



California Immunization Coalition Vaccine Booster - June 2010

In This Issue

[Pertussis Epidemic](#)

[CIC Summit Recap](#)

[Summit Awardees](#)

[Shot by Shot](#)

[CAIR News](#)

[HPV Design Contest](#)

[CIC Education Hour](#)

[VIC Network](#)

[Epi and Prevention](#)

[New Staff](#)

[CIC Committees](#)

Hot Links

<http://www.californiareport.org/archive/R201006251630/a>

California Report, a production of KQED, on the whooping cough epidemic

www.shotofprevention.com

Be part of reshaping the online conversation

www.vaccinatenow.org/realguysimmunize/
Real Guys Immunize

http://healthitupdate.nextgov.com/2010/06/immunization_records_made_easy.php

New iPhone app store family members' IZ histories

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

PKIDs' Communications Made Easy program (www.pkids.org/cme) helps

Pertussis Deaths in California: A Preventable Tragedy

California has seen a dangerous upswing in pertussis (whooping cough) cases this year and as of June 28, five California infants younger than 3 months have died of pertussis. Pertussis is the only disease that despite high levels of vaccination in early childhood continues to remain widespread in California. Earlier this month, Dr. Mark Horton, director of the California Department of Public Health (CDPH), announced that "Whooping cough is now an epidemic in California," and stated that "Children should be vaccinated against the disease and parents, family members and caregivers of infants need a booster shot."



As of June 15, California had recorded 910 cases of pertussis, a four-fold increase from the same period last year when 219 cases were recorded. In addition, 600 more possible cases of pertussis are being investigated by local health departments.

A wealth of resources and information on pertussis, including Fact Sheets, Information for Health Professionals, and links to downloadable posters and flyers can be found at the CDPH web page on pertussis at <http://www.cdph.ca.gov/HealthInfo/discond/Pages/Pertussis.aspx>.

You can find additional links and updates on pertussis at the CIC website <http://immunizeca.org/pertussis.cfm>.

The California Immunization Coalition (CIC) joins the California Department of Public Health and healthcare providers throughout the state in urging parents, older siblings and family members along with health care personnel and childcare providers to protect infants by protecting themselves against pertussis.

Update re AB 354 - Take Action Today

The California Immunization Coalition has worked for the past three years to pass legislation that would mandate pertussis (Tdap) vaccination for all incoming 7th graders in order to help break the cycle of pertussis transmission in California. These bills, first AB 2580 and now AB 354, have received nearly unanimous bipartisan support and legislators have agreed that this is an important issue. However, the bill has fallen victim to the California budget crisis and has been caught in the Senate Appropriations Committee since last year due to a relatively modest cost associated with Medi-Cal administrative fees. The bill was heard in the Senate Appropriations Committee on Monday (6-28) and due to the potential cost of the bill as analyzed, the bill is being held in Suspense.

What You Need To Do:

immunization educators learn the ropes of social marketing and traditional and social media.

Follow us on:



<http://twitter.com/immunizeca>

Calendar

July 22, 2010

[VICNetwork Webinar](#)

July 27, 2010

[CIC Education Hour](#)

August 2010

[National Immunization Awareness Month](#)

August 17-19, 2010

[National Conference on Health, Communication, Marketing, and Media](#)
Atlanta, GA

November 3-5, 2010

[Epidemiology and Prevention of Vaccine-Preventable Diseases Course \(VPDC\)](#)
Incline Village, NV

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

Catherine Flores Martin, Director
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 333
cmartin@communitycouncil.org

Sabrina Torres-Royal
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 302
storres@communitycouncil.org

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

Contact your legislator about this bill, particularly if your representative is on the Senate Appropriations Committee ([find that listing here](#)) you should contact them personally either by phone or visit or faxed letter. Urge them to move this bill out of Suspense and highlight the cost savings to California. For Fact Sheets and sample language, go to <http://immunizeca.org/legislativepacket.cfm>.

CIC will keep you updated through e-mail, Twitter and Facebook re next steps for this bill. Media attention on this issue, along with your phone calls, letters and e-mails have made a difference in educating policymakers and we urge you to keep going. If you do contact your legislator, please send us a copy or note so we can follow up as well. Please contact [Catherine Martin](#), [Steve Barrow](#) or [Lydia Bourne](#) if you would like additional information.

CIC Pertussis Task Force

In response to the ongoing concerns about the increase in pertussis cases and now the pertussis epidemic in California, the CIC Education Committee has formed the California Pertussis Task Force. The first meeting was held on June 22 and participants discussed proposed objectives which included:

- Ensuring that all California birthing hospitals are offering Tdap to postpartum mothers leaving the hospital with their newborns and educating / vaccinating all potential contacts with the newborn (fathers, siblings, grandparents, caregivers, etc.)
- Systematically working to improve Tdap immunization rates among health care and child care workers across the State
- Working with hospitals to make sure all emergency rooms use Tdap instead of Td when possible
- Garnering media attention and coordinating campaigns to increase awareness of pertussis and immunization.

Kathleen Winter, an Epidemiologist from CDPH was a guest speaker and presented pertussis cases in California as of 6-18-10. A copy of her presentation can be downloaded from the CIC website <http://immunizeca.org/pertussis.cfm>.

The next meeting has been scheduled for Tuesday, July 20 at 1:00 pm. To learn more about the CIC Pertussis Task Force, contact Task Force Chair, Andrew Resignato at andrew@sfimmunize.org or CIC Education Co-Chair Hoa Su at Hoa.C.Su@healthnet.com.

Getting Ready for What's Next: CIC Summit Recap

With California's budget challenges, the pertussis epidemic, the 2010-11 influenza season around the corner and the changes to health care delivery through the Patient Protection and Affordable Care Act (P-PACA) this year's Summit theme Preparing for Tomorrow-Taking Action Today was timely and instructive.



On behalf of the Board of Directors, CIC thanks the participants, speakers and planning committee members for making the 2010 California Immunization Coalition Summit another

great event.

Nearly 200 health care professionals and immunization advocates from throughout California took part in the two day meeting. CIC recognizes that there are many meetings and conferences scheduled this time of year. We deeply appreciate your time and commitment to the Coalition and the Summit and look forward to seeing you again next year.



Mark Sawyer, MD,
President of CIC

Summit presentations and other documents can be found on the CIC website

<http://immunizeca.org/summit.cfm>

The California Immunization Coalition would like to especially thank [Jae Hansen](#) of the San Diego Immunization Coalition

for serving as our official Summit photographer. To view all of the fabulous pictures, please go to

<http://www.facebook.com/pages/California-Immunization-Coalition/273110136291?ref=sgm>.



Glennah
Trochet, MD

And the Awards Go To...

Immunization Leadership Award Winners Honored at 2010 Summit in Sacramento

In addition to meeting and connecting with colleagues, listening to great plenary speakers, and attending valuable workshops at the Annual Summit, attendees also had the opportunity to recognize two of California's Immunization Champions and thank them for their personal and professional commitment to improving immunization rates in California.

This year's [Natalie J. Smith, MD](#) [Immunization Champion](#) award went to **Linda Scott**, Coordinator of the Orange County Immunization Coalition.



Steve Baranov and
Linda Scott

And the 2010 [Ronald P. Bangasser, MD](#) [Immunization Leadership Award](#) was awarded to **Dr. Ray George**, a pediatrician from Pasadena.

Why treat diseases if you can prevent them?
--Dr Ray George

Our thanks and congratulations to Linda Scott and Dr. Ray George.



Dr. Ray George and
his wife Carol

Shot by Shot Campaign Launches

Parents who are hesitant about immunizing their children often have



never seen the diseases that vaccines prevent. The California Immunization Coalition (CIC), in partnership with the Immunization Branch, wants to bridge this gap. **Shot By Shot: Stories of Vaccine Preventable Diseases** (SBS) educates parents, the general public, and the media through the power of personal stories.

Consider Sharon, who contracted polio and was paralyzed below her waist as a 10-year-old in the summer of 1950. After months of living in a hospital with dozens of afflicted children, her parents never spoke of her polio again. Now as a grandparent, Sharon wishes to share her story with her family and future generations. Her testimonial and others in the SBS storybank remind viewers about the realities of vaccine-preventable diseases and that their impact is profound and deeply personal.



Sharon's Story

The SBS website www.ShotbyShot.org features survivors, family members, friends, and health care providers whose lives have been touched by VPDs. Some stories were graciously shared by other organizations. Video stories are typically five minutes (or less) and mostly user-generated.

SBS stories may be submitted in video, audio, or written formats. SBS provides step-by-step guides to [sharing your own story](#), [interviewing someone else](#), and [videotaping](#). Anyone may to share the SBS [promotional flyer](#) with community groups, schools, senior centers, colleagues, friends, and family members. The SBS project team is currently seeking stories and ideas on locating individuals to interview. Many of the stories also are available to organizations to use in their education, training, and awareness efforts. To learn more, contact Amanda.Roth@cdph.ca.gov.

California Immunization Registry News

2009 and now 2010 have been busy years for the immunization registry in California. The nine regional registries have been hard at work recruiting new providers, giving special attention to large VFC providers. Their efforts have resulted in almost 50% of California's kids age 0 - 5 y/o having 2 or more records in the registry. This represents a 17% increase over where we were five years ago.



As practices implement electronic medical records, the regional registries are offering a variety of data exchange options to maintain participation and help providers avoid double data entry. Among the most popular are flat file data exchange sent either from the electronic medical record to the registry or from the registry to the provider.

These choices allow providers to decide how they want to use the registry along with their electronic medical records. For instance, some providers may want to continue to enter data into the registry in order to utilize the inventory function. Around the state we have upwards of one hundred data sharing partners ranging from health plans to large university health systems to the US Air Force.

The HITECH Act, part of ARRA (the stimulus package enacted by congress) offers financial incentives to providers who purchase certified electronic medical records. One criterion for certification will be the ability to exchange immunization data with the immunization registry. On the registry side, we are busy preparing specifications we can make available to vendors seeking to certify their products for sale in California.

As CAIR moves forward, we continue to keep our eye on the ultimate goals of achieving 95% participation in the registry among kids age 0 - 5 y/o and ensuring that any participating provider in California has access to immunization data on kids throughout the state.

The Registry Committee's goal is to assist CIC develop strategies towards achieving and maintaining full immunization protection for all Californians by working with the California Immunization Registry (CAIR). The Registry Committee meets the fourth Tuesday of each month from 11:00 am to 12:00 noon. If you are interested in joining the Registry Committee contact Erika Jenssen at ejenssen@hsd.cccounty.us.

Brief Me on HPV Design Contest

The Immunization Branch is pleased to announce a new campaign - **Brief Me on HPV**, an interactive campaign aimed at increasing awareness and knowledge of HPV among typically hard-to-reach 18-26

year olds. The campaign includes an interactive website www.HPVBrief.org, online radio streaming advertising, and online survey questions.



The centerpiece of the campaign is a contest in which each participant will create a logo and slogan about HPV prevention suitable for printing on tee-shirts. Cash prizes will be awarded to the winning designer and to the individual who recruits the most contestants. All participants are encouraged to promote their designs on Facebook, MySpace, and Twitter.

Campaign partners, including CDPH Sexually-Transmitted Diseases Control (STD) Branch are spreading the word about the campaign to college-based health centers, school nurses, community clinics, and other groups serving young adults in diverse settings. A promotional [postcard](#) is available to share with community groups, colleges, and universities.

Brief Me on HPV continues through September 1, 2010. For more

details, contact Kerdlyn.Henry@cdph.ca.gov. To order postcards in bulk, contact MGutier4@cdph.ca.gov.

Education Hour - Tuesday, July 27, 2010

Save the Date for the next CIC Education Hour which will take place on Tuesday, July 27th from 12-1 pm (Pacific).

The July Education Hour will focus on obtaining and utilizing on-line data resources to assist with understanding and addressing health disparities and health disparities as it relates to impact on immunizations.

This toll free conference call will also highlight and other data sources that can support disparities projects.

