



## California Immunization Coalition Vaccine Booster - January 2012

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### Hot Links

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

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

### Calendar

[CIC Ed Hour](#)

January 24, 2012 - 12noon PT  
Teleconference

[PVW](#)

Feb 12-18, 2012

[CSHC](#)

March 12-13, 2012  
Sacramento, CA

[CIC Summit 2012](#)

April 23, 2012 (Pre-conf: April 22)

### 2012 CIC Summit Deadlines Approaching



The 2012 Summit, California's preeminent immunization conference, will be held April 23 (pre-conference workshop April 22) in Sacramento at the Embassy Suites - Riverfront Esplanade. This year's theme, **Completing the Circle: Ensuring Adult Adolescent Vaccination for All**, reminds us that people of all ages need vaccine protection in order to keep the community healthy.

Summit presenters will provide current information on adolescent and adult immunization issues, social media strategies for expanding your outreach efforts, the benefits and challenges of complementary vaccination sites, and the importance of cocooning. In addition, the annual CIC Immunization Champion awards will be presented during a special luncheon.

Participating in the annual CIC Summit is the most cost effective way to connect with state and community stakeholders all at one time. Summit attendees will learn new skills, identify new resources and expand their network. You won't want to miss this important event.

**Early bird registration (until Jan 31) is \$85, \$105 with CME. Pre-conference workshop on April 22 is \$15.**

Abstract submission deadline is **Friday, January 20th**. [Submit your abstract today](#).

Please visit [www.ImmunizeCA.org](http://www.ImmunizeCA.org) to register, view Summit program, find link to hotel reservation page and other details, find abstract submission guidelines, nomination forms for annual CIC Immunization Leadership Awards forms, and much more.

### Rock The Shot! PVW is Feb 12-18

Are you ready? Providers, families and

## 10 National Conference on Health and Immunization Coalitions (NCIHC)

May 23-25, 2012  
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

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schools across California will celebrate **Preteen Vaccine Week February 12-18.**

PVW is an annual observance to raise awareness about recommended immunizations for 11- and 12-year olds and to promote a preteen doctor visit for to discuss key health issues. It's also a great opportunity to highlight the new HPV recommendations for boys, and the pertussis booster for 7th graders for the 2012-2013 school year. Get ready to 'rock the shot' by visiting the CDPH PVW page at <http://www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccineWeek.aspx>.



A [new preteen parent flyer](#) is available to download and it includes a fillable field so you can add your local contact information.

## National Conference of Immunization and Health Coalitions 2012 (NCIHC) May 23-25 in New Orleans, LA



Planning continues for the 10th National Conference of Immunization and Health Coalitions, "**Jazzing Up Partnerships the Big Easy Way**," to be hosted by the Louisiana Shots for Tots Coalition, Inc. at the J.W. Marriott Hotel New Orleans on **May 23-25, 2012**. The successes of California's immunization coalitions will be showcased during the opening plenary, when Catherine Martin, CIC Director, and Marcy Connell Jones, former Chief of the Information and Education Section of CDPH Immunization Branch will appear with the founders of Every Child By Two, former First Lady Roslyn Carter and Betty Bumpers, wife of former Senator Dale Bumpers, on a panel titled "Twenty Years and Beyond; How Far Have We Come and Where Are We Going?"

With speakers including Dr. Lance Rodewald of CDC and Seth Mnookin, best-selling author of "The Panic Virus, a True Story of Medicine, Science and Fear" the conference will offer a wide range of educational and networking opportunities for members of health coalitions and the public health community.

For a draft program and to find out more about the conference, please go to [www.shotsfortots.com/html/10thNCIHC.html](http://www.shotsfortots.com/html/10thNCIHC.html).

## Share Your Vision & Bring Your Voice

Join the California School Health Centers Association (CSHC) at their 2012 annual conference to visualize, strategize and prioritize the movement to bring health care to kids in school. Workshops will focus on starting, sustaining, and expanding services, improving student health and learning, implementing school-based immunization clinics, working with health plans and the public health system, and much



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more . Vision & Voice for Healthy Students will be held at the **Holiday Inn Capitol Plaza in Sacramento, March 12-13, 2012**. For more information visit [www.schoolhealthcenters.org/about-cshc/cshc-conference/](http://www.schoolhealthcenters.org/about-cshc/cshc-conference/). Or you can contact CSHC at 510-268-1030 or [info@schoolhealthcenters.org](mailto:info@schoolhealthcenters.org).

## The Holidays are Over, but Flu Season Isn't!

To many, the holidays are the most wonderful time of the year. They're also a wonderful time to share germs and viruses like influenza. As a result, flu season often peaks after the New Year, and can peak as late as spring. Therefore, promoting protection against the flu should continue well into 2012. There is plenty of vaccine this year, and it should be available throughout your community. There is really no reason to put it off any longer. Protect yourself. Protect your family. Protect your co-workers.



