



California Immunization Coalition Vaccine Booster - June 2011

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National Health Observances

www.healthfinder.gov/nho/nho.asp

Vaccinate Your Baby

www.vaccinateyourbaby.org/
www.timeline/index.cfm

New Binational IZ Resource

<http://www.cdc.gov/vaccines/recs/schedules/downloads/child/binational-schedule-pr.pdf>

Find Your Legislative Rep

If you are not sure which legislator represents your district, go to www.leginfo.ca.gov www.leginfo.ca.gov/, click Your Legislature, and input your zip code.

Calendar

CIC Education Hour
July 26, 2011
Teleconference

10th National
Conference on Health
and Immunization
Coalitions (NCIHC)
May 23-25, 2012
New Orleans, LA

CIC's Favs:

www.shotsforschool.org information for schools, parents, and

CIC Summit Highlights

The **2011 California Immunization Coalition Summit - Immunizations - A Lifetime Connection** was held at The California Endowment in downtown Los Angeles on April 18, 2011 and was attended by health care professionals from throughout California. The one day Summit featured speakers, expert panels, workshops and opportunities for discussion with some of the top leaders in immunization and healthcare advocacy in California and beyond.

Dr. Ari Brown of Texas kicked off the meeting with a motivating and dynamic presentation about communicating with parents and the media about vaccinations and Dr. James Cherry of UCLA Medical Center who provided a terrific and thorough presentation about the epidemiology of pertussis and the limitations of vaccines in preventing disease.

Dr. Brown completed her pediatric residency and developmental pediatrics fellowship at Harvard Medical School/Boston Children's Hospital. She practices full-time in Austin, TX. Her passion to educate families about children's health led her to co-author the best-selling "411" parenting book series including *Expecting 411: Clear Answers and Smart Advice for your Pregnancy*, *Baby 411*, and *Toddler 411*.

Dr. Cherry has more than 40 years of experience in research, teaching, and clinical practice in the fields of infectious diseases and epidemiology. His laboratory experience has been in virology, mycoplasma and more recently, molecular microbiology relating to *Bordetella* species. He has carried out significant international studies in Denmark and in Germany. The majority of his present work has related to the epidemiology of *Bordetella pertussis* worldwide and related to this its prevention by new vaccine strategies.

And the Awards Go To...

Summit attendees also had the opportunity to recognize the Immunization Leadership Award Winner and Immunization Champion honored at 2011 Summit in Los Angeles 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 **Mariah Bianchi, RN**.

This year's **Ronald P. Bangasser, MD Immunization Leadership Award** was posthumously awarded to **Stephen E. Osburn, MD**.

Our thanks and congratulations go to



Ari Brown, MD, FAAP,
pediatrician, book author,
child health advocate,
and a mom



James D. Cherry, MD,
MSc, Distinguished
Professor of Pediatrics
at the David Geffen
School of Medicine at
UCLA and Mattel
Children's Hospital
UCLA, Division of
Infectious Diseases

healthcare providers about school immunization requirements in California

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:



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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Mariah Bianchi and the family of Stephen E. Osburn, MD.

The CIC Planning Committee wants to thank all of our great plenary and workshop speakers, coordinators, exhibitors and attendees for bringing such wonderful energy and enthusiasm to the day.

Thanks to all that participated and made this another successful event!

Presentations and Pictures

Please go to our website to download the presentations at <http://www.immunizeca.org/about/cic-summit> . Pictures from the Summit can be viewed on the CIC Facebook page at <http://www.facebook.com/immunizeca>.



Speak Up! 2011 Virtual Immunization Symposium was held on May 5 and attended by health communicators, educators and clinicians from across the United States (and Canada, France, and Nigeria!) featured nationally renowned speakers, advocates, coalition members and communicators.

This Virtual Immunization Symposium program and speakers demonstrated the effective use of new media strategies to amplify the voice of your organization, convey the importance of your message and motivate others to **Speak Up!** for immunizations and public health.

Speakers included Kristine Sheedy, Andy Goodman, Christine Vara, Wendy Sue Swanson, MD, Christene Jennings, Karen Ong, Peter Mitchell, Debbie McCune Davis, Kerry Shearer, Paul Offit, MD, and Seth Mnookin. The Symposium was moderated by Ken August. Please read more about Ken in the article below.

