



## California Immunization Coalition Vaccine Booster - January 2015

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### On Your Mark, Get Set...

As you read through this issue of the Vaccine Booster it is clear that we have our work cut out for us. The measles outbreak that began in December in southern California does not come as a big surprise to public health advocates, but it has surely caught the attention of the public, the media and policymakers. California's 2014 pertussis epidemic resulted in four infant deaths and more than 10,000 confirmed cases along with a less than ideal match for one of the 2014- 2015 flu vaccine strains, is a reminder that there are limitations to some of our vaccines. And while anti-science characters work to spread misinformation, we are extremely fortunate to have developed partnerships with smart, responsible, proactive, committed colleagues throughout the world who work hard to make sure bad information, bad actors and lies do not go unchallenged in the media.



Bottom line - there is a lot going on. And it is only January. The theme for this year's CIC Summit is particularly appropriate to these dynamic, changing times. As you know, the only thing constant is change and to keep moving forward successfully we need to be able to manage that change and learn how to keep our momentum and focus in the midst of outbreaks, epidemics, and politics.

Thanks to our members and community partners, the California Immunization Coalition has helped make a positive impact on immunization rates in California and despite the frustration we feel when measles, chickenpox and pertussis outbreaks occur; we are grateful to have so many talented colleagues and collaborators to call upon to help us with the work. And we are also fortunate to have such a strong and creative team at the Immunization Branch of the California Department of Public Health, along with the support of our local health department leaders.

We look forward to working with you on projects and programs to continue protecting Californian's from vaccine preventable diseases. If you have not joined a CIC Committee, please consider that for 2015 and we hope you will join us in Riverside for our 2015 Summit. Ready? Set? Let's go!

### CDPH Confirms Measles Outbreak

As of January 16, 2015, the number of confirmed cases of measles among people who developed measles as a result of the outbreak associated with Disneyland theme parks, now stands at 45 according to the California Department of Public Health. Of those people, at least 25 of them visited Disneyland or California Adventure between December 15th and 20th. An additional 6 confirmed cases associated with this outbreak have occurred in Washington, Utah, Colorado and Mexico.

The California confirmed cases so far reside in seven local health jurisdictions (Alameda,

## CIC's Favs:

[www.shotsforschool.org](http://www.shotsforschool.org) information for schools, parents, and healthcare providers about school immunization requirements in California

**Share your story on**  
[www.shotbyshot.org!](http://www.shotbyshot.org/)

[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 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.

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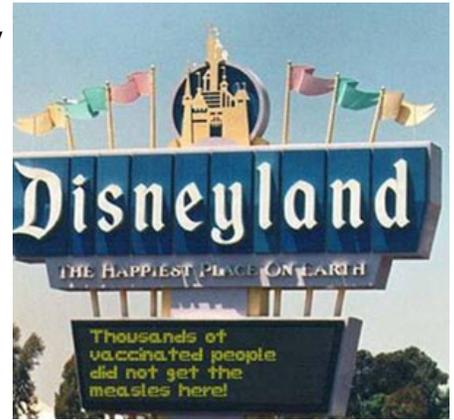
Los Angeles, Orange, Pasadena, Riverside, San Bernardino and San Diego) and the majority are under 23 years of age. Majority of these cases were unvaccinated for measles, several were too young to be vaccinated.

Health care providers treating patients with fever and a rash should consider measles, and ask patients about travel to international destinations and domestic venues that are popular with international travelers. More information can be found on the CDPH website [here](#).

- Vaccinate children at age 12-15 months with a first dose of MMR;
- Ensure that school-age children receive a second dose of MMR;
- Vaccinate high-risk groups, such as health care personnel and international travelers including infants aged 6 to 11 months;
- Encourage adults who are unsure whether or not they've received the shot to check with their provider about getting revaccinated or taking a blood test to see if they are immune.
- Continue to promote measles awareness among international travelers, health care personnel, and the public.

For more information, visit the CDC measles page at <http://www.cdc.gov/measles>

Posters and flyers can be downloaded from...  
<http://eziz.org/resources/measles/>.



## 2014 Pertussis Epidemic in California



The impact of the 2014 pertussis epidemic continues into 2015 with the reported death of a 25 day old infant who died of pertussis in early January (<http://www.independent.com/news/2015/jan/13/infant-dies-whooping-cough/>) The CDC has published [Pertussis Epidemic-California, 2014](#) in the [December 5 issue of MMWR](#) (pages 1129-1132). A summary made available to the press is reprinted below.

