

## California Immunization Coalition Vaccine Booster - January 2013

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### Hot Links

<http://www.science.org.au/policy/immunisation.html>  
Australian Academy of Science Booklet

[www.cdc.gov/SocialMedia/Tools/guidelines/](http://www.cdc.gov/SocialMedia/Tools/guidelines/)  
Includes Guidelines and Best Practices for Facebook and Twitter.

[www.vaccines.gov](http://www.vaccines.gov)

### CIC President's Message

Immunization Partners,

I want to wish you all a very happy New Year, and to take a moment to acknowledge and thank you for your dedication and efforts throughout 2012. I particularly want to thank our CIC Board of Directors for their unwavering commitment, energy, and professionalism.

As a coalition, CIC accomplished many things and had much to celebrate last year: support for the passage of AB 2109, a series of webinars for providers and community members, a successful statewide CIC Summit, and continued progress on immunization registry unification. This year we undoubtedly will face new and ongoing challenges such as the vocal anti-vaccine community, disparities and access issues, expanding the use of complementary vaccine providers and steady funding. With your help and collaboration, CIC will continue to be successful in 2013 and beyond. I encourage you to get involved!

Best wishes for health, happiness and success in the year ahead.  
-Jeff Goad



Jeff Goad, PharmD,  
MPH

### CIC Summit 2013 - Call for Abstracts due January 18th



2013 CALIFORNIA IMMUNIZATION COALITION SUMMIT  
April 14-15, 2013  
Los Angeles, CA

CALIFORNIA IMMUNIZATION COALITION

Reaching Immunization Equity

Vaccines.gov is the federal government website with immunization for infants, children, teenagers, adults, and seniors. Vaccines.gov provides resources from federal agencies for the general public and their communities about vaccines across the lifespan.

## Calendar

January 30, 2013  
VICNetwork Webinar

February 7-10, 2013 - San Diego, CA  
CSNO Conference

February 10-16, 2013  
Preteen Vaccine Week

February 26, 2013  
CIC Education Hour

March 14-15, 2013 - Long Beach, CA  
CSHCA Conference

April 14-15, 2013 - Los Angeles, CA  
CIC Summit 2013

June 3-6, 2013 - Atlanta, GA  
National Immunization Conference

## 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

<http://mybestshot.org>  
A site designed with teens in mind!

[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

Mark your calendar today for the **California Immunization Coalition Annual Summit 2013: Reaching Immunization Equity**. The CIC Summit will be held at the Los Angeles Downtown Doubletree Hotel **April 14-15, 2013**. Day One will offer a half day of presentations and discussions around improving public confidence in vaccines in California and beyond, featuring Ginny Heller, from the Within Reach project in Washington State. The session will include a special workshop to address the implementation of AB 2109 - the new personal belief exemption documentation rule that will take effect in January of 2014.

Day Two will offer both plenary and workshop sessions on current vaccine issues, focusing on identifying under-immunized populations in California, including how to access and understand key data sources, and strengthening partnerships to work across populations to reach underserved and otherwise at-risk communities. Presenters will include Litjen (LJ) Tan, Chief Strategy Officer for the Immunization Action Coalition, representatives from the UCLA Center for Health Policy Research and Dr. Anthony Iton, Senior Vice President for Healthy Communities at The California Endowment. We will be looking at ways to adapt successful practices for working with different populations to local needs, and encourage you to submit abstracts describing lessons learned in your program.

## Abstract Submission

Abstracts deadline extended to **January 18, 2013**. In addition to the Summit objectives posted on our website at <http://www.immunizeca.org/about/cic-summit>, abstracts are being accepted for the following topic areas: (1) Best practices of diverse organizations developed to reach underserved communities and populations; (2) Effective use of tools and strategies to reduce health inequities and improve immunization access and coverage for diverse populations; (3) Innovative data uses: to identify target populations and inform immunization efforts. Submit your abstract today at <http://s.zoomerang.com/s/cicsummit2013abstract>.

More information (e.g. registration and accommodations) can be found on the CIC website - <http://www.immunizeca.org/about/cic-summit>.

## Preteen Vaccine Week is February 10-16, 2013



Kick off the New Year by celebrating Preteen Vaccine Week, an observance that highlights the importance of immunizations for preteens ages 11 and 12! You can help by distributing [information](#) and materials through multiple avenues such as schools and provider offices to raise awareness about immunization recommendations and promote the preteen doctor visit.

