

## California Immunization Coalition Vaccine Booster - July 2014

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### Pertussis is Epidemic in California Tdap Vaccination Recommended For Every Pregnancy

On June 13th, Dr. Ron Chapman, director of the California Department of Public Health (CDPH) and state health officer declared a [pertussis epidemic](#). As of July 8, more than 5,393 cases have been reported in California so far in 2014, including three infant deaths. Case numbers are updated weekly on the Immunization Branch's [pertussis summary reports page](#).



Infants who are too young to be vaccinated are at the greatest risk of hospitalization and death from pertussis. The most effective strategy to protect vulnerable infants is to vaccinate pregnant women with Tdap during the 3rd trimester. The CDPH is strongly urging all prenatal care providers to immunize all pregnant women between 27 and 36 weeks gestation with Tdap during each pregnancy, regardless of the number of prior doses of Tdap previously received. Placental transfer of pertussis antibodies from mother to fetus provides some protection against the disease until infants are old enough to be vaccinated. The primary DTaP series is essential for reducing severe disease in infants and should not be delayed.

The Immunization Branch has a variety of pertussis prevention and educational resources for clinicians and schools.  
<http://eziz.org/resources/pertussis-promo-materials/>.

### National Immunization Awareness Month



## Calendar

August 2014  
NIAM

August 13, 2014 - 11am PT  
VICNetwork Webinar

August 19-21, 2014  
NCHCMM - Atlanta, GA

August 26, 2014 - 12noon PT  
CIC Education Hour

September 29-30, 2014  
NIC - Atlanta, GA

October 20-22, 2014  
Nevada Health Conf. - Reno, NV

### CIC's Favs:

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

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

[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

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

[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:

Each year in August, National Immunization Awareness Month (NIAM) provides an opportunity to highlight the value of immunization across the lifespan. Activities focus on encouraging all people to protect their health by being immunized against infectious diseases. In 2014, the National Public Health Information Coalition is coordinating NIAM activities.

The [National Immunization Awareness Month Communication Toolkit](#), developed by NPHIC in collaboration with CDC, focuses on four weekly themes:

- [A Healthy Start \(Aug. 3-9\)](#)
- [Back to School \(Aug. 10-16\)](#)
- [Off to the Future \(Aug. 17-23\)](#)
- [Not Just for Kids \(Aug. 24-30\)](#)

The toolkit includes key messages, sample media materials, social media content, and event ideas. You can also get eye-catching [NIAM logos and banners](#) for each weekly theme to place on your websites and social media platforms. These branding elements highlight your participation in NIAM. New this year is the opportunity to share your events with other advocates <http://www.nphic.org/niam-activities>. A big shout out to Every Child By Two for being the first to enter an event!. Check out the website and if you have any questions contact John Steiger at [jsteiger@nphic.org](mailto:jsteiger@nphic.org)

### VICNetwork Webinar

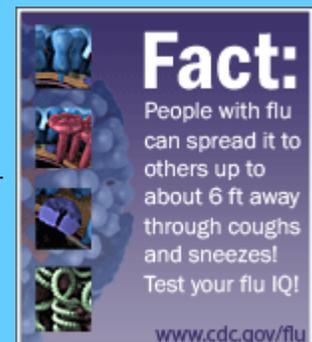


**Save The Date - Wednesday, August 13, 2014 - 11am PT / 2pm ET**

Watch your Inbox for announcement re the next VICNetwork webinar in August which will feature an overview of the 2014-2015 season, information on general audience campaign and communication campaign plans for disparate populations. Go to [www.vicnetwork.org](http://www.vicnetwork.org) for more information.

### 5 Signs That Flu Season is Around the Corner

1. Long sunny days means it's summer...and time to start planning for flu season.
2. You have an empty shelf in your vaccine refrigerator where your flu vaccine used to be. (If you have 2013-2014 flu vaccine in your fridge, remove it! Don't mix this season's vaccine with next season's.)
3. CDPH already released the 2014-2015 Pediatric/Adult Influenza Vaccine Guide (IMM-859) <http://eziz.org/assets/docs/IMM-859.pdf>
4. L.J Tan (@lj\_tan) is tweeting about flu for the first time in weeks.
5. You want to take CDC's Flu IQ quiz! <http://www.cdc.gov/flu>





## 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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## New Blue Cards for California Schools

[The Blue California School Immunization Record \(CSIR\) card \(PM286B\) \(1/14\)](#) has been updated.

This is the record schools, child care centers and family child care providers must keep on file for every child enrolled. Blue CSIR cards are available free of charge from [local health departments](#). Documenting vaccine exemptions will now be recorded on the new [Form CDPH 8262 \(10/13\)](#). Please read the 'Instructions For School or Child Care Staff' which has new directions.



