



California Immunization Coalition Vaccine Booster - January 2014

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CIC New President Message

Happy 2014!



As incoming President of the California Immunization Coalition I want to thank you all for your work to keep our communities in California healthy and I invite you to consider representing your organization or community by becoming more involved with the Coalition this year. We have committees of volunteers that work on issues around Advocacy,

Communication, Registry, Emerging Issues and Education. These committees meet once a month via teleconference, and are happy to welcome new members. We would also be delighted to meet you in person at our annual Summit, on May 4-5 in Sacramento (see article below for more details).

With the new year, we have had some changes here on the California Immunization Coalition Board. Our new slate of officers includes myself as Board President, Dr. Oliver Brooks of Los Angeles is now our Vice President and Kris Calvin is our Treasurer. We are also welcoming new Board members, Dr. James McCabe and Monica Blanco-Ethridge; we are excited to have new perspectives and energy. I want to thank our immediate Past President, Dr. Jeff Goad for his leadership, creativity and vision over the past two years, and our past Treasurer, Steve Barrow, for all of his hard work on behalf of CIC. They will both continue on the CIC Board - lucky us.

In 2014 we will continue to strive to make sure that more and more Californians receive the benefit of vaccines. We look forward to seeing this happen with the implementation of the Affordable Care Act which will ensure that more adults and children will be able to access vaccines through their health insurance. For those parents who may be considering opting out of school-mandated vaccines, we will work to make sure they have access to accurate and credible information from their provider about the benefits of vaccines and the risks of vaccine-preventable diseases. With the expansion and upgrade of the immunization registry here in California, we look forward to more provider participation and adoption of this important system. And throughout our work we will strive to make certain that vaccines are equally accessible to all, regardless of income, age, health status, sexual orientation, insurance, race, ethnicity, gender or neighborhood.

CIC Education Hour

CIC's Favs:

www.shotsforschool.org information for schools, parents, and healthcare providers about school immunization requirements in California

Share your story on

www.shotbyshot.org!

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.

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I look forward to hearing you on the phone at a Committee meeting, on an Education Hour call, and seeing you in person at our annual Summit in May. Thank you for being a part of the California Immunization Coalition, and here's to a healthier California in 2014.

You can read more about the CIC Board Members on our website under - About CIC - Board of Directors - <http://www.immunizeca.org/about/board-of-directors>.

Preteen Vaccine Week: An Opportunity to Protect Adolescents for the Years Ahead



Preteen Vaccine Week (PVW) is a California observance that highlights the preteen doctor's visit and emphasizes the importance of immunizations for 11- and 12-year-olds. This year's PVW, celebrated February 9-15, 2014, aims to increase adolescent immunization against Human Papillomavirus (HPV).

Each year in the United States, there are about 19,000 women and 8,000 men that develop HPV-related cancers. HPV causes cancers of the cervix, vulva, and vagina in women; and cancer of the penis in men. Despite its effectiveness against HPV infections, HPV vaccination rates remain low. You can help by distributing information and materials to schools, provider offices, and other avenues to raise awareness about immunization recommendations, especially the HPV vaccine.

To learn more about the PVW campaign and download resources, please see the 2014 [Preteen Campaign Kit](#). For more information or to join planning calls, please email Christina Moore at Christina.Moore@cdph.ca.gov.

CIC Education Hour

Please join us on February 25th for our Education Hour on HPV. CIC's Education Hours are a great opportunity to hear the most current information about relevant immunization issues from local and national experts. Watch your email for more information coming soon.

Early Bird Registration Open For NCIHC 2014



Join immunization champions and community health experts from around the country at the 11th National Conference on Immunization and Health Coalitions (NCIHC). The 2014 conference will be held in Seattle May 21-23. Conference planners are excited to announce keynote speakers Dr. David Williams, Bill Foege, and Sara Rosenbaum, who will discuss health equity, disease eradication, and the Affordable Care Act,

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Donate



respectively. The early bird rate is good through February 14th so register today! For more info, visit <http://healthcoalitionsconference.org/>.

On Behalf of Moms...Protect Yourself During Flu Season

On behalf of moms everywhere, we remind you--and ask you to remind your friends and coworkers--that it's not too late to vaccinate against influenza. In addition, please remember to wash your hands with soap and water, to cover your mouth when you cough, and stay home if you're sick. As you know, recent CDC reports show that flu



activity is widespread in more than 40 states. While influenza typically affects young people and senior citizens, this year's dominant strain, H1N1, is also affecting healthy individuals between age 18 and 64. From all the moms everywhere, thanks!