Visit VICNetwork.org in the coming weeks to download the presentations and/or replay the archived Symposium.

Back to School and Vaccines

The San Francisco Immunization Coalition and the San Francisco Department of Public Health will be cosponsoring a 'Back to School with Tdap' Media Event on **August 2** at the San Francisco Department of Public Health.



Speakers will include California State Superintendent of Public Instruction, Tom Torlakson, a family affected by pertussis, a San Francisco Giants player, and others. A mini-clinic will be setup to vaccinate school-aged children. Pertussis public service announcements and Shot by Shot stories will be shown to help bring home the impact the disease has had in California. For more information about the event contact Andrew Resignato: andrew@sfimmunize.org.

Shot by Shot Updates

Spanish preteen Tdap video is up on Shot by Shot. The English version will be available soon.

<http://shotbyspot.org/pertussis/la-historia-de-jonathan-g/>



Measles & IZ Coalitions: Renewed Call to Action

Between 1988 and 1990, California experienced a measles epidemic with 16,400 reported cases, 3,390 hospital admissions, and 75 deaths. One positive outcome of this public health challenge was the birth of many local immunization coalitions.

Fast-forward to 2011. Many of these same immunization coalitions are celebrating their 20th anniversary. Their continued success is due in great part to committed members, innovative campaigns, and a lot of flexibility. While coalitions have much to celebrate they also face new-and renewed-challenges, including the recent measles outbreaks.



In the first 19 weeks of this year, CDC reported 118 measles cases in the U.S., in 23 states. The U.S. usually sees about 50 cases a year! Measles outbreaks are occurring in Europe, including a large outbreak in France, and in Asia and Africa. Measles is highly contagious, and can be deadly. Please remind your patients, colleagues, and friends to "think measles", especially if they're planning to travel this summer. Use these eye-catching flyer from CDPH to remind them: [Measles Travel Flyer - English](#) or [Spanish](#).

Other Measles Resources:

- [Measles Alert Flyer](#) containing information about diagnosing measles.

- [Measles -- United States, January-May, 2011](#) MMWR on Measles.
- CDPH Measles Page:
<http://www.cdph.ca.gov/HealthInfo/discond/Pages/Measles.aspx>.

Pertussis Doesn't Take a Vacation

Disease activity in 2011 is still at relatively increased levels throughout the state. As of May 13th, 1,102 cases have been reported to CDPH. Pertussis doesn't go on summer vacation, so make sure your family is protected. And remember, all 7th through 12th grade students need proof of a Tdap vaccine for school entry this fall. Visit www.ShotsForSchool.org for more information.



SDIC Celebrates 20 Years During NIW/VWA

The San Diego Immunization Coalition (SDIC), one of the longest continually-running immunization coalitions in the nation, celebrated its 20th anniversary and its many successes with a press event and a luncheon.

20 years ago, when SDIC (formerly I-3) was formed, only about half the area's children had the immunizations they needed to protect them against diseases like whooping cough and measles. This coalition, like many, was formed to address low pediatric vaccination rates. Over the years, SDIC has addressed low rates and many other immunization issues.



The gathering was held April 25, during National Immunization Week/Vaccination Week in the Americas. The press event featured representatives from the County Board of Supervisors; the County Health and Human Services Agency; the California Office of Binational Border Health; and a parent of a child exposed to measles during the 2008 outbreak. Nearly a dozen media outlets attended the event.

Following the press event, approximately 120 former and current SDIC partners attended an special luncheon and program. While they dined, guests enjoyed a slide show featuring photos of past events while local musicians played and sang songs written for various immunization campaigns. A variety of speakers championed the coalition. SDIC was presented with a Proclamation from the County Board of Supervisors for their tireless advocacy. A representative from Assemblyman Nathan Fletcher's office praised SDIC for its work and innovations in promoting immunization in the region. In addition, a variety of partners expressed their gratitude to SDIC for its efforts and achievements.

