

## California Immunization Coalition Vaccine Booster - March 2010

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### Hot Links

New VFC website features:  
Don't know where to start? Take a video tour of eziz:  
[http://www.eziz.org/video/registration\\_demo.html](http://www.eziz.org/video/registration_demo.html)  
Find a VFC Provider in your area:  
[http://www.eziz.org/pages/vfc\\_locations2.html](http://www.eziz.org/pages/vfc_locations2.html)

The Vaccinate Your Baby project, sponsored by Every Child By Two, launched a new website featuring video answers to FAQs about vaccines and autism. <http://www.vaccinateyourbaby.org>

A new social network on health founded by America's top doctors - <http://www.bewell.com/>

CDC's fun and easy quiz for adolescents and adults to learn about vaccines they may need <http://www.2a.cdc.gov/nip/adultImmSched/>

CDC's Social Media Tools Guidelines & Best Practices for buttons, health e-cards, viral videos, and more. <http://www.cdc.gov/socialmedia/tools/guidelines/>

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.

2010 National Health Observances <http://www.healthfinder.gov/nho/nho.asp>

### CIC's Flu Links Favs:

[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.calpanflu.org](http://www.calpanflu.org) California's site for those interested in giving H1N1 vaccine

[www.VacunasyMiSalud.org](http://www.VacunasyMiSalud.org) for resources in Spanish, including influenza information

Follow us on:



<http://twitter.com/immunizeca>

### Calendar

March 12-14, 2010  
[National Vaccinology Course](#)  
San Diego, CA

April 19-22, 2010  
[National Immunization Conference \(NIC\)](#)  
Atlanta, GA



Preparations are in full swing for the upcoming **California Immunization Coalition Summit: *Preparing For Tomorrow, Taking Action Today*** to be held May 3 & 4 in Sacramento, California.

This year's Summit speakers include **Litjen (LJ) Tan, PhD, Director of Medicine and Public Health at the American Medical Association**, **Tom T. Shimabukuro, MD, Deputy Director H1N1 Vaccine Task Force at the Centers for Disease Control and Prevention (CDC)** and **Lisa Randall, Associate Executive Director, Immunization Action Coalition**.

These national speakers along with other state and national experts will help provide up to the minute news and information about immunizations and preventable diseases. **Register today** to participate in plenary session and workshops discussions with some of the top leaders in immunization and healthcare advocacy in California and beyond.

In addition to providing information on current immunization recommendations, emerging vaccine issues and influenza season preparedness, this year's Summit will also include health policy leaders such as Jean Ross of the California Budget Project, Anthony Wright of Health Access and Jonah Frohlich, Deputy Secretary of Health Information Technology - California Health and Human Services (CHHS) who will provide an important overview of how current and future budget issues in California will impact health care and access to preventive health care services.

### On-line registration is now available at

<http://immunizeca.org/summit.cfm> or download the registration form to register by mail, fax or email at <http://immunizeca.org/summit.cfm>.

**Reserve your hotel accommodations today** - Don't delay! Deadline to receive special Summit rate of \$84 per night is **April 15, 2010**. [Click here](#) to reserve your hotel room on-line.

To learn more about the Summit, please go to [www.immunizeca.org](http://www.immunizeca.org) or contact Sabrina Torres-Royal at [storres@communitycouncil.org](mailto:storres@communitycouncil.org). We look forward to seeing you in Sacramento!

### Education Hour - Tuesday, April 27, 2010

April 2010						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27 Education Hour	28	29	30	

Want to learn practical tips on communicating with the media about immunization? Mike Sicilia, Assistant Deputy Director, Office of Public Affairs, California Department of Public Health will speak at the next CIC Education Hour on **April 27th from 12-1 pm**. To register for this

free Education Hour, please contact Sabrina Torres at [storres@communitycouncil.org](mailto:storres@communitycouncil.org).



