separate table of conditions that are commonly misperceived as contraindications and precautions; 2) reordering of the report content, with vaccine risk-benefit screening, managing adverse reactions, reporting of adverse events, and the vaccine injury compensation program presented immediately after the discussion of contraindications and precautions; 3) stricter criteria for selecting an appropriate storage unit for vaccines; 4) additional guidance for maintaining the cold chain in the event of unavoidable temperature deviations; and 5) updated revisions for vaccination of patients who have received a hematopoietic cell transplant.

The most recent ACIP recommendations for each specific vaccine

should be consulted for comprehensive details. This report, ACIP recommendations for each vaccine, and additional information about vaccinations are available from CDC at <http://www.cdc.gov/vaccines> .

Also from the CDC re the 2011 Schedules:

CDC will publish the "Recommended Adult Immunization Schedule-- United States, 2011" in MMWR on February 4, 2011, and the "Recommended Immunization Schedules For Persons Aged 0 Through 18 Years--United States, 2011" in MMWR on February 11, 2011. For the past few years, both schedules have been published in MMWR in January.

The move to a February publication date is expected to be permanent, beginning in 2011. The reason for the move is to allow adequate time for CDC to approve recommendations ACIP votes on during its late-October meeting and to incorporate those recommendations into the immunization schedules for the following year.

Updated Recommendations for Use of Meningococcal Conjugate Vaccines --- Advisory Committee on Immunization Practices (ACIP), 2010

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6003a3.htm?s_cid=mm6003a3_w.

Preteen Vaccine Week - February 2011

Preteen Vaccine Week (PVW) is celebrated throughout California each year. This year, PVW will be held February 13-19. PVW draws attention to the importance of immunizations for 11- to 12-year olds. The cumulative effort by health professionals, coalitions, schools, and community groups is what makes the campaign so successful.



PVW 2011 is the perfect opportunity to remind parents and providers about the new school immunization law, which requires all 7th through 12th grade students to be immunized with Tdap before starting the 2011-2012 school year. Tdap is a booster shot to protect adolescents and adults against tetanus, diphtheria and pertussis. Tdap is routinely administered on or after the 10th birthday. In addition to Tdap, ACIP recommends that 11- and 12-year olds receive these vaccines: meningococcal, annual influenza, the HPV series, and 2 doses of varicella.

For more information or to download resources about PVW, including templates and sample messages, visit www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccineWeek.aspx.

CIC Immunization Champion Awards

The California Immunization Coalition (CIC) is accepting nominations through March 1, 2011 for the Natalie J. Smith Award and the Ronald P. Bangasser Award. The awards will be presented



at the California Immunization Coalition Summit in Los Angeles April 18, 2011. Consider nominating an individual, group, or organization today.

The Natalie J. Smith Award, first presented in 2004, memorializes Dr. Smith's exceptional leadership and her dedication to eliminating vaccine preventable diseases. The award is presented to an individual, group, or organization in California that has made an outstanding contribution in the immunization arena.

The Ronald P. Bangasser Award, established in 2008, is presented to a practicing clinician who exemplifies the leadership, professionalism and commitment that Dr. Bangasser brought to his work in promoting immunizations.

For more information about past awardees, and to download nomination form, visit the CIC website at www.ImmunizeCA.org and click on the About Us tab.

2011 NIIW/TIM Urges Parents to "Immunize to Stay on Track!"

National Infant Immunization Week (NIIW) and Toddler Immunization Month (TIM) are annual observances which promote the benefits of immunizations in order to improve the health of children. This year's NIIW is scheduled for April 23- 30 and TIM is observed every May in California. Activities in California will draw on the campaign slogan "Immunize to Stay on Track!" In light of California's ongoing pertussis (whooping cough) epidemic, events will especially emphasize the importance of the Tdap and DTaP vaccines.

These back-to-back observances provide an opportunity for hosting immunization-related activities, engaging communities, and attracting local media attention. Local and state health departments, national immunization partners, healthcare providers, and community leaders will work together through NIIW and TIM to highlight the positive impact of immunization in the lives of infants and children and to call attention to immunization achievements.

Materials and resources will be available in February in an online campaign kit to assist with planning, promoting, and implementing successful NIIW/TIM activities. To download this campaign kit, go to the Immunization Branch website www.getimmunizedca.org. For additional information, contact Jenny.Bare@cdph.ca.gov.

Who's on What: Social Media Trends Among Communities of Color - Ed Hour Recap

Our Education Hour held on Tuesday, January 25, 2011 featured the following presenters:

- Aaron Smith, Senior Research Specialist, Pew Center's Internet and American Life Project



- Bhupendra Sheoran, MD, MHA, Deputy Director, Internet Sexuality Information Services (ISIS)
- Edgar Morales Ednacot, EdD, MPH, Health Education Supervisor, California Department of Public Health, Immunization Branch

The learning objectives included

- Describe trends in social media use among communities of color
- Use research findings to identify at least one social media tool that is suited to reach their targeted clients and/or community members
- Apply key findings and lessons-learned from two educational campaigns that used social media technologies to promote healthy behaviors
- Identify at least one resource for learning more about how to best reach communities of color using social media tools

If you weren't able to join us at our latest Education Hour you can still [download our presentations from our CIC site](#) .