Information on how to use these forms, along with other important updates and information can be found at the [www.shotsforschool.org](http://www.shotsforschool.org) website.

## 2014 Nevada Health Conference Oct. 20-22

The Nevada Health Conference is a one of a kind, interdisciplinary conference that educates practitioners from across health professions with cutting edge information to help support the communities they live and work in. This year's theme: "Keeping our Children, Families and Communities Healthy" will highlight the importance of addressing health disparities, barriers and challenges that continue to exist across the lifespan.



This annual three-day conference is set for October 20-22 in Reno, Nevada and opens with a keynote speaker and features more than a dozen of the nation's most knowledgeable health professionals speaking to public health issues as they relate to one another. Attendees can earn continuing education credits during plenary and concurrent sessions.

Read all about it: <http://www.immunizenevada.org/conference>

## Highlight on Best Practices

Nevada's newest resource for parents, [www.vfcnevada.org](http://www.vfcnevada.org) has information about the Nevada VFC program, along with an office locator. The intent is to encourage parents to connect with a nearby VFC provider to not only update their children's immunizations, but to also establish a medical home in their neighborhood. The messaging is from the CDC but is Nevada focused - we know localized messaging is important for our state.



There is also a provider section on the website that offers important updates, forms and other resources to support current VFC offices.

According to a parent survey conducted by Immunize Nevada last year, more than 50 percent of respondents were unaware of the VFC program in Nevada. Despite the benefits and impact of the VFC program, we learned that a lot of Nevada families don't know about VFC or how to find a VFC provider. We created [www.vfcnevada.org](http://www.vfcnevada.org) to address this

issue and to educate our communities about this important resource.

## Summer Travel Reminders

Diseases make terrible souvenirs!

Persons travelling overseas should check that they are up-to-date on all routine vaccinations as well as travel vaccines. Vaccine-preventable diseases rarely seen in the US, like measles, still exist in many parts of the world. CDC recommends all US travelers age 6 months of age or older be protected against measles, and if necessary, vaccinated with MMR. Remember, not all providers stock travel vaccines, so make your appointment 4-6 weeks before your trip.



### New WHO Polio Vaccination Requirements

U.S. clinicians should be aware of possible new vaccination requirements for patients planning travel for greater than four weeks to countries with ongoing poliovirus transmission. The May 5 WHO statement names 10 such countries, three designated as "exporting wild poliovirus" (Cameroon, Pakistan and Syria [Syrian Arab Republic]) that should "ensure" recent (4 to 52 weeks before travel) polio boosters among all departing residents and long-term travelers (of more than 4 weeks), and an additional seven countries "infected with wild poliovirus" (Afghanistan, Equatorial Guinea, Ethiopia, Iraq, Israel, Somalia and Nigeria) that should "encourage" recent polio vaccination boosters among residents and long-term travelers.

For more information, visit the CDC travel vaccines page at <http://www.cdc.gov/features/vaccines-travel/>

## Save the Date - September 29-30, 2014 National Immunization Conference (NIC)

The Centers for Disease Control and Prevention recently announced that the National Immunization Conference (NIC) will be held **September 29-30, 2014 in Atlanta, Georgia.**

Mark your calendars now--this exciting meeting will bring together local, state, federal and private-sector immunization partners to look at a wide range of issues related to immunization and vaccine-preventable disease. The NIC offers the opportunity to meet immunization experts and practitioners from throughout the nation and beyond, and to talk with them about what they are doing, what is working, and what may be in the planning stages.

The conference this year will be smaller in scale than previous NIC meetings, with conference attendance limited to approximately 800 people, so early registration is strongly encouraged. The two-day conference will highlight communications with partners and the general public, issues related to the immunization of adults, current status of vaccine-preventable diseases in the United States, global immunization, HPV vaccine communication, science and safety, advances in information technology, improving vaccine management and accountability, and quality improvement in vaccine programs. This is a great opportunity to spread the word about what we are doing in California!

For more on the 2014 NIC  
<http://www.cdc.gov/vaccines/events/nic/index.html>

[For registration and lodging information](#)

[Draft conference agenda](#)