April 24-May 1, 2010  
[National Infant Immunization Week \(NIIW\)](#)

May 3-4, 2010  
[CIC Summit 2010 Sacramento, CA](#)

May 26-28, 2010  
[National Conference on Immunization & Health Coalitions \(NCIHC\)](#)  
Chicago, IL

August 17-19, 2010  
[National Conference on Health, Communication, Marketing, and Media](#)  
Atlanta, GA

## 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@communitycouncil.org](mailto:cmartin@communitycouncil.org)

## ARRA Project Updates Virtual Immunization Community Network

With thanks to the hundreds of immunization partners across the country who completed the Immunization Communication Survey sent out in February, the NPHIC/CIC team is preparing to launch our first webinar and other announcements about future trainings.

Based on survey results the project will conduct a series of live webinars led by leading experts that address vaccine safety communication, evidence-based strategies for improving immunization rates, alternative immunization settings and immunization coalition capacity issues including fundraising and membership/partnership development. The webinars will be held before and during the Virtual Immunization Symposium which will be held in the Spring of 2011.

The on-line **Virtual Immunization Symposium** will be the centerpiece of this two-year technical assistance project funded by American Recovery and Reinvestment Act (ARRA) funds and will enable participants from throughout the country to interact and network with one another virtually. A dedicated website will serve as the hub for participants to participate in the learning labs and webinars and will also feature chat rooms and a blog for users to communicate with other participants and speakers.

Watch your e-mail and the CIC website for more details or contact Catherine Flores-Martin at [cmartin@communitycouncil.org](mailto:cmartin@communitycouncil.org) at CIC or Lori Sours [lsours@nphic.org](mailto:lsours@nphic.org) to learn more about this project.

## SAVE THE DATE - Wednesday, April 28, 2010

Save the Date and watch your e-mail next week for announcement on the launch of the first Virtual Immunization Communication (VIC) Network Webinar.

## PKIDs' Communications Made Easy

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. The program uses webinars, one-to-one tech assistance, and an eToolkit loaded with goodies such as templates, how-to videos, and tutorials that take the guesswork out of your communications planning and make your outreach all the more effective. As a bonus, this program includes admittance to a national network that connects groups and increases resource-sharing among participants, allowing all of our budget dollars to stretch a bit further. If you educate others about immunizations, you'll want to check this out.

This PKID's project is also funded by ARRA grant funds in order to support efforts of local health departments and immunization coalitions. The NPHIC/CIC project team is pleased to be working with PKIDs and promote the **Communications Made Easy** program to help build our collective knowledge of social media and how to use these tools to communicate with each other and the communities we serve.

## H1N1 Campaigns



**Stop H1N1. Text to 30644 with the message Noflu & ur Zip code.**

What better way to disseminate the latest news about H1N1 flu vaccine providers than through a strategic text messaging campaign

geared towards young adults and the growing number of communities who regularly text message.

CDPH's statewide texting campaign helped kick-off National Influenza Vaccine week in mid-January and runs through March. Behind the scenes, the Immunization Branch manages the vaccine location database, develops text message responses, and promotes the campaign through outdoor advertising, web banners and the media. Billboards can be seen from the highway and where bus passengers wait for their ride.

The first week of the campaign successfully drove in nearly 1,000 text messages with location inquiries across CA. The Immunization Branch is now working on evaluating its effectiveness with follow-up text messages. The same cell phone users were texted an evaluation message which read "This is the CA Dept of Public Health. Thx for txtng to find how to get your H1N1 vaccine. Did u/family get H1N1 vaccine @ loc txted to u? Reply YES or NO."

Learn more about this campaign:

Press related links: <http://www.cdph.ca.gov/Pages/NR10-003.aspx>

Facebook widget: <http://apps.facebook.com/cafluvaccinations/>



**Make a date to vaccinate.** If you have been driving in a car anywhere in California, chances are you've seen this message! This statewide campaign is currently being

promoted on websites, billboards and public transportation and advertising. The "Make a date to vaccinate" web banner is also available in Chinese, Spanish and Vietnamese.



**It's not too late to vaccinate.**

Related website: [StopH1N1Now.org](http://StopH1N1Now.org)

## Hat Trick for Kern County's Preteen Vaccine Week (PVW) Campaign



Kern County scored big during their 2010 Preteen Vaccine Week (PVW) campaign by promoting preteen vaccines with unique

partners, like the Bakersfield Condors hockey team, local high school campuses, and through partnerships with local media.