Pertussis incidence is likely to continue to increase in the United States due to the natural cycle of disease and the waning of immunity conferred by currently available vaccines. Strategies to prevent the most severe cases of pertussis, which occur primarily in young infants, should be prioritized. 10,831 cases with onset in 2014 have been reported to CDPH for a state rate of 28.35 cases per 100,000 population. [http://www.cdph.ca.gov/programs/immunize/Documents/Pertussis\\_Report\\_1-7-2015.pdf](http://www.cdph.ca.gov/programs/immunize/Documents/Pertussis_Report_1-7-2015.pdf).

The highest burden of disease is being observed in infants aged <12 months, especially Hispanic infants, and in white, non-Hispanic teenagers aged 14-16 years. This is consistent with the upper age of the group of children who have only received acellular pertussis vaccine. Severe and fatal disease occurs almost exclusively in infants who are too young to be vaccinated against pertussis. Therefore, pregnant women are encouraged to receive tetanus, diphtheria, and acellular pertussis vaccine (Tdap) during the third trimester of each pregnancy to provide placental transfer of maternal antibodies to the infant. Prenatal care providers are encouraged to provide Tdap to pregnant women or refer patients to obtain vaccine from an alternative provider, such as a pharmacy.

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## New Study - Tdap Vaccination Among Pregnant Women

New Tdap study shows 93% effectiveness in protecting newborns under 8 weeks old against pertussis. [Read more here...](#)



## January is Cervical Health Awareness Month

During the month of January, health organizations such as the American Sexual Health Association and the National Cervical Cancer Association have joined together to promote the value of cervical cancer prevention and HPV vaccinations as a means to prevent cancer. Here are some of the ways you can partner to help promote screening and prevention of HPV and cervical cancer:

### Show a Story

Our Shot by Shot storybank collection is a great resource! Check out personal stories of women affected by cervical cancer like [Laura and Audra's Story](#), [Quita's Story](#) or many others. Share one at a community meeting or gathering. Contact [Info@shotbyshot.org](mailto:Info@shotbyshot.org) for more information.



Carron's Story

### Someone You Love - New Documentary Film About Cervical Cancer: Women's Stories

"Someone You Love: The HPV Epidemic" is a feature length in-depth documentary on the human papilloma virus (HPV) and the stories of struggle, tragedy and triumph surrounding this complicated and often misunderstood infection.

If you are planning a local event to highlight cervical cancer awareness, you may wish to feature this new documentary film, [Someone You Love](#)\* (view trailer).

If you are interested in viewing the full film, with the intention of making it available for a public showing, please go to <http://hpvepidemic.com/showtimes/>. You may also contact the film's director, Frederic Lumiere at: [fredericlumiere@me.com](mailto:fredericlumiere@me.com) who may be able to help you with details.

### Especially for Clinicians

- [ACOG's HPV Vaccine Toolkit](#)
- [CDC's Tips and Timesavers for Talking to Parents about HPV Vaccine](#)
- [Just Another Shot](#) video vignettes on having the HPV conversation (Minnesota Dept of Health)

### New HPV Story on Shot by Shot

Recently, the Shot by Shot storybank collection received Carron's Story. In this story, Carron, a mom of two preteen daughters, thinks her biggest problem is helping her eldest daughter contend with needle phobia in order to get her HPV vaccination. Later, Carron gets a devastating diagnosis herself: cervical cancer. The video was contributed by the Vaccine Knowledge Project in the UK. For more information about this and other Shot by Shot stories, with [www.shotbyshot.org](http://www.shotbyshot.org) or contact [info@shotbyshot.org](mailto:info@shotbyshot.org).

**Join California Department of Public Health and Local Health Departments in Promoting Preteen Vaccine Week  
February 8 - 14, 2015**



## HPV Vaccine is Cancer Prevention: Get your boys and girls vaccinated today!

Preteen Vaccine Week | February 8-14, 2015

The goals of Preteen Vaccine Week include raising awareness of the whooping cough immunization requirement for incoming 7th graders along with promoting all other recommended vaccines for 11- and 12-year-old boys and girls. A focus of the observance this year is HPV vaccine for boys and girls, as many preteens in California have not received or completed the vaccine series that can protect them from genital warts and certain cancers caused by HPV.

