

## California Immunization Coalition Vaccine Booster - October 2010

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#### CIC's Flu Links Favs:

[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

[www.vicnetwork.org](http://www.vicnetwork.org) to educate local and national health organizations, coalitions, and public health departments about effective immunization communication strategies.

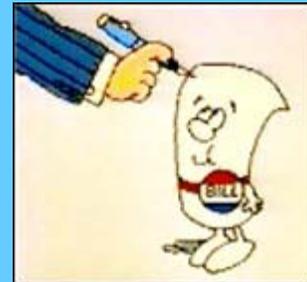
PKIDs' Communications Made Easy program ([www.pkids.org/cme](http://www.pkids.org/cme)) helps immunization educators learn the ropes of social marketing and traditional and social media.

Keep up with us on:



## AB 354 Signed By Governor!

CIC is thrilled to announce that Governor Schwarzenegger signed Assembly Bill No. 354 - Pertussis booster vaccination requirement for adolescents. As you know, this is a major win for the health of children and families in California and will greatly assist public health professionals with preventing future pertussis epidemics.



You can read the [full text here](#) for full information on this bill and over the coming weeks, you will be able to find additional information on implementation of this law on the [CIC website](#) and the [EZIZ website](#). Click here to read the [press release](#) from CIC.

The signing of [Assembly Bill 354](#), authored by Assembly Members [Juan Arambula \(Fresno\)](#) and [Nathan Fletcher \(San Diego\)](#), is an important step in stopping the spread of Pertussis in California. Pertussis has taken the lives of nine California infants in the last nine months, and has sickened over 6,500 in California. AB 354 will provide public health leaders with an essential tool to end the current epidemic and help prevent future outbreaks. CIC wants to acknowledge the Assembly Members and their staff, particularly Joseph Devlin, Legislative Director for Mr. Arambula, for their tireless efforts to get this bill passed and to the Governor's desk.

It took 4 years to make this happen and we are extremely grateful for the work of our Board of Directors, Advisory Council Members and all of the local and regional Coalition leaders and members for keeping the legislation alive.

On behalf of the CIC Board Members and staff, we [thank you all](#) for your support!

Join us for the next CIC Education Hour:  
October 28, 2010 12:00 noon to 1:00 pm  
(PT)

**A Tale of Two Diseases: Frightening the Flu and the Final Nail in the Coughin'**

Learning Objectives

By the end of the Education Hour, participants will be able to:

- Describe the 2010-2011 flu

### Hot Links

[www.cdphfilmfest.org](http://www.cdphfilmfest.org)  
[www.flu.gov/news/nivw.html](http://www.flu.gov/news/nivw.html)



Kudos to San Francisco Department of Public Health for their dynamic, new adult [IMMUNITY campaign!](#)

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

To submit Calendar items, articles or announcements, contact:  
[cmartin@communitycouncil.org](mailto:cmartin@communitycouncil.org)

recommendations, epidemiology and the CA Department of Public Health's flu distribution process and timeline

- Understand the expanded Pertussis recommendations and the CA Department of Public Health's support in implementing AB 354
- List three educational resources addressing the flu and Pertussis



You will have an opportunity to ask your questions on the call as well as submit your questions in advance during the registration process.

Register now by sending an email to [storres@communitycouncil.org](mailto:storres@communitycouncil.org).

## Call for Abstracts: 45th National Immunization Conference

Online submission at [www.cdc.gov/vaccines/events/nic](http://www.cdc.gov/vaccines/events/nic)

Questions? Visit the Conference Web site at [www.cdc.gov/vaccines/events/nic](http://www.cdc.gov/vaccines/events/nic) or contact the Conference Planning Team at [nipnic@cdc.gov](mailto:nipnic@cdc.gov) or 404-639-8225.



Submission Deadline: Friday, December 3, 2010

## Immunization Coalition Spotlight: Immunize LA Families

The IMMUNIZE LA FAMILIES (IZLAF) Coalition is funded by the CDC under the Racial and Ethnic Approaches to Community Health across the US Initiative -- REACH US. IZLAF is administered by LA



BioMed/South LA Health Projects (SLAHP). Immunize LA Families is making inroads towards increasing flu immunization coverage among African American and Latino adults in South LA.