CIC Summit - May 4-5, 2014 in Sacramento, CA



The 2014 California Immunization Coalition Summit: ***Harnessing the Power of Community***, will be held in Sacramento this year, so put May 4-5 on your calendar now. The 2014 Summit will focus on projects and people working with their communities on creative and innovative ways to communicate about and promote immunizations. Participants will hear about programs and interventions developed by local, state and national organizations to reach a variety of communities, and how to apply and adapt key lessons from successful efforts. Speakers will also discuss ways to influence key players from various arenas to support and participate in promoting immunization activities.

Abstracts are being accepted that describe local programs, issues and activities focused on immunization, and can be submitted electronically through January 30. We encourage you to submit an abstract, and share what you are doing with your peers from throughout California and beyond.

To submit an abstract, to learn more about this year's summit, or to register for this exciting conference, go to <http://www.immunizeca.org/about/cic-summit> and plan to join CIC in Sacramento in May.

10th Annual CIC Immunization Champion Awards Call For Nominations

CIC is delighted to announce the Call for Nominations for the 2014 Immunization Champion Awards. Each year CIC honors two very special immunization champions. Nominations will be accepted through March 28, and awards will be presented May 5 at the 2014 CIC Summit.



The **Natalie J. Smith Award** is presented to an individual, group, or organization in California that has made an outstanding contribution in the immunization arena. Dr. Smith was Deputy Director of the National Immunization Program at the CDC; former Chief of the Immunization Branch, CA Dept. of Health Services (1994-2002); and a founder of the California Coalition for Childhood Immunizations, a precursor to the California Immunization Coalition.

The **Ronald P. Bangasser Award** is presented to a practicing clinician who exemplifies the leadership, professionalism, and commitment that Dr. Bangasser brought to his work in promoting immunizations. Dr. Bangasser was a leader in the state's immunization community and instrumental in the development of the California Adult Immunization Coalition, a precursor to the California Immunization Coalition.

Consider nominating an exceptional individual, group, or organization today. For nomination forms and details, visit the CIC website at ImmunizeCA.org.

California's New School Law: What Health Care Providers Need to Know

Starting January 2014, California's new personal beliefs exemption (PBE) law-also referred to as AB 2109-went into effect. Under the new law, parents seeking a personal beliefs exemption from required immunizations for their children in child care or grade school must document having obtained education about vaccine-preventable diseases and vaccines from an authorized health care provider. The new exemption form is signed by healthcare providers and parents within 6 months of starting school or child care.



Those affected by the new law include students starting public or private child care, kindergarten, or 7th grade in California or transferring from out-of-state. California children already in school who have a PBE on file typically do not need to file a new exemption. While a small number of students entering in January have already requested exemptions, most requests will be filed prior to the first day of class this fall; parents may be approaching you about exemptions more often during the spring and summer.

Information and materials to help providers, schools and parents are now available at www.ShotsForSchool.org, including:

- [Frequently Asked Questions on the PBE Law](#)
- The official PBE form (available in [multiple languages](#)) that healthcare providers and parents need to sign

Please note: This form can be **downloaded at your office**, at schools or by parents at home

- [Resources](#) for parents and providers on vaccine-preventable diseases and the benefits and risks of immunizations

Two webinars are being planned that will include detailed information and will be announced soon. Information regarding these webinars will be emailed to you in about a week.

For the latest information regarding school immunization requirements in California, visit www.shotsforschool.org. If you have additional questions or concerns not addressed on shotsforschool.org, please contact the California Department of Public Health, Immunization Branch at info@shotsforschool.org.



Use ShotByShot Stories To Help Prevent More Pertussis

California is seeing a jump in the number of pertussis cases right now. Please help get the word out about the dangers of pertussis and the importance of prevention by sharing one of the following pertussis stories on [Facebook](#) or via email with your networks.

[Brady's Story](#): A moving written story told in real-time Facebook posts as a mom keeps her friends apprised of her son's battle with pertussis. Little Brady lost his battle before he was old enough to be immunized.



"Losing a baby we loved is more than any parent should have to suffer. That's why our new mission is to educate everyone to get a Tdap booster shot, especially if they have any contact with newborns."- Brady's parents

[Dr. Samuelson's Story](#): A personal video from CIC's Dr. Samuelson sharing a window into what it is like for a physician to have a patient with pertussis.



"We train our whole lives to keep these children alive..." - Dr. Samuelson

[Ellie's Story](#): A powerful written story of a twin that nearly dies from pertussis.



"Before living through this, I would honestly never have believed how bad Pertussis can be." - Ellie's Mom

[Dr Brooks' Story](#): A passionate video about preventing pertussis from CIC's Dr. Brooks, especially perfect for sharing with health professionals.