You can help promote Preteen Vaccine Week by:

- Including a banner on your website or email signature
- Distributing flyers (Vaccines for Your Preteen | Spanish or How Important is HPV Vaccine?)
- Hanging posters (Protect Their Health or Parents: Did You Know? | Spanish).

Go to <http://bit.do/preteenvax> to find more information about Preteen Vaccine Week, access the Campaign Kit, and to download educational materials in English and Spanish. You can also contact your [local health department](#) to order materials.

For more information and for other questions, please contact Jane Pezua at [Jane.Pezua@cdph.ca.gov](mailto:Jane.Pezua@cdph.ca.gov) or 510-620-6209.

## Register Now - California Immunization Coalition Summit April 26-27, 2015

**Ready, Set, Vaccinate!**

**2015 CALIFORNIA IMMUNIZATION COALITION SUMMIT**

April 26-27, 2015  
Riverside, CA

CALIFORNIA IMMUNIZATION COALITION

***Ready, Set, Vaccinate!*** is the theme of California's 2015 Immunization Summit where health professionals and public health advocates gather to discuss innovative ideas and strategies for improving immunization rates through new and existing partnerships.

The focus of our 2015 event will be on reviewing recent successes and challenges around disease prevention and immunization and using those lessons learned to develop strategies for moving forward, building our collective capacity and being ready for what's ahead.

It is an exciting time for public health and immunizations with new vaccines, new technologies and new opportunities. Join your colleagues at our 2015 Summit to learn how you can be ready for what's next! For information on Registration, room reservations at the beautiful Riverside Mission Inn (don't delay - reserve soon!) submitting an abstract or nominating an Immunization Champion - go to the CIC Website at [www.immunizeca.org](http://www.immunizeca.org).

## 11th Annual CIC Immunization Champion Awards Call For Nominations

The CIC Summit planning committee is requesting your nominations for the 2015 Immunization Champion Awards. Every year CIC honors two very special immunization champions at our annual Summit. Nominations will be accepted through March 9, and awards will be presented on April 27 at CIC Summit to be held in Riverside, California.



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, CA Dept. of Health Services (1994-2002); and a founder of the California Coalition for Childhood Immunizations, a precursor 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.

Consider nominating an exceptional individual, group, or organization today. For nomination forms and details, visit the [CIC website](#).

### Voices for Vaccines

If you have not joined this advocacy group already - now is the time. Voices for Vaccines is a parent-led organization based out of Minnesota that supports and advocates for on-time vaccination and the reduction of vaccine-preventable disease. They are a part of our amazing network of colleagues and collaborators mentioned above. Check out their latest Facebook posts (<https://www.facebook.com/VoicesForVaccines?fref=ts>) that highlight the importance of speaking up to make your voice heard in order to inoculate other parents against vaccine misinformation and about what you can do to



counteract the misinformation spread by characters like Dr. Bob Sears (Orange County) who continue to minimize the dangers of measles and other vaccine preventable diseases.

Voices for Vaccines hosts monthly webinars and newsletters - contact them here for more information <http://www.voicesforvaccines.org/join-us/>.

### CDPH Quick Sheets

The California Department of Public Health has developed two 'quick sheets' which outline guidance on immunization and immunity testing for California healthcare personnel and health science students.

This guidance was sent to all California schools that train students in health professions. The document can be directly accessed at:



[http://www.cdph.ca.gov/programs/immunize/Documents/CDPH\\_IZ\\_Recs\\_CA\\_HCP.pdf](http://www.cdph.ca.gov/programs/immunize/Documents/CDPH_IZ_Recs_CA_HCP.pdf)

A slide set describing this guidance (as well as the quicksheet) can be accessed under "Resources" at:

<http://www.cdph.ca.gov/programs/immunize/Pages/HealthProfessionals.aspx>.

### Medicare To Cover Both Pneumovax and PCV13

As of August 2014 the ACIP now recommends administration of two types of pneumococcal vaccinations for greater protection against pneumococcal diseases. CMS is in the process of updating the Medicare coverage requirements to align with the updated ACIP recommendations. An initial pneumococcal vaccine may be administered to all Medicare beneficiaries who have never received a pneumococcal vaccine under Medicare Part B. A different, and a second pneumococcal vaccine may be administered 1 year after the first vaccine was administered (i.e., 11 full months have passed following the month in which the last pneumococcal vaccine was administered). For more information, please go to:



<http://www.cms.gov/Regulations-and-Guidance/Guidance/Transmittals/2014-Transmittals-Items/R3159CP.html>. The MMWR on Use of 13-Valent Pneumococcal Conjugate Vaccine and 23-Valent Pneumococcal Polysaccharide Vaccine Among Adults Aged  $\geq 65$  Years is here: <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6337a4.htm>.

