

California Immunization Coalition Vaccine Booster - October 2013

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Hot Links

- [Flu Kick Off - Fox News](#)
- [KQED PBE Forum](#)
- [Affordable Care Act](#)

Calendar

- Tuesday, October 22, 2013
CIC Education Hour
- October 28-30, 2013 - Nevada
Nevada Health Conference
- Wednesday, October 30, 2013
CIC Coalition Call
- December 1-7, 2013
Nat'l Influenza Vaccination
Week

CIC's Favs:

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

Thank You Vaccines!



The California Immunization Coalition is pleased to announce an upcoming influenza vaccination promotion campaign in collaboration with the Anthem BlueCross Foundation - Thank You Vaccines!

The campaign aims to highlight the important benefits of vaccination and the fact that staying healthy and flu free, enables older adults (65+) to enjoy an active life with family and friends.

Campaign will be concentrated in Los Angeles and San Diego Counties via billboards, bus shelter ads-and bus tail ads along with radio spots. Posters that will complement the ads featuring seniors enjoying an active lifestyle- are also being created that can be used in health departments, community centers, senior centers and other venues that serve older adults.

A press release and more information about the campaign will be sent out in late October when the media campaign is launched.

8 Tips for Keeping 2013-2014 Flu Season Messages - Easy

- Messaging is easy: Everyone 6 months and older should get immunized.
- Finding a local clinic is easy: <http://flushot.healthmap.org/>
- Knowing when to start is easy: Providers should start giving vaccine as soon as they receive it.
- Keeping track of this season's products is easy: <http://eziz.org/assets/docs/IMM-859.pdf>
- Encouraging HCWs is easy: Everyone 6 months and older should get immunized-including health care workers.
- Vaccinating kids is easy: the pediatric algorithm hasn't changed since last year. <http://www.immunize.org/catg.d/p3093.pdf>
- Choosing between formulations is easy: CDC does not recommend



Tammy's Influenza Story on shotbyshot.org

providers about school immunization requirements in California

www.shotbyshot.org share your story!

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

<http://mybestshot.org>
A site designed with teens in mind!

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.

Contact Us

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To submit Calendar items, articles or announcements, contact:

one flu vaccine over the other. The important thing is to get vaccinated every year.

- Finding more info is easy: <http://www.flu.gov/>

Older Adults and High-Risk Patients Need Pneumococcal Vaccine

Pneumococcal vaccination rates among adults are too low. Only 6 in 10 older adults get this vaccine and the rate drops to just 20% for high-risk younger adults. Pneumococcal bacterial infections can be serious, even deadly to those at risk. Do your patients need this vaccine?



Who should get pneumococcal polysaccharide vaccine (PPSV23)?

The [CDC](http://www.cdc.gov) recommends PPSV23 vaccine for persons:

- Aged 65 years or older, or
- With underlying conditions:
 - chronic illness e.g., lung, heart, liver or kidney disease; asthma; diabetes; or alcoholism
 - cigarette use

Who should get pneumococcal conjugate vaccine (PCV13) and then PPSV23?

- Persons who:
 - are immunocompromised; e.g., have HIV/AIDS, cancer, damaged/absent spleen
 - have cochlear implants or cerebrospinal fluid leaks

Protect Your Patients!

1. Recommend and offer pneumococcal vaccine to patients who haven't had it when they come in for a flu shot
2. Provide handouts, like this [NFID fact sheet on pneumococcal disease](#), to your patients

Inform your medical team with [pneumococcal vaccine talking points](#) and the [adult vaccination toolkit](#).



A Pneumococcal Disease Story on shotbyshot.org
(Courtesy of PKIDs)

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Donate



Governor Brown Signs SB 493

(Information provided by the California Pharmacists Association)

On October 1, 2013, California Governor Jerry Brown signed SB 493, the pharmacist provider status legislation. The legislation authored by State Senator Dr. Ed Hernandez and supported overwhelmingly by pharmacists in California expands the ability of pharmacists to collaborate with other members of the health care team. These expanded roles will result in greater patient access to care and will improve the quality and efficiency of the healthcare delivery system.



"We appreciate the Governor's signature on this landmark legislation," stated Jon Roth, CEO of the California Pharmacists Association. "With the implementation of the Affordable Care Act at a time when the number of primary care physicians continues to shrink, we believe this legislation will help ensure that the millions of new patients receiving insurance will be able to access health care services through their local pharmacist."

SB 493 received bipartisan support from both the California Senate and Assembly and will go into effect January 1, 2014.

[Read more here](#)

About the California Pharmacist Association (CPhA)

The California Pharmacists Association represents pharmacy professionals from all practice settings whose mission is to promote, expand and defend the profession of pharmacy and the role of pharmacists in California.

