



## California Immunization Coalition Vaccine Booster - October 2011

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### Hot Links

<http://whyichoose.wordpress.com/>

A blog about vaccinations and vaccine-preventable diseases with the i Choose campaign.

### Calendar

**CIC Ed Hour**

**October 25, 2011 - 12noon PT  
Teleconference**

**American Public Health  
Association's Annual Convention**

**October 29- Nov 2, 2011  
Washington DC**

**Epidemiology and Prevention of  
Vaccine-Preventable Diseases**

**Annual Conference  
November 2-4, 2011**

### Mumps, Pertussis and Measles - What next?

As of Thursday, October 06, 2011 there have been at least 20 suspected and confirmed cases of **mumps** at the University of California Berkeley campus and additional cases are expected. For information on mumps including an overview of the disease, investigation quick sheet and case report forms (among many other resources) go to

<http://www.cdph.ca.gov/HealthInfo/discond/Pages/Mumps.aspx>.



**Pertussis** disease activity level continues to be high in California and it is at relatively increased levels throughout the State. At least 2,462 cases have been reported as of September 2011 and the California Immunization Coalition joins the California Department of Public Health in encouraging providers to be vigilant in vaccinating adolescents, new parents and grandparents to help reduce opportunities for disease transmission in the community and in particular to vulnerable infants too young to be fully protected by immunization.

In September, the CDPH reported 28 cases of **measles** which is the highest number seen since 2001, when 40 people in California were reported to have measles. These numbers are particularly concerning since a number of countries in Europe, Asia and Africa are currently seeing widespread outbreaks of the disease. For more information on case identification, reporting forms, posters and other resources go to the CDPH website

<http://www.cdph.ca.gov/HealthInfo/discond/Pages/Measles.aspx>.

CIC will continue to provide updates via Twitter and Facebook along with information through our website, Vaccine Booster and Mini updates.

### Influenza Report: Early Fall 2011

2011-2012 flu vaccine season has begun! The 2011-2012 flu vaccine will protect against the three influenza viruses that research indicates will be most common

## Reno, Nevada

### **10<sup>th</sup> National Conference on Health and Immunization Coalitions (NCIHC)**

**May 23-25, 2012  
New Orleans, LA**

### **CIC's Favs:**

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

[www.shotbyshot.org](http://www.shotbyshot.org) share your story!

[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:**

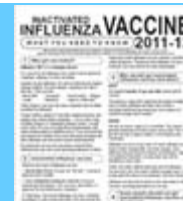


### **Our Mission**

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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during the season: influenza A (H1N1) virus, influenza A (H3N2) virus, and an influenza B virus. Although this season's vaccine contains the same three strains as last year's, experts recommend annual influenza vaccination for everyone 6 months and older.

The vaccine for this season is plentiful and there's no reason to wait to vaccinate.

With the shift to universal recommendations for influenza vaccination and the fact that this year's vaccine contains the same virus strains as last year, the community may continue to have questions, concerns and misconceptions about getting a flu shot. It is imperative that we as health professionals and health communicators be knowledgeable about current recommendations and resources.

For more information on influenza, including current recommendations on vaccination, treatment, preventive measures, etc, the following resources for providers and the public are available:

#### **2011-2012 Flu Vaccine Products Flier:**

<http://eziz.org/assets/docs/IMM-859.pdf>.

#### **2011-2012 LAIV VIS:**

<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flulive.pdf>.

#### **2011-2012 TIV VIS:**

<http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-flu.pdf>.

**CDC's Flu Page:** <http://www.cdc.gov/flu/>.

#### **CA Department of Public Health:**

[http://www.cdph.ca.gov/HealthInfo/discond/Pages/Influenza\(Flu\).aspx](http://www.cdph.ca.gov/HealthInfo/discond/Pages/Influenza(Flu).aspx).

## **Oct 25 Education Hour: Stories in Action: How to Leverage the Power of Making Issues Personal**

CIC's October 25th Education Hour will focus on how your organization can make a greater impact with minimal investment of time and money by using personal stories from the [Shot by Shot story gallery](#). Learn how organizations across the country are successfully doing this!

Christine Vara, the Editor and lead contributor to Every Child By Two's blog, Facebook page, and Twitter account will talk about effectively using personal stories in social

media. Andrew Resignato, the Director of the San Francisco Immunization Coalition, will share a variety of creative ways that their local program has successfully used Shot By Shot to reach their community. Amanda Roth, MPH, Project Manager for Shot By Shot, will



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

bring you up to date on the breadth of the Shot by Shot resource available to you.

In just over a year, the [Shot by Shot website](#) has become an award-winning, nationally known collection of videos stories and PSA's which have helped state and local programs, coalitions, and providers to get out the message that immunizations are critical because the threat of dangerous diseases is still very real.