## FDA Announces Approval of New Vaccine for Meningococcal B Disease

On October 29, 2014 the Food and Drug Administration announced that it has [approved the first vaccine to prevent serogroup B Meningococcal disease](#).

Watch for additional announcements as this vaccine moves through the approval processes toward availability in the community.



## Influenza (Flu)

- To find flu vaccine near you, visit: <http://flushot.healthmap.org>.
- Many [local health departments](#) and other clinics offer free or low-cost influenza vaccines.
- The California Vaccines for Children program provides no-cost vaccines to eligible children 18 years old and younger. Clinics participating in the California Vaccines for Children program may be located at <http://eziz.org/vfc/provider-locations>.
- View personal stories of people affected by flu at [ShotbyShot.org](http://ShotbyShot.org).
- For more information about flu, visit [www.flu.gov](http://www.flu.gov).



## CIC Education Hour - Save the Date

Save the Date for the next CIC Education Hour - **Engage Your Community: Use Community Resources for Immunization Success** on **Tuesday, February 24, 2015 - 12noon PT.**

Registration information will be available soon.





Please Save the Date for the next VICNetwork Webinar - **Wednesday, March 4, 2015 at 11am PT / 2pm ET**. The topic will be on Tdap and pregnant women-including a new program and products from CDC and other organizations.

For more information go to [vicnetwork.org](http://vicnetwork.org).

### **New Adventures for Kristine Sheedy, PhD**

After 17 years at the Centers for Disease Control and Prevention, Dr. Kristine Sheedy Associate Director for Communication Science National Center for Immunization and Respiratory Disease Office of the Director is leaving the CDC in mid-January to spend more time with her family, especially her two very busy boys! Dr. Sheedy has led an amazing team of health communication specialists through epidemics, shortages and communication successes, challenges and change. The California Immunization Coalition wants to extend our deepest thanks to Dr. Sheedy for the many years of partnership, encouragement and support that she has given health departments and especially Coalitions throughout the country.



We wish you well Kris and hope to be working again with you in the future!

### **Newly Released Data Highlight Progress Opportunities for Reducing Immunization Disparities**



Three recent publications offer stakeholders who are working to reduce immunization disparities opportunities to track progress toward their aims. The Agency for Healthcare Research and Quality recently released the 2013 edition of the National Healthcare Disparities Report and the Centers for Disease Control and Prevention (CDC) published the 2013 results of its annual National Immunization Survey and National Immunization Survey for Teens. Results suggest that racial/ethnic differences in immunization coverage remain for some, but not all, childhood, adolescent, and adult vaccines.

National Healthcare Disparities Report, Agency for Healthcare Research and Quality: [www.immunizeca.org/what-we-do/health-disparities](http://www.immunizeca.org/what-we-do/health-disparities)

This report presents current and trend data regarding a variety of preventive health topics, including childhood, adolescent, and adult immunizations.

It also highlights disparities based on race/ethnicity, income level, and urbanicity and pinpoints areas where disparities have narrowed or widened.

National Immunization Survey (NIS), Children (19-35 Months of Age), CDC: <http://www.cdc.gov/vaccines/imz-managers/coverage/nis/child/index.html>

Results from the NIS provide national, regional, state, and selected local area

vaccination coverage estimates for children (19-35 months of age). Coverage estimates based on poverty level and race/ethnicity are presented at the national level and when sample sizes permit, at the statewide and local level.

CDC National Immunization Survey (NIS), Teen (13-17 Years of Age),  
CDC: <http://www.cdc.gov/vaccines/imz-managers/coverage/nis/teen/index.html>

Results from the Teen NIS provide coverage estimates at the national, regional, state, and selected local area levels for adolescents (13-17 years of age). Coverage estimates based on poverty level and race/ethnicity are presented at the national level and when sample sizes permit, at the statewide and local level.

Visit the California Immunization Coalition's website at <http://www.immunizeca.org/what-we-do/health-disparities> for the complete article and information for learning more about immunization disparities and resources.

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