Active implementation of an "I Choose" campaign, resulted in a 20% increase in self-reported flu immunization at participating sites in the 2009-2010 flu season, in contrast to a decrease in flu coverage at the control sites. "I Choose" Posters are displayed at community centers, clinics, and WIC centers, and include colorful photos and testimonials of local politicians, health care providers, WIC staff, and community members. New partnerships between

community centers, the LA County DPH Immunization Program and St. Francis Medical Center are improving residents' access to immunization

services.

Education, tracking and referral of prenatal/postpartum women at LA BioMed/South LA Health Projects WIC sites has resulted in improvement from 9% of clients reporting receipt of flu immunization in 2008 - 2009, to 24% during the 2009-2010 flu season.



The Immunize LA Families Coalition also works closely with other REACH US projects to improve adult immunization coverage in underserved communities throughout the US, in cooperation with the National REACH Coalition, the CDC, and the Office of Minority Health.

For further information, please contact: Akisha White, Project Coordinator at: [awhite@slahp.org](mailto:awhite@slahp.org).

## Vaccine Safety Fact Sheets

CIC has received great feedback on these Vaccine Safety - 10 Facts for Parents (in English and Spanish) and talking points for physicians and other providers and a new piece created especially for Medical Assistants who are such an important part of the parent-provider discussion on immunizations.

Please share these terrific resources with your local healthcare providers, medical assistants, clinics, school nurses, childcare providers and parent groups.

- **New!** For medical assistants: [Vaccine Safety 10 Facts for MAs](#) also in [Spanish](#)
- For physicians: [Talking with Parents About Vaccine Safety](#) and [Responding to Parents' Top 10 Concerns](#) and [Alternative Schedules: Helping Parents Separate Fact from Fear](#)
- For patients: [Vaccine Safety: 10 Facts for Parents](#) also in [Spanish](#)



All fact sheets are downloadable from [EZIZ.org](http://EZIZ.org). Hard copies for patients and physicians may also be available in limited quantities from [your local health department](#).

## NPHIC Conference - The Power of 20

The California Immunization Coalition was pleased to be able to attend the 20th Annual Conference of the National Public Health Information Coalition (NPHIC) held in San Diego, CA on October 10-13. CIC was also pleased to be able to accept a Gold and Bronze medal on behalf of the Contra Costa Health Services Agency and the CIC for two award winning websites, [Shot by Shot](#) and [Vacunas y Mi Salud](#).

### GOLD MEDAL

Contra Costa Health Services and the California Immunization Coalition  
Amanda Roth, John Reichel and Tammy Pilisuk  
["Shot by Shot: Stories of Vaccine-Preventable Diseases"](#)



### BRONZE MEDAL

Contra Costa Health Services and the California Immunization Coalition  
Rebeca Montealegre Boyte  
["VacunasyMiSalud.org"](#)



CIC works with NPHIC and their terrific team of public health communicators on the VIC Network project and was pleased to share information and resources with attendees at a Round Table and other events at this year's conference.

## ShotByShot.org - Join the Effort!

[Shot by Shot: Stories of Vaccine-Preventable Diseases](#) is growing by leaps and bounds - both in stories and how people are using them! Many of us work in the immunizations because we personally know the devastating impact of vaccine-preventable diseases. If you have a personal story to tell, please consider sharing it. [Shot by Shot storytelling kits](#) make it easy. You may be surprised what a big impact your story will have. You also can use Shot by Shot stories in your outreach efforts. Start a meeting with a Shot by Shot video, or incorporate Shot by Shot stories into your website. Contact Amanda Roth for more information at [amanda.roth@cdph.ca.gov](mailto:amanda.roth@cdph.ca.gov).



## New Cal-OSHA Reg Protects Employees from ATDs

Effective September 1, employers in high-risk settings must protect employees with occupational exposure to aerosol transmissible diseases (ATD), such as influenza, Varicella and pertussis, among others.



Under the Cal-OSHA Aerosolized Transmittable Disease regulation (Title 8, Section 5199), employers must provide "personal protective equipment, respirators, training and medical services, at no cost to the employee" who may be exposed at work to ATDs. The regulation includes the provision of vaccines. For example, if an employee has not previously been vaccinated the employer must provide Tdap, MMR (two

doses), Varicella (two doses), and annual influenza vaccine.

Employers also must develop written infection control policies, maintain certain records and forms, and provide annual training and equipment to employees with occupational exposure. Employers include hospitals, skilled nursing facilities, medical offices, laboratories, emergency medical services, correctional facilities, homeless shelters and drug treatment programs.

View the regulation at <http://www.dir.ca.gov/title8/5199.html>.