Send an email to [sabrina@immunizeca.org](mailto:sabrina@immunizeca.org) to register today.

## Tdap Law Successful Due to Teamwork!

Congratulations and thanks to the many organizations and partners who helped implement this year's new school immunization law. While kindergartens are familiar with school immunization laws, the Tdap mandate was a new hurdle for many junior and senior high schools. In addition, the sheer number of students affected by the law--approximately 3 million--was enormous. Despite the apparent challenges, school nurses and administrators, private and public health professionals, local PTAs, chain pharmacies, and many other organizations worked closely together. The final numbers are not available yet because some schools are still collecting students' documentation, however, anecdotal reports suggest that the new immunization law roll-out was a resounding success!



We can't stop here, however. Pertussis continues to be widespread in California. If you're a provider, protect your unimmunized patients by giving them Tdap. If you're a parent, make sure you and your children are up-to-date with all immunizations. And remember next year, all 7th graders will need to provide proof of a pertussis vaccine booster. Visit [ShotsForSchool.org](http://ShotsForSchool.org) for additional information.

## The Importance of Vaccines - on Nonstop News LA

Below is a link to an interview by one of our CIC Board Members, Dr. Oliver Brooks. Associate Medical Director Dr. Oliver T. Brooks joins Colleen Williams on Nonstop News LA to explain the importance of vaccines.



<http://www.nbclosangeles.com/video/#!/on-air/as-seen-on/The-Importance-of-Vaccines/131119903>.

## Preteen Vaccine Week Planning Underway



It's that time again. Preteen Vaccine Week will be celebrated **February 12-18, 2012**. Our first statewide planning call for Preteen Vaccine Week 2012 was held September 28. The toll-free planning calls will be held monthly with the next call scheduled for Wednesday, October 26, 2011 at 11am. If you would like to participate, please contact Rebeca Boyte at [Rebeca.Boyte@cdph.ca.gov](mailto:Rebeca.Boyte@cdph.ca.gov).

### Calling All California Local Coalitions!

On August 23 the CIC Communications Committee hosted CA Local Coalition Leadership conference call. The goals of the call were to provide updates on local programs, activities and best practices, identify optimal mechanisms for disseminating immunization news, information and resources, and to discuss strategies for addressing local coalition's present and future challenges. Represented on the call were coalitions in Los Angeles, San Diego, Riverside, Orange County, San Francisco, Merced, Monterey, Contra Costa County, and Amador County, among others.



The discussion touched on the shared needs of the coalitions, including connecting with other IZ coordinators/coalitions, sharing resources (information, speakers, sharing best practices, community outreach, health disparities (e.g. reaching AA population), community communication strategies, funding challenges, and staffing. Two of the representatives on the call expressed interest in starting new coalitions in their areas.

The information shared was beneficial to all and the next conference call is scheduled for **November 29, 2011**. If you are interested in becoming more involved or have any questions contact us here at CIC. For a list of local coalitions, on our web site go to **RESOURCES---IMMUNIZATION ORGANIZATIONS AND WEBSITES**.

### What's New With The Flu? Recap!



Thank you to everyone who attended the **VICNetwork's** recent webinar **What's New With the Flu** featuring **Litjen (L.J.) Tan, M.S., PhD., Director, Medicine and Public Health, American Medical Association, Co-Chair National Influenza Vaccine Summit**. Dr. Tan packed the hour program with information including, how the United States did with influenza vaccination in 2011, vaccination rates for pregnant women and health care personnel, use of complementary immunization sites and the importance of workplace immunization programs.

If you were unable to attend the webinar or would like share the information with a friend or colleague please visit the **VICNetwork website** where an archived version of the webinar is now available.

The VICNetwork would like to hear from you. If you have any comments, feedback or suggestions for how to make the **VICNetwork** webinars even better, please let them know by sending an email to [info@vicnetwork.org](mailto:info@vicnetwork.org).

## American Academy of Pediatrics Statement on HPV Vaccine



In response to erroneous statements made within and following a recent presidential campaign debate, the American Academy of Pediatrics issued the following statement:

By: O Marion Burton, MD, FAAP, president, American Academy of Pediatrics

"The American Academy of Pediatrics would like to correct false statements made in the (Sept 22, 2011) Republican presidential campaign that HPV vaccine is dangerous and can cause mental retardation. There is absolutely no scientific validity to this statement. Since the vaccine has been introduced, more than 35 million doses have been administered, and it has an excellent safety record.