VICNetwork Webinar Recap



VICNetwork webinar, "Storytelling: A Tool for Effective Communication" , featuring Bill Smith Ed.D, co-founder of the Institute for Social Marketing and Amanda Roth, Roth, MSW, MPH of the California Department of Public Health spoke about using personal stories and accounts of experiences, help to connect our audiences with the messages we are sharing.

The [ShotbyShot.org](#) website has been recently been updated with a slightly new look to its homepage and the addition of more stories of vaccine preventable diseases.

An [archived recording of the Webinar](#) is now available and you can also [download a copy of the slides](#).

Flu Film Contest Winners To Be Announced!

In fall of last year, the second-annual 2010 CDPH Flu Film and Poster Festival contest challenged Californians to create a short video or poster in English or Spanish that highlights the steps to prevent the flu. Four winners will be selected from two language categories were each awarded a \$250 gift card provided by the non-



profit California Immunization Coalition.

Finalists are from the L.A., Sacramento, San Diego and San Francisco areas, but entries were received from throughout the State. The videos and posters created can be used to communicate the simple but important methods of flu prevention - wash your hands, cough into your sleeve, stay home when you're sick, and get vaccinated.

The final winners, voted on by the public, will be identified by state officials and announced during Preteen Vaccine Week, February 13-19, 2011. Visit www.cdphilmfest.org to view the finalists videos and posters.

AB354 Resources for Schools, Parents, and Providers



ShotsForSchool.org is a new website providing news and information for schools, parents and healthcare providers about California school immunization requirements. The site features tools and resources, such as sample messages, downloadable fliers, and comprehensive FAQs, about the new Tdap requirement. Information for parents is also available in Spanish. Add ShotsForSchool.org to your Favorites today.

School Health Center Conferences - 2011

The California School Health Centers Association's (CSHC) regional conference is coming your way. This year's topics range from youth leadership to health care reform, electronic health records, mental health services, school community integration, and more. Space is limited so be sure to register soon. For more information,



visit www.schoolhealthcenters.org/2011_Regionalconf.asp or contact CSHC at 510-268-1260 or info@schoolhealthcenters.org.

Oakland, Wednesday, March 16 (early bird by Feb. 16)
Los Angeles, Thursday, April 14 (early bird by March 14)
Fresno, Tuesday, May 3 (early bird by April 4)

Exhibiting and sponsorship opportunities still available.
Contact kandersen@schoolhealthcenters.org for details.

San Diego Coalition Recognizes Local Provider of the Year

**North County Health Services
Receives Provider of the Year Award
for Protecting Patients and Staff**



North County Health Services (NCHS) is a private not-for-profit community health organization that serves 60,000 patients at 11 centers in north San Diego County. In an effort to prevent the spread of pertussis (whooping cough)

between staff and patients, NCHS instituted a mandatory staff vaccination program for Tdap vaccine. NCHS saw this policy as a win-win program for everyone. Staff is protected from patients who are contagious and patients won't be exposed to any staff members who become infected with pertussis. NCHS also wins by reducing sick time due to employees out sick with pertussis.

The results of their efforts were excellent; 97% of staff (445 of 460 clinical staff) were immunized with Tdap. Once immunized, staff received a ribbon to be displayed on their badge indicating they had received the vaccine. In addition to the Tdap vaccine, staff is also required to receive the influenza immunizations. Due to their commitment to protect the health of their patient and staff, the San Diego Immunization Coalition (SDIC) has chosen NCHS as the Provider of the Year.

The SDIC congratulates NCHS for their proactive stance on protecting both patients and staff from pertussis and influenza.

New CIC Board and Advisory Council Member

Linda Scott

Linda Scott has worked to promote and improve immunization services and vaccine coverage in Orange County and throughout California for well over a decade. Linda currently serves as Coordinator of the Orange County Immunization Program and is a long time member of CIC, having served on the Advisory Council and Communication Committee as well as leading the Coalition as President of the California Coalition for Childhood Immunization (C3I). Through her work in Orange County, Linda has established an effective and inclusive organization that has been particularly successful in developing collaborative partnerships that help raise awareness of immunization issues throughout her community.



Linda Scott

Linda has also served as Director of the Orange County Immunization Coalition (OCIC) and under her leadership, OCIC continues to be an outstanding coalition and a model for groups wishing to effectively marshal community resources and community participation in immunization activities.

Welcome back to the Board Linda!

Mariah Bianchi, RN, MSN

Mariah Bianchi is a parent advocate for immunizations and an active member of the San Francisco Immunization Coalition. Mariah and her husband lost their infant son Dylan Cruz to pertussis in 2005, after contracting the disease herself while

pregnant. Since then, she has been active in promoting pertussis vaccine awareness to help other families avoid a similar tragic loss.

In addition to her considerable experience in nursing and healthcare, Mariah has recently completed her Masters in nursing with an emphasis on public policy.



Mariah Bianchi

Mariah is an active volunteer in the Hep B Free (San Francisco) citywide campaign aimed at increasing awareness of hepatitis B in the Asian and Pacific Islander populations. Duties include presenting hepatitis B lectures to community members. She is also an active member of the San Francisco Immunization Coalition, San Francisco, CA and serves as a volunteer board member.

CIC is particularly grateful for the work of parent advocates like Mrs. Bianchi and is pleased that she has agreed to serve in this role on our Advisory Council.

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