Vaccines on the Go: What You Should Know

The Vaccine Education Center (VEC) at The Children's Hospital of Philadelphia has released a new resource, a mobile app for iPhones called **Vaccines on the Go: What You Should Know**. This app will provide parents with



vaccine information whenever they need it. Some of the resources include: graphics depicting disease characteristics, such as levels of contagiousness and typical disease timelines, reasons to get each vaccine and known rates of side effects, games to familiarize yourself with vaccine terminology, and opportunities to save questions until your next visit or email the VEC for answers.

Available as a free download at vaccine.chop.edu/mobileapp.

Coalition Call on Advocacy Strategies

Coalition leaders and other public health advocates are invited to join us on Wednesday, October 30, 2013 at 12 noon PT for a special webinar that will feature Amy Pisani, Executive Director of Every Child By Two, who will provide updates on recent state and national policies that affect immunizations and share her perspectives on the importance of your voice and participation in legislative and media advocacy efforts on a state and local level. Be sure to check out Every Child By Two website at www.ECBT.org.



Amy Pisani

[REGISTER NOW](#)

Exemptions to Required Immunizations Based on Personal Beliefs: Changes Coming in 2014

Starting in 2014, a new California law will modify the process for obtaining exemptions to student immunizations based on personal beliefs. Assembly Bill (AB) 2109 requires documentation that health care practitioners have informed parents about vaccines and diseases.



The [text of the new law](#).

The [Governor's Signing Message](#).

Additional information will be posted on www.ShotsForSchool.org as it becomes available.

Kindergarten and 7th Grade Immunization Assessments

Kindergarten and 7th grade immunization assessments are due soon. These annual reports completed by schools provide information on the immunization status of children in California. The kindergarten reports are due October 15, 2013. The 7th grade reports are due November 1, 2013. For more information and instructions on how to submit a report, go to www.shotsforschool.org. Results from previous years for child care, Kindergarten, and 7th grade can be found at <http://www.cdph.ca.gov/programs/immunize/Pages/ImmunizationLevels.aspx>.



Preteens talk about whooping cough and the 7th grade Tdap requirement on shotbyshot.org. (Courtesy of the California Department of Public Health)

Pertussis Update: Where are We and Where Are We Going?

The next Education Hour will be held on Tuesday, October 22, 2013 from 12:00 to 1:00 pm PT and will feature Kathleen Winter, Epidemiologist with the California Department of Public Health and Andrew Resignato, Director of the San Francisco Immunization Coalition.



Ellie's Pertussis Story on shotbyshot.org

Learning objectives:

1. Learn about the current epidemiology and trends regarding pertussis in CA.
2. Find out which strategies are the most effective in preventing disease and protecting infants.
3. Learn about what experts see as a way to control the disease in the future.
4. Learn what resources are available to conduct outreach and education to key populations.

[REGISTER NOW](#)



We are pleased to announce that CIC will be continuing our partnership with the National Public Health Information Coalition (NPHIC) through 2014 and you can look forward to more great VICNetwork Webinars coming soon. For those of you that may have missed any of our past webinars, they are available to listen to and/or download from the vicnetwork.org website under



[Judith's Story](#)

This is a beautifully written story about polio from the perspective of a 6-year-old girl who was placed in an iron lung, paralyzed from the neck down. If you even wanted to know what it was like to have polio, this is the story to read.

[Rebecca's Story](#)

Rebecca caught chickenpox as an adult when she was spending a summer abroad in Mexico. In her isolation in a foreign country, I don't think she had any idea how bad it got.

Voices for Vaccines Parents Speaking Up for Immunizations

Voices for Vaccines (VFV) is a parent-driven organization supported by scientists, doctors, and public health officials that provides parents clear, science-based information about vaccines and vaccine-preventable disease, as well as an opportunity to join the national discussion about the importance of on-time vaccination. Find out more at <http://www.voicesforvaccines.org/>.



MMWR Influenza Immunization Updates

Several important recommendations regarding influenza and pneumococcal vaccination from the CDC's Morbidity and Mortality Weekly Report (MMWR) in September 2013:

September 20, 2013 / Vol. 62 / No. RR--7 / Pg. 1 - 43

[Prevention and Control of Seasonal Influenza with Vaccines: Recommendations of the Advisory Committee on Immunization Practices - United States, 2013-2014](#)

September 27, 2013 / Vol. 62 / No. 38 /

[Influenza Vaccination Coverage Among Health-Care Personnel - United States, 2012-13 Influenza Season](#)

[Influenza Vaccination Coverage Among Pregnant Women - United States, 2012-13 Influenza Season](#)

CIC Welcomes Your Donation

CIC provides many valuable benefits to many types of partners. And we do it with a small but mighty staff, an army of amazing volunteers, and a tiny budget. With your tax deductible donation we can do much more to

promote immunizations, educate our policymakers and share information with our stakeholders. You can make a difference. Thank you, as always, for your ongoing support.



<http://www.immunizeca.org/donate>