## Immunization and Tuberculosis Seminar January 2011

January 24, 2011 - 8am - 12noon or 1pm - 5pm

January 25, 2011 - 8:30am - 12:30pm

Immunization Update:

New Immunization Topics

Sandra Jo Hammer, PHN, MSN, MPH

State Nurse Consultant, Immunization Branch,

California Department of Health Services

Tuberculosis Update:

TB Screening & LTBI Treatment

Louise McNitt, MD

Tuberculosis Control Program

San Bernardino County Department

of Public Health



FREE CEUs will be offered.

For more information or to register, call Maricela Hernandez at 1-800-722-4794 or (909) 383-3038 or email [MaHernandez@dph.sbcounty.gov](mailto:MaHernandez@dph.sbcounty.gov).

## Preteen Vaccine Week

Preteen Vaccine Week (PVW) is scheduled for February 13-19, 2011. Planning calls begin in October 2010. Contact Rebeca Boyte at [Rebeca.Boyte@cdph.ca.gov](mailto:Rebeca.Boyte@cdph.ca.gov) or Suzi Bouveron at [Suzi.Bouveron@cdph.ca.gov](mailto:Suzi.Bouveron@cdph.ca.gov) for more information.



This year's campaign will be even more exciting now that we will be promoting the pertussis mandate along with other recommended adolescent immunizations. Please join us on the call!

## Get Your Teens Vaccinated

The grassroots initiative, *Vacune a Sus Hijos Adolescentes (Get Your Teens Vaccinated)*, kicked off with a successful rally that not only generated widespread awareness via



news coverage among top-tier Spanish and English media, but also mobilized a coalition of over 20 community stakeholder groups and engaged City of Los Angeles leadership to support the campaign.

The campaign was picked up by La Opinion, WebMD, Los Angeles Times and CBS Evening News with Katie Couric even had a feature! Initial audience was more than 104 million.

*Vacune a Sus Hijos Adolescentes* provides Spanish-language educational materials tailored for the specific audience in Los Angeles County, localized bus shelter signage, billboard announcements, special immunization community awareness events, and a radio public service campaign.

Additionally, the initiative will execute local "on-the-street" outreach activities such as the use of "Promotoras," who will span across the city's Hispanic communities to speak directly to parents and neighborhood institutions (e.g., schools, churches), creating a deeper awareness about *Vacune a Sus Hijos Adolescentes*.

All activities will direct residents to a public health website (in Spanish) where they can input their ZIP code to find a nearby VFC provider. Press release can be accessed at: <http://www.prnewswire.com/news-releases/new-latino-adolescent-immunization-initiative-in-los-angeles-tackles-low-vaccination-rates-for-whooping-cough-meningitis-103646694.html>.

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## Strong Partnerships between Immunization Registries and Health Plans Offer Many Benefits for Providers

The California Immunization Registry CAIR in the Los Angeles-Orange region has been partnering with Health Net successfully since 2005, to increase private provider participation in the immunization registry. To date, over 120 private Health Net providers have joined CAIR Los Angeles-Orange Region.



Other health plans can also establish a successful partnership with their local immunization registry. Here are some tips to creating this win/win partnership:

- Be patient, it takes time and energy to find a perfect fit
- Involve the health plan associate in all CAIR planning and implementation activities
- If possible, provide office space in the CAIR office for the health plan associate. This promotes teamwork.
- Share all CAIR materials with the health plan associate to be used for recruitment and retention.
- Make use of the partnership to access health plan's various departments to help promote CAIR to providers. Accessing different departments can widen your recruitment strategies.

Below lists some benefits to CAIR and their participating health plans:

- Leverage health plan's relationship with private providers to easily

educate and recruit providers

- Conduct data imports from health plan into CAIR to increase the number of new/up-to-date records
- Assess changes in coverage, missed opportunity, over-immunization rates, increase data completeness, and other immunization indicators to increase quality improvement

For more information about Health Net partnership with CAIR Los Angeles-Orange Region, please contact Shekinah Wright at [Shekinah.A.Wright@healthnet.com](mailto:Shekinah.A.Wright@healthnet.com).

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## Join A CIC Committee

Whatever 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 CIC and one of our Committees today. Most Committees meet via toll-free conference calls once a month. Visit our website for more information [www.immunizeca.org](http://www.immunizeca.org) and check the About Us Tab - Committees and Work Groups or go directly to <http://immunizeca.org/committees.cfm>.

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