"The American Academy of Pediatrics, the Centers for Disease Control and Prevention, and the American Academy of Family Physicians all recommend that girls receive HPV vaccine around age 11 or 12. That's because this is the age at which the vaccine produces the best immune response in the body, and because it's important to protect girls well before the onset of sexual activity. In the U.S., about 6 million people, including teens, become infected with HPV each year, and 4,000 women die from cervical cancer. This is a life-saving vaccine that can protect girls from cervical cancer."

## Medical Assistants Recognition Week

October 17-21, 2011

is

**Medical Assistants Recognition Week.**

*MAs are the heart of health care.*

*CIC thanks and acknowledges the MAs who help keep Californians healthy and up-to-date on their immunizations!*



## Steps for a Successful School Year



State Superintendent of Public Instruction Tom Torlakson offers the

following back-to-school tips:

1. **Get your shots.** Seventh through twelve graders must get their pertussis shots, and must show proof of immunization to attend public and private schools this fall. For more information, please visit <http://www.cde.ca.gov/225509>.
2. **Get your sleep.** Doctors recommend children in the first through fifth grades get as much as 10 to 11 hours of sleep each night. Lack of sleep can affect a child's ability to learn and may affect their immune systems.
3. **Have a healthy breakfast.** Hungry children do not learn as well as well-nourished ones.
4. **Stay active.** Keep children physically active with bike rides, basketball, and walkathons.
5. **Avoid school absences.** Chronic absences are an early predictor of students dropping out of school that could affect their academic and career success.
6. **Read!** Reading to children calms them at bedtime and exposes them to language, sounds, new ideas, and the love of reading.
7. **Get to know your child's teacher.** This will help create a good line of communication to help avoid conflicts and misunderstandings about your child's education.
8. **Lend a hand.** Volunteer your time, raise money through booster clubs, and donate supplies to your local school.
9. **Drink plenty of water.** Many students have already started training for the high school sports season. With temperatures still in the 90s, everyone needs to watch out for heat exhaustion.
10. **Spend quality time with your kids.** This helps in your children's development and happiness, and helps reduce your own stress.

--California Department of Education

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## National Conference of Immunization and Health Coalitions 2012 (NCIHC)



Louisiana's Shots for Tots Coalition, Inc. will host the 10th National Conference of Immunization and Health Coalitions, "Jazzing Up Partnerships the Big Easy Way." To be held at the J.W. Marriott Hotel New Orleans on May 23-25, 2012, the conference is designed to provide educational and networking opportunities for members of health coalitions and the public health community.

NCIHC 2012 will showcase successful ways in which health coalitions can strengthen their effectiveness in improving immunization protection, preventing disease, improving access to care and health outcomes for underserved populations, reducing racial, ethnic, and geographic health disparities, educating new populations, and building community health infrastructures. For more information, please go to .

A Call for Abstracts will be issued **October 3, 2011** and coalitions are encouraged to submit abstracts showcasing successful programs and interventions. <http://www.shotsfortots.com/html/10thNCIHC.html>.

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## Central Valley Immunization Coalition



The Central Valley Immunization Coalition (CVIC) is a community partnership working to increase the immunization rates of children and adults in Fresno, Madera, Kings and Tulare Counties. It operates thanks to the many volunteers who make up its membership, and is independent of government funding. Board members are voted in, and elections are held every two years.

The Coalition was established in 1997 in Fresno to address the county's low pediatric immunization rates (48.9% for 2 year olds). In 1999 Madera County joined the effort and the name of the coalition changed to The Childhood Immunization Coalition of Fresno-Madera Counties. In 2010 Kings and Tulare County join the coalition and the name changed to reflect the four counties. The Central Valley Immunization Coalition mission has changed to protect the health of the people of the Central Valley by ensuring that every child and adult is fully immunized against vaccine preventable diseases.

CVIC promotes immunization observances, such as PVW, NIIW/TIM, and National Immunization Month in August. The Coalition also hosts special physician programs, and provides educational programs and seminars for providers and their staff.

None of this could be possible without the hard work and dedication of our volunteers. More information, visit CVIC's website at [www.centralvalleyiz.org](http://www.centralvalleyiz.org).

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## Adolescent Health Literacy Project

Health Net in partnership with UCLA School of Public Health have produced some resources as part of their adolescent health literacy project. The main goal of the project is to get teens engaged in learning and talking about health care so that they can access preventive health care services including immunization.

The video below is a 3rd video of their "Club" mini series that was created by teens for teens. This video talks about the importance of Tdap and Meningococcal shots.



<http://www.youtube.com/watch?v=7BdMOtC4Bjs>

The next video is on the Whooping Cough Song.

<http://www.youtube.com/watch?v=WliBj-mlmoY>

For more information about this project, you can contact Hoa Su at [Hoa.C.Su@healthnet.com](mailto:Hoa.C.Su@healthnet.com).



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## 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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