In the near future, you will be able to order copies of the parent flyer in [English](#) and [Spanish](#) from your [local health department](#). To learn more about the campaign, download the latest campaign kit or other resources, please visit: <http://www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccineWeek.aspx>. The next planning call is scheduled for January 30 at 11 am. For more information and for other questions, please contact Rebera Rowe at

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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To submit Calendar items, articles or announcements, contact:  
cmartin@communitylinkcr.org



[Rebeca.Boyte@cdph.ca.gov](mailto:Rebeca.Boyte@cdph.ca.gov)

## Deadline is February 28 for CIC Awards Entries

Don't miss this opportunity to recognize your favorite immunization champion. CIC will accept entries for the **Natalie J. Smith Award** and the **Ronald P. Bangasser Award** through **February 28, 2013**. Every year CIC honors immunization champions at their annual summit. The 2013 recognition and summit will be held **April 14-15** at the downtown **Doubletree Hotel in Los Angeles**.



The Natalie J. Smith Award is presented to an individual, group, or organization in California that has made an outstanding contribution in the immunization arena. Dr. Smith was Deputy Director of the National Immunization Program at the CDC; former Chief of the Immunization Branch, California Department of Health Services (1994-2002); and a founder of the California Coalition for Childhood Immunization, a precursor organization to the California Immunization Coalition.

The Ronald P. Bangasser Award is presented to a practicing clinician who exemplifies the leadership, professionalism, and commitment that Dr. Bangasser brought to his work in promoting immunizations. Dr. Bangasser was a leader in the state's immunization community and instrumental in the development of the California Adult Immunization Coalition, a precursor to the California Immunization Coalition.

Please consider nominating an exceptional person or organization from your community today. Past recipients include California legislators, medical doctors, nurses, and community members. For nomination forms and additional details, visit <http://www.immunizeca.org/about/cic-awards> or contact Sabrina Torres-Royal at [sabrina@immunizeca.org](mailto:sabrina@immunizeca.org).

## Be a Smarty-Pants, Visit ShotsForSchool.org

Where can you find all the info you need to know about school immunization requirements? Why, [ShotsForSchool.org](http://ShotsForSchool.org), of course. It has all the info you need to know about required immunizations for admission to and attendance in California schools. The site also has links to school immunization laws, downloadable tools for schools and providers, and resources for parents and child care. Check it out and bookmark [ShotsForSchool.org](http://ShotsForSchool.org) today.



## Save the Date - January 30, 2013

**Community Partnership: An Investment That Will Deliver Your Message**

Building collaborative relationships with community partners can make all



the difference in successfully promoting public health campaigns and messages. Join the next VICNetwork webinar to learn about how partnerships developed with state and local organizations is a worthwhile investment that will help maximize your ability to share information and build support. Webinar will be held on **Wednesday, January 30th at 11am PT / 2pm ET** - you won't want to miss it!

**Presenters include:**

***Debbie McCune Davis***  
Program Director, The Arizona Partnership (TAPI)

***Jennifer Tinney***  
Program Manager, The Arizona Partnership (TAPI)

***Jeanene Fowler***  
Public Information Officer, Maricopa County, Arizona

Webinar will also include a presentation on the National Influenza Vaccination Disparities Partnership - <http://www.cdc.gov/flu/nivw/disparities.htm>.

[REGISTER NOW!](#)

For more information contact [info@vicnetwork.org](mailto:info@vicnetwork.org).

### New Pertussis PSA



### Giants Pitcher Sergio Romo on Preventing Pertussis

Giants relief pitcher Sergio Romo has been a strong and passionate advocate for immunizing against Pertussis (Whooping Cough). Check out his latest PSA at <http://www.youtube.com/watch?v=K-EE56lricc>.

### Education Hour - February 26, 2013

The next CIC Education Hour will take place on **Tuesday, February 26, 2013 at 12noon PT**. The topic of discussion will be Hepatitis B, and our speakers will look at the current status of Hepatitis B immunization issues, including implementation of the birth dose by hospitals and approaches to educating high risk populations on the importance of the vaccine. Mark your calendar, and watch your email for more information on this important and timely Education Hour.



**California School Nurses Conference - February 7-10 2013**

63rd annual California School Nurses Conference - **February 7 - 10, 2013** at the Town & Country Resort and Conference Center in San Diego. School nurses are pivotal links to students, parents, teachers, staff, and the larger community beyond the educational setting. This year's theme: **School Nurses: Supporting Students - Saving Lives.**

<http://www.csno.org/>



### California School Health Centers Association Annual Conference - Vision and Voice - March 2013

Register now and join hundreds of school-based health care providers, school district officials, and other children's health stakeholders at Vision & Voice for Healthy Students - the California School Health Center Association's annual statewide conference which will be held March 14 and 15 at the Westin Long Beach. For more information go to [www.schoolhealthcenters.org](http://www.schoolhealthcenters.org).



### Adolescent Vaccination: Keep the Momentum Going!

Thanks to your efforts, California's adolescents are better immunized than ever. Continued improvement is needed to protect them from threats such as pertussis, meningococcal disease, and cervical cancer.