Monday, September 29, 2014		
8:00am	Pl. 0: Opening Remarks (and awards)	
8:30am	A-1: HPV Vaccination: Creating an Evidence-Based Communications Campaign	A-2: Seasonal Influenza: Current Issues and Policy
11:00am	B-1: Quality Measurement in Immunization - How Do We Know How We're Doing?	B-2: Vaccine-preventable Disease Outbreaks and Pandemics
12:00pm	Break for lunch	
1:00pm	QA-B: Immunization QA: Session 1	
2:00pm	Pl. 0: Updates on the Epidemiology of HPV Infections and HPV Vaccines	
4:15pm	C-1: What Vaccine-preventable Diseases? Epidemiology, Outbreaks, and Impact	C-2: Improving Adult Immunization Coverage: State and Local Health Department Best Practices
5:00pm	Adjourn	
5:45pm	Hillman Lecture	
Tuesday, September 30, 2014		
8:00am	D-1: Questions, Comments, Answers, and Conclusions: The Complicated Issue of Vaccine Hesitancy	D-2: Improving Adult Immunization Rates: New Tools and Initiatives in the Immunization Field/Workshop
10:00am	Pl. 0: The Intersection between Global Vaccine-preventable Diseases and U.S. Vaccine-preventable Diseases	D-3: Interoperability and Meaningful Use
11:00am	E-1: Increasing HPV Vaccine Coverage among Adolescents: Activities and lessons learned from 2011 Pilot Projects	E-2: Opportunities to Improve Adult Immunization Rates in the Site of the Affordable Care Act
12:00pm	Break for lunch	
1:00pm	QA-B: Late-breaking Minutes, and QA-B: Immunization QA: Session 2	
2:00pm	F-1: Outbreak and Emergency Communication: Success, Challenges, and Lessons learned	F-2: Maternal Immunization - Past, Present, and Future
4:00pm	F-3: What Goes in Must Come Out: Using Data from The Provider Education, Assessment, and Reporting System to Improve Vaccines for Children Program Activities	
5:00pm	Pl. 0: Saving the Best for Last: Best Practice and Program Spotlight	
5:45pm	Adjourn	

NOTE: All meals are at attendee's expense. No food or beverage will be provided.

### NCIHC Highlights



The 2014 National Conference of Immunization and Health Coalitions (NCIHC) was held in Seattle, Washington May 21-23. Over 330 participants from around the nation enjoyed beautiful weather, great food, and two and a half days of outstanding presentations by local, state and national speakers, including CIC Executive Director Catherine Martin. You can review the programs and view presentations on the Conference website at [healthcoalitionsconference.org/program](http://healthcoalitionsconference.org/program) including

talks by Dr. Melinda Wharton of the CDC, Dr. Ed Marcuse, Dr. William Foege, and Alison Singer, as well as panels discussing the impact of the Affordable Care Act, legislative advocacy, and effective use of social media to communicate with various communities about vaccine issues. A new feature of NCIHC this year which received rave reviews was a film festival, which featured "Invisible Threat," the documentary by California's Carlsbad High School after school film club. The next NCIHC will take place in 2016, so if you missed it this year, put it on your "watch for it" list.

### CIC Summit Highlights



Even if you missed the CIC's 2014 Summit, you don't have to miss the presentations. Visit our [2014 Summit page](#).

### ShotbyShot.org: 7 Million Views Strong-- Social Networking Matters!

This past spring, [ShotbyShot.org](#) (SBS) celebrated 4 years by announcing that its stories of vaccine-preventable diseases had been viewed over 7 million times! How does this happen? SBS stories get passed from friend to friend to colleague on [SBSs Facebook page](#). But not every story or post gets such attention. In fact, often we need a little help to get the ball rolling with a "like" or a "share." Be an immunization advocate and a social network maven. "[Like ShotByShot.org on your personal Facebook account](#). Share and comment on the stories. Let's aim for 10 million views! For more information on SBS, contact Tammy Pilisuk at [tammy.pilisuk@cdph.ca.gov](mailto:tammy.pilisuk@cdph.ca.gov).



### Invisible Threat

Invisible Threat is a documentary that explores the science of vaccination and why fears and misconception have lead parents to delay or decline vaccines. The film was produced by a group of award winning high school students from Carlsbad High School in California. They set out to produce a documentary on the human immune system and uncovered a social controversy they didn't know existed but which affects communities across the United States.



The documentary was funded by unrestricted grants from various California Rotary clubs. Screenings are being held across the country to spark a movement to educate students and parents about the science of immunization and dangers of under-vaccinated communities.

Invisible Threat has received praise from more than 50 organizations, including the Children's Hospital of Philadelphia, Mayo Clinic, Johns Hopkins, and Every Child By Two, calling the documentary "powerful," "fast-paced," "well-balanced" and "impeccably produced." In addition, CIC presented Lisa Posard, the film's producer, with the 2014 Natalie J. Smith Immunization Champion Award at the May Summit.

Watch the trailer <http://vimeo.com/64521691> and follow them on Twitter @InvisThreat.

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## 2014 National Conference on Health Communication, Marketing, and Media



The Centers for Disease Control and Prevention (CDC) and the National Public Health Information Coalition is pleased to announce the eighth annual National Conference on Health Communication, Marketing, and Media to be held **August 19 - 21, 2014** in Atlanta, GA. There is still time to register here <http://www.cdc.gov/nchcmm/registration.html>.

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## You Shop. Amazon Gives.

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<http://smile.amazon.com/ch/94-3318502>

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