Know what to do about the flu. Visit [FLU.gov](http://FLU.gov) for lots of information and resources about influenza. For tools and materials to help promote influenza vaccination, visit the [Flu & Respiratory Disease Prevention Promotional Materials](#) page on [EZIZ.org](http://EZIZ.org).

## Register for the next CIC Education Hour

### Navigating Adolescent Vaccinations through VFC Private and Safety Net Providers



Tuesday, January 24, 2012 - 12:00 noon to 1:00 pm PST

#### PRESENTERS

**Claudia L. Aguiluz**, CDC PHA Vaccines for Children (VFC) Program Coordinator  
CA Department of Public Health, Immunization Branch

**Maria Volk**, MPH, CDC PHA Vaccines for Children (VFC) Chief of Field Services and Program Coordination  
CA Department of Public Health, Immunization Branch

**Ann Marie Walker**, BSN, RN, Public Health Nurse II, Immunization Coordinator  
Kern County Public Health Services Department

#### LEARNING OBJECTIVES

By the end of the call, participants will:

1. Understand adolescent required and recommended immunizations.
2. Identify which adolescent vaccines are covered through VFC and where to get them.
3. Learn about a successful county collaborative partnership to help meet 2011 Tdap school mandate.

#### **TO REGISTER**

<http://www.zoomerang.com/Survey/WEB22E7JPDKCG8>

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### **Three Cheers for Mark Sawyer, MD**

The CIC Board of Directors wants to express their deepest appreciation to Dr. Mark Sawyer for his extraordinary leadership as CIC President for the past two years. Mark has made the Coalition a high priority among his many roles including Professor of Clinical Pediatrics and Pediatric Infectious Disease Specialist at the UCSD School of Medicine and Rady Children's Hospital San Diego, medical director of the UCSD San Diego Immunization Partnership, at the San Diego County Agency for Health and Human Services, his professional commitments (ACIP and CA AAP to name a few) and personal interests (family and music!) His vision, creativity and wisdom have helped us grow and succeed as a Board and as a Coalition.



Fortunately Dr. Sawyer will remain on the Board as immediate Past-President and we are extremely grateful for his service and commitment.

### **Jeffery Goad is the new President of CIC**

Associate Professor Jeffery Goad, PharmD, MPH, has been elected the new president of the California Immunization Coalition (CIC).



The position marks a recognition of Goad's work in the field, as a long-time advocate for immunization and for the ability of pharmacists to immunize in the community pharmacy setting.

Jeffery A. Goad is an Associate Professor of Clinical Pharmacy at the University of Southern California School of Pharmacy. He received his Doctor of Pharmacy degree from the University of Southern California School of Pharmacy in 1994 and Masters of Public Health from the USC Keck School of Medicine in 2003. He completed a residency in pediatric pharmacy practice at Children's Hospital Los Angeles and holds the Certificate of Knowledge in Travel Health from the International Society of Travel Medicine.

Jeff Goad was an active member of the California Adult Immunization Coalition before becoming a member of the merged California Immunization

Coalition in 2007 and readily accepted an invitation to serve as a CIC Board member at that time. Jeff has been active on the CIC Emerging Issues and Advocacy Committees and in 2009 began serving as Governance Chair where he has overseen the development and implementation of numerous guidelines and policy documents for CIC.

"Over the years, I've had the honor of participating in the merger of the California Adult and Pediatric Coalitions and then serving on the board in various capacities," says Goad. "The CIC exemplifies the spirit of collaboration between medicine, pharmacy and public health and I'm proud to represent pharmacists in the increasingly important role they play in immunizing Californians."

### **Erika Jenssen is the new Vice President of CIC**

Erika has served as a Board member of CIC since 2008 and has participated in the Board as Registry Chair and the Summit Planning Committee. Through her experience working with local Coalitions, immunization registries on the local, state and national level, emergency response and clinic coordination, and working with the media, Erika brings a broad, unique and extremely valuable perspective to the Coalition.



After receiving her MPH in Policy/Administration from UC Berkeley in 1995, Ms. Jenssen began working for the Immunization Program as the Immunization Coalition Coordinator. That same year the Contra Costa Automated Immunization Registry was developed and for the next six years, Ms. Jenssen focused on the implementation and expansion of the Immunization Registry and in 2001 received the "Best Use of Data" award from Every Child by Two at the National Immunization Registry Conference in Little Rock, AR.

After three years serving as Health Emergency Coordinator for Contra Costa Health Services, Erika returned to her position of Immunization Coordinator where she supervised the Immunization Registry, four Immunization Clinics, quality assurance programs, school assessments, health promotion and education campaigns and the Contra Costa Public Health Department's annual influenza immunization campaign. Erika recently accepted the position of Communicable Disease Programs Manager for the Contra Costa Public Health Department.

**The CIC Board of Directors are thrilled and appreciative that Erika Jenssen and Jeff Goad have agreed to take on these leadership roles.**

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### **American Medical Association Journal of Ethics | virtualmentor.org**

*Virtual Mentor* is the American Medical Association's online ethics journal. and the January edition of Virtual Mentor presents Vaccines and Ethics, ([www.virtualmentor.org](http://www.virtualmentor.org)). Please take a look at the list of expert contributors and the table of contents, attached. Or visit their home page at <http://virtualmentor.ama-assn.org/>. They will be grateful for your help in spreading the word about this new issue.