Partnering with the Bakersfield Condors Hockey franchise turned out to be a great team effort. At a home game held during PVW, the Condors promoted PVW on the score board and provided space for the Coalition's info booth. The game had more than 6000 fans in attendance! One of their most popular players even posed for "I Choose" posters. In return, the Condors are promoted-and supported-by coalition members.

The Kern campaign also reached out directly to the teens and preteens. Kern County Public Health and National Health Services Inc. have a 3-year grant which includes hosting immunization clinics in four local high schools. During PVW they promoted the campaign on campus and also offered H1N1 shots to students, their families and members of the surrounding communities.

Another successful approach was to partner with local media and advertisers. Coalition members appeared on a morning TV show, an English-language radio program, and on a Punjabi-language radio station.

Thanks to Kern County Department of Public Health, messages in English and Spanish were flash / displayed on five area electronic billboards. Each day, for 28 days, 2,220 messages promoted PVW and H1N1 vaccination - that's more than 310,000 pro immunization messages! In addition, Kern County Public Health Department promoted PVW and advertised available shot clinics in local community newspapers.

For more information about Kern County's PVW 2010 efforts, contact Marilyn Hallman at [hallman@co.kern.ca.us](mailto:hallman@co.kern.ca.us).

## New CIC Leadership and BOD members

### Oliver T. Brooks, MD, Joins CIC Board of Directors

CIC is pleased to welcome Dr. Oliver Brooks of Los Angeles to the CIC Board of Directors.

Dr. Brooks is Chief of the Department of Pediatric and Adolescent Medicine at the Watts Health Care Corporation and Medical Director of the Jordan High School-Based Health Clinic. He is Chairman of the Immunize LA Families Coalition and has been leading this group for nine years and

is a member of the CA State Executive Committee for Immunization Registry.

Among his many civic affiliations, Dr. Brooks serves on the Physician Quality Council and the Physician Advisory Committee for LA Care and is President of the Golden State (CA) Medical Association and the Miller-Lawrence Medical and Dental Society, both affiliated with the National Medical Association.

He has worked closely with the LA County Immunization Program to promote immunization awareness and adoption, recording PSAs that received wide airplay in Southern California. We are extremely grateful that he has made the time to join CIC!

#### **Jeff Goad Elected as CIC Vice-President for 2010-2012**

Jeff Goad, PharmD, MPH 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. He 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.

Dr. Goad is an Associate Professor of Clinical Pharmacy at the University of Southern California School of Pharmacy. He received his Doctor of Pharmacy and Masters of Public Health degrees from the USC Keck School of Medicine. Dr. Goad lectures and writes extensively on the topic of travel health, community acquired infectious diseases, immunization practices, and community pharmacy programs. He also is the APhA Liaison to the CDC Advisory Committee on Immunization Practices and immediate past President of the California Pharmacists Association.

As Vice-President of CIC, Jeff will serve as liaison between the CIC Board of Directors and the CIC Advisory Council.

#### **James McCabe, RPh Elected to CIC Advisory Council**

James McCabe RPh is a long time member of the CIC Emerging Issues Committee (previously serving on the Adolescent Committee) and has helped facilitate monthly committee calls by providing Safeway's toll free conference line to CIC. He has also been a strong supporter of CIC's annual Summit through presentations and promotion.

James McCabe is the Pharmacy Care Manager for Safeway's Norcal Division and is responsible for the implementation and management of clinical programs in 153 pharmacies in Northern Nevada, Northern California and Hawaii.

To learn more about the CIC Advisory Council members go to <http://immunizeca.org/advisorycouncil.cfm>.

#### **California's Loss is Florida's Gain! Board Member Anne Cordon Heads East**

The CIC Board of Directors regretfully announces the departure of Anne Cordon, MPH, CHES, who is moving back "home" to Florida in April. Anne has been the Immunization Registry Manager for the San Diego Immunization Registry (SDIR) since 2003 and has been a CIC Board Member since 2008. Along with her many duties as a registry leader in California, she has also served as Co-Chair of the CIC Registry Committee and has been a key advisor and educator on registry issues throughout the United States. CIC is grateful to Anne for her leadership and guidance and wishes her and her family the very best.

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