#### Positive Strides

According to the National Immunization Survey (NIS), between mid-2010 and mid-2011 (Figure 1), immunization rates of California youth ages 13-17 years increased against the following diseases:

- pertussis (from 71% à 83%;  $p < 0.05$ ),
- meningococcal disease (from 67% à 75%;  $p < 0.05$ ),
- human papillomavirus (>3 doses for girls from 32% à 43%;  $p < 0.05$ )
- varicella (2nd dose in those without a history of chickenpox from 57% à 67%)

Rates of pertussis immunization have further increased, as Tdap immunizations have been documented for over 3.5 million California middle and high school students to comply with the state requirement effective since 2011. Tdap vaccination rates have already exceeded their national Healthy People 2020 goal. High rates of Tdap immunization will help to limit transmission of pertussis in schools and the community in the aftermath of historic outbreaks in California during 2010, and throughout the United States, including in California's neighbors, more recently.

#### More Work Needed

HPV vaccination has been recommended for all adolescent males since in 2011 but only 13% were estimated to have completed the three-dose series

Greater promotion from physicians should help to increase this rate over time.

Seasonal flu vaccination rates remain low for adolescents. The 2012 National Flu Survey (NFS) showed the national annual influenza vaccination for children 5-17 years was 47%. An annual influenza vaccine is recommended for all persons 6 months and older to prevent influenza and its complications.

Federal Healthy People 2020 goals include increasing coverage among 13-15 year olds for one dose of meningococcal vaccine to 80%, three doses of HPV to 80%, and two doses of varicella vaccine to 90%. (Figure 1) Take steps now to protect your patients.

### **You Can Make a Difference**

In addition to school sports and camp physicals, the 7th grade Tdap visit can play a pivotal role in providing needed immunizations. As patients come in for their required Tdap booster shot, you have an opportunity to catch patients up on immunizations, including a second dose of varicella vaccine if not yet received. As their children's physician, you remain a major influence on parents. Taking the time to provide information and answer questions will reinforce your relationships with patients and families.

Participating practices can use the California's Immunization Registry (CAIR) to remind patients to come in for needed immunizations and to quickly assess which immunizations are needed or overdue. To learn more about CAIR, and how to sign up, contact the CAIR help desk at: 800-578-7889 or [CAIRHelpDesk@cdph.ca.gov](mailto:CAIRHelpDesk@cdph.ca.gov).

## **CDPH Educational Materials Update**

### **Vaccine Fact Sheets**

Download these 1-page, quick-reference fact sheets that provide information about routine schedules, minimum intervals, approved for use age ranges, administration routes, billing codes, storage, and more.

<http://eziz.org/resources/vaccinefactsheets/>



### **Meningitis Advisory**

In light of the recent outbreak of meningococcal invasive disease seen in MSM in New York City and because we are at the beginning of the meningococcal disease season, we are issuing a health advisory to remind clinicians about meningococcal disease symptoms, testing and diagnosis, and prevention through vaccination.

[http://eziz.org/assets/docs/cdphmemo\\_2012\\_12\\_MeningitisAdvisoryMSM.pdf](http://eziz.org/assets/docs/cdphmemo_2012_12_MeningitisAdvisoryMSM.pdf).

### **Email Communication Changes from EZIZ.org**

As of December 13, 2012, all official email communication from the Immunization Branch and EZIZ.org will be sent from the following address: [IZBranch@cdph.ca.gov](mailto:IZBranch@cdph.ca.gov). This will replace the [EZIZ@cdph.ca.gov](mailto:EZIZ@cdph.ca.gov) email address. If your email account is set up to filter junk mail please add [IZBranch@cdph.ca.gov](mailto:IZBranch@cdph.ca.gov) to your list of approved email senders.

### **Tdap or DTaP**

The [Vial Mix-up Chart: Tdap or DTaP](#) has been updated on [EZIZ.org](http://EZIZ.org). A [High Resolution Version](#) is also available.

### **317/VFC Vaccine Eligibility Guidelines Table**

[http://eziz.org/assets/docs/317for\\_HD/VaccineEligibilityGuidelines.pdf](http://eziz.org/assets/docs/317for_HD/VaccineEligibilityGuidelines.pdf)

## Calling All Local Coalition Leaders

Every few months CIC's Communications Committee hosts a call for California's local immunization coalition leadership. The calls are a terrific opportunity to share experiences, challenges, and solutions to current coalition issues. For instance, on past calls participants have discussed membership and sustainability, funding, and go-to resources. Calls are informal, yet dynamic. Participants range from brand new coalition coordinators seeking advice to more experienced coordinators looking for a boost. If you're interested in participating in future calls, please contact Sabrina Torres-Royal at [sabrina@immunizeca.org](mailto:sabrina@immunizeca.org).



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 Safe Unsubscribe

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