



## California Immunization Coalition Vaccine Booster - September 2014

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### Calendar

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

### NOVA's Vaccines-Calling the Shots



Diseases that were largely eradicated in the United States a generation ago—whooping cough, measles, mumps—are returning, in part because nervous parents are skipping their children's shots. NOVA's "Vaccines-Calling the Shots" takes viewers around the world to track epidemics, explore the science behind vaccinations, hear from parents wrestling with vaccine-related questions, and shed light on the risks of opting out.

Examine the science behind vaccinations, the return of preventable diseases, and the risks of opting out. If you missed the September 10th airing, you can still catch it on their website.

<http://www.pbs.org/wgbh/nova/body/vaccines-calling-shots.html>

### ShotsForSchool.org



Easier Navigation & Interactive Mapping at [ShotsForSchool.org](http://ShotsForSchool.org).

CDPH has revamped its Shots for School website! Navigation is even easier: you can browse by grade level (Child Care, K-12, 7th grade, and now College!) for immunization requirements, tools for schools, and materials for parents and students. There's also a laws section where you can find regulations, information about exemptions, as well as records, forms, and materials. One of the most helpful features is an interactive map showing CA school immunization rates. Check it