Among the highlights this month:

- A clinical case concerning HPV vaccine
- A consideration of how American society has handled its vaccine controversies, co-authored by Art Caplan
- Ethical implications of current research into a possible stress vaccine
- A contribution from researchers at the Jenner Institute, Oxford, about vaccine research ethics
- A look at residents' role in adult immunizations on the "front lines" by Jay Jacobson, MD

The web site is free and open to the public. If you'd share this content with interested colleagues, they will appreciate that, along with any notice you can provide to other health professionals via your social media, e-news, or other publications in the early part of January. This issue will be live for the month of January, and then archived on the site.

## Health Literacy Conference

Do you know that 88% of American adults have limited health literacy skills? They experience challenges in accessing, understanding, and applying even the most straightforward health messages and information.



How can you ensure that your message is being understood correctly and being applied appropriately? Attend the **Institute for Healthcare Advancement's Eleventh Annual Health Literacy Conference, May 9-11, 2012**. Receive continuing education credits and attend up to 5 skill-building workshops on such topics as how to write for a low literate audience, designing an easy to use website, developing a program evaluation plan, usability testing, advanced social media strategies, and more! Save \$20 on registration when you use this code: CAIZ12. Visit [www.iha4health.org](http://www.iha4health.org), email [mvilleire@iha4health.org](mailto:mvilleire@iha4health.org) or call (562) 690-4001, ext. 202 for more information.

## Spotlight on Coalitions: Arizona Partnership for Immunization

Protection against vaccine-preventable diseases doesn't stop at the border. Since 1993, Arizona has had a strong immunization coalition, the Arizona Partnership for Immunization, or TAPI. TAPI is a non-profit statewide coalition with more than 400 members. TAPI was formed because only 43% of Arizona's two-year-olds were fully immunized against preventable childhood diseases like measles, mumps, polio and whooping cough. Through the



efforts of TAPI's partners from both the public and private sectors, immunization coverage rates in Arizona improved dramatically, with nearly three in four children fully immunized by age two. Unfortunately, the challenge never ends. Each year in Arizona almost 90,000 babies are born, and none arrive immunized. TAPI's mission is to foster a comprehensive, sustained community program for the immunization of Arizonans. TAPI members do this by promoting on-time childhood immunizations, and by encouraging appropriate immunizations through the lifespan.

TAPI promotes immunizations through a variety of national and local initiatives. In 2011 Arizona had the unique honor of being chosen as the launch state for the NIIW campaign. Each spring, TAPI hosts Big Shots for Arizona, a celebration that recognizes organizations and individuals who have improved the health and wellness of Arizona's communities through increasing immunization rates. In addition, TAPI offers a number of immunization trainings and resources for parents, providers and the community. To learn more about TAPI's projects and campaigns, visit their website at [www.TAPI.org](http://www.TAPI.org) and 'friend' them on Facebook.

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### Accepting Nomination for CIC Annual Awards

For nearly two decades, California's immunization champions have made a difference through local coalition activities, legislative advocacy, and community outreach. Each year, CIC recognizes two very special champions during an awards luncheon. This year's awards luncheon will take place at the California Immunization Coalition Summit in Sacramento on April 23, 2012.



Consider nominating your immunization champions today. CIC is accepting nominations through March 9 for the Natalie J. Smith Award and the Ronald P. Bangasser Award. 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, 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 info and to submit a nomination, visit the CIC website at <http://www.immunizeca.org/about/cic-awards>.

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### The CMA Foundation is now on Facebook!

In an effort to expand California Medical Association Foundation's communications, we would like to grow our online network, so we invite you and your organizations to do the following:



Visit "California Medical Association (CMA) Foundation" on Facebook and join our network by "liking" us ("like" has replaced the "become a fan" step for organization pages) and clicking on "Add to my Pages Favorites" located in the left sidebar. Then, suggest our page to other Facebook friends (click on "suggest to friends" in left hand corner) and share our information with them.

<http://www.facebook.com/pages/California-Medical-Association-CMA-Foundation/298429236855526>

In the near future we will also have additional material on our social media properties (videos, and more). We would ask that you repost these items on your website and your social media properties.

We thank you for your continued support of the California Medical Association Foundation and it's projects.

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### **Give your child a better shot at life - vaccinate for HPV New HPV Information Site from CHOP**



January is Cervical Cancer Awareness month and a new resource launched this month by Children's Hospital of Philadelphia (CHOP) highlights stories and resources that you will want to see and share: [www.prevent-hpv.com](http://www.prevent-hpv.com).

The site features a video of Dr. Offit as well videos of families discussing their decision to get the HPV vaccine. There are also links to additional information, questions and answers, and opportunities to share via social media.

Check it out and spread the word by sharing this newsletter and the CHOP website with your colleagues.

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### **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>.