Watch your email for registration instructions coming soon or go to <http://immunizeca.org/educationhour.cfm> for more information.



SAVE THE DATE - Thursday, July 22, 2010

The Flu Ends with U: Communication Strategies and Recommendations for the Upcoming Flu Season, featuring, Kristine M. Sheedy, PhD, Associate Director for Communication Science at the Centers for Disease Control and Prevention.

Please join us on Thursday July 22, at 11:00am PST for our latest Webinar. This free on-line webinar will focus on the messages and communication strategies that will be used by the CDC during the upcoming influenza season.

The goal of this call is to assist public health professionals with understanding the importance of communicating a consistent message to the public and the implications of the newly established universal vaccination recommendation. The latter half of the hour will discuss ways to use social media and other easily accessible technologies to reach a broader audience effectively convey important messages.

We look forward to another great call with excellent questions, and a stronger understanding of how we can all work together to stay informed and maximize our resources.

Visit www.immunizeca.org/vicnetwork.cfm to register for the July's Webinar and for more information about our speakers. To be added to



our mailing list, email info@vicnetwork.org and for up to the minute information on events and resources follow us on [Twitter](#) or visit us on [Facebook](#).

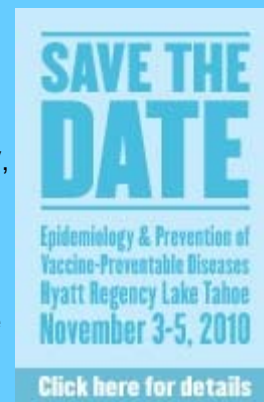
In April, the VIC Network held its first Webinar on *Communicating Good Science Under a Cloud of Doubt*, which featured Paul A.



Offit, MD, Chief of the Division of Infectious Diseases and the Director of the Vaccine Education Center at the Children's Hospital of Philadelphia. If you missed the original presentation a downloadable version is available at www.immunizeca.org/vicnetwork.cfm.

Epi and Prevention of VPD Course at North Lake Tahoe

Seats are limited so register today for the CDC's Epidemiology and Prevention of Vaccine-Preventable Disease Course in Incline Village, NV, November 3-4, 2010. The course, co-sponsored by the Nevada Immunization Coalition and CDPH Public Health Immunization Branch, is a two-day, in-person course and is appropriate for physicians, nurses, and medical staff who prepare and administer vaccines. CE and CEU credits will be available. You must attend both days to receive credits. No partial credit will be available.

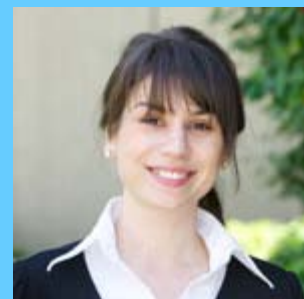


The course will be at the Hyatt Regency, Incline Village, NV with a special rate of \$95/night. Hotel reservations must be made individually and can be made on-line at <http://tinyurl.com/29x47gg> or by calling 800-233-1234.

For information and registration about the VPDC, 2010 visit <http://immunizenevada.com/about-nic/vpd-course/> or contact Rebecca DiZoglio at (510) 620-3739 or Rebecca.dizoglio@cdph.ca.gov.

New Staff

CIC is pleased to introduce our newest CIC staff member, Nicoletta Rousseva. Joining the team only a few days prior to the Summit, Nicoletta hit the ground running and was excited to help out where needed and we are glad many of you got the chance to meet her in person.



Nicoletta will be working primarily on our VIC Network projects (CIC's partnership with [NPHIC](#)), coordinating Webinars, assisting with VIC Network website development and supporting our social media activities on Twitter, Facebook and more.

A recent graduate of UC Davis with a degree in Art History, Nicoletta plans to continue her education in the field of contemporary art and critical theory while pursuing graduate study this Fall.

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 and check the About Us Tab - Committees and Work Groups or go directly to <http://immunizeca.org/committees.cfm>.

✉ **SafeUnsubscribe®**



California Immunization Coalition | 909-12th Street, Suite 200 | Sacramento | CA | 95814