"In your mind as a doctor, you're like, 'No, this patient is not going to die as long as I'm taking care of him!'" - Dr. Brooks

The ShotbyShot team and the California Immunization Coalition thank you for your continued support.

Promoting Influenza Vaccinations in Underserved Communities through the National Influenza Vaccination Disparities Partnership

The National Influenza Vaccination Disparities Partnership (NIVDP) is a CDC-supported partnership that is dedicated to promoting influenza vaccination in underserved communities. NIVDP is a national campaign, however its efforts are led by local immunization stakeholders including public health leaders, community-based organizations, health care providers, and coalitions.



Mariachi Colobri and Lizz Romo and Yolanda Torres of South Los Angeles Health Projects attended the NIVW media event at White Memorial Medical Center

Throughout the 2013-2014 influenza season, NIVDP and its partners have promoted influenza vaccinations in communities across the nation. Activities have included distributing culturally tailored educational materials, media outreach, and coordinating influenza vaccination clinics for uninsured individuals. In December 2013, NIVDP also spearheaded efforts to promote influenza vaccinations through its annual National Influenza Vaccination Week (NIVW) campaign. In California, NIVW promotional activities were focused in Los Angeles and included a media event, a proclamation from Los Angeles Mayor Eric Garcetti, the launch of the "Yo Me Vacuno" ("I am Vaccinated") children's coloring contest. Vaccination clinics were held during the celebration of the Feast of the Virgin of Guadalupe at Resurrection Church where campaign partner, Walgreens, vaccinated approximately 150 community members at no charge.

Newspaper articles, blogs, and a CNN Spanish-language segment promoted influenza vaccinations, particularly among individuals at high risk for influenza complications. These efforts were supported by the CDC, White Memorial Medical Center, the Los Angeles County Department of Public Health, Assemblymember Jimmy Gomez (D, 51st District) and community-based agencies such as South Los Angeles Health Projects.

Immunization stakeholders are invited to join the National Influenza Vaccination Disparities Partnership, distribute campaign educational materials, and host influenza vaccination clinics in their local communities. All educational material and vaccination clinics are offered at no charge to NIVDP partners. Visit www.cdc.gov/flu/partners/disparities.htm to learn more about this disparities campaign, download and order educational materials, and join the partnership.

California School-Based Health Alliance

The California School-Based Health Alliance (formerly the California School Health Centers Association) has a new brand as part of a national strategy to lift the visibility of school-based health care. They plan to launch a new website shortly before



their [conference in March](#). [Sign up for their newsletter](#) to see more and stay updated on their expanded vision.

Advocacy News

Immunization funding news, courtesy of Every Child By Two News:

On January 16th, the Senate passed the omnibus appropriations bill by a vote of 72-26. The bill was then signed into law by President Obama on January 17th. While this bill does not solve the problem of the pending debt ceiling, it does keep the Federal government funded through the remainder of FY 2014 (until September 30, 2014).

This funding bill allocates a total of \$588 million for the Section 317 Immunization Program, which provides a safety net program of grants to states in order to immunize children, adolescents and adults who have no other means to pay for vaccinations. This amount is a \$59 million (11%) increase over last year's funding levels. An in-depth analysis of the bill as it traveled through the House and Senate along with a funding chart can be found courtesy of the 317 Coalition by clicking [here](#). The CDC's Report to Congress on Section 317 Immunization Program is also available on the 317 Coalition website .

In addition, to helping fund necessary vaccinations for families in the United States, the FY 2014 omnibus appropriations bill also aids families abroad. The bill increases funding for global health and provides increases to nearly all of the U.S. contributions to global vaccine programs and UNICEF.

Thank you to everyone who contacted Congress to help make these immunization funding increases happen.

Free Social Media Webinars

Are We There Yet?

New Media Best Practices for Creating & Measuring Impact

Webinar Series

February 20th - July 1st, 2014

New media tools are increasingly used in public health education, advocacy, and promotion. But how can we tell if what we're doing is having any impact? How do we measure what we do? How do we build upon what's working and stop doing what's not? With an ever expanding and changing list of social media tools, often limited financial and human resources to utilize them, and the need to demonstrate ROI and impact with your social media efforts in a very crowded and noisy online sphere, it's become more important than ever to learn how to build a social media presence that



matters.

Join us for the 4th Annual 21st Century New Media Training Series, as guest speakers from various public health, advocacy, and community-based organizations present their best practices and strategies for creating and measuring impact, telling compelling and shareable stories with images and video, overcoming challenges, and growing from the valuable lessons they've learned along the way. [Register now for these FREE webinars!](#)