Over the years, SDIC broadened its focus to "Immunizations Across the Lifespan", but the overall mission is the same: to promote vaccinations

and to keep San Diegans healthy. Visit the SDIC webpage at www.sdizcoalition.org.

Mark Sawyer, MD Featured on Season Premiere of 'Health Matters'

Dr. Mark Sawyer, CIC President and medical director of the UCSD San Diego Immunization Partnership, is the guest star on the season premiere of UCSD-TV's "Health Matters". UCSD-TV, a university-based station, offers television programs that are unique in their intent and scope. In the 28-minute program, Dr. Sawyer discusses the safety of childhood vaccines, the impact of the recent pertussis outbreak, and the new school immunization mandate. The show originally aired on May 19; view the archived program at

<http://www.ucsd.tv/search-details.aspx?showID=20834>.



Webinar with the Latest Vaccine News



The Vaccine Education Center (VEC) at The Children's Hospital of Philadelphia, jointly with the Pennsylvania Chapter, American of Pediatrics, have launched a Vaccine Webinar Series for healthcare providers.

The webinar will present topics being addressed by the Advisory Committee on Immunization Practices (ACIP), covered by the media or asked by parents. Specific topics will be available on the registration page approximately one to two weeks before each event. Each presentation will be 40-45 minutes followed by 15-20 minutes of audience questions.

The next webinar is **Wednesday, November 2, 2011 - 9am PT**. The presenter will be Paul Offit, MD, Director, VEC at CHOP. To register online for this free event or to view archived events, go to <http://vaccine.chop.edu/webinars>.

It's Not Too Early To Be Thinking Flu

CDC - Seasonal Influenza (Flu) - Q & A: What's new about the flu vaccine for the 2010-11. Get answers to your frequently asked questions: Who should get the flu vaccine this season? Will my child have to get two shots again this season? What viruses will this season's vaccine protect against? Is there a new type of vaccine available for seniors who are 65 years or older? Where can I get the flu vaccine? and more...



http://www.cdc.gov/flu/protect/vaccine/fluvox_whatnew.html.

Take Your Best Shot

Some of you may remember **New York's "One and Only Campaign"** breakfast presentation at NPHIC's national conference in San Diego last October. We hope you will join us for a **June 9th NPHIC webinar called "Take Your Best Shot!"** which will not only cover the new CME offering, but also update you on brand-new SIPC health education materials both the public and professionals can download, a New York "One and Only Campaign" webpage and the continuing injection safety message outreach of partner-state New York. What does that mean for NPHIC members? As Health Communicators, **you** can play an important role in promoting CDC's "Winnable Battle" against health care-associated infections. You are key to getting the CME word out to doctors, nurses and other health care providers. Go to <http://www.nphic.org> for more information.



Kudos to CIC Members

California State Rural Health Association announces selection of New Executive Director

Steve Barrow, CIC Board member and co-chair of the Advocacy Committee, has been selected to be CSRHA's Executive Director. Steve had served as CSRHA's Policy Director since the fall of 2009. Prior to joining CSRHA he has had nearly 30 years experience working on policy, administrative and organizational development in the non-profit arena in California, with a primary focus on health issues.



Besides his Executive Director position at CSRHA, Steve serves as an appointed member of the Healthcare Workforce Development Council under the California Workforce Investment Board (CalWIB) and Office of Statewide Health Planning and Development (OSHPD), and chairs the Council's Career Pathway Subcommittee. He is also a member of the California Healthcare Workforce Alliance, California Telehealth Network (CTN).

Ken August honored for Lifetime Achievement Award

Ken August, NPHIC Development Director and long-standing CIC and VICNetwork champion, was honored with a Lifetime Achievement Award by the California State Information Officers Council. In honoring Ken, the Council cited his work in media relations, noting that he has managed successful interviews with CNN, PBS News Hour, The Today Show, CBS 60 Minutes and other major media outlets. Ken received the award during a May 24 luncheon. As the California Department of Public Health's Emergency Preparedness/Risk Communications Advisor, August was instrumental in the response to the H1N1 flu pandemic, the 2010 pertussis outbreak and the 2011 radiation scare from Japan's nuclear disaster. August is a long-time NPHIC member and served as President of NPHIC's Executive Board in 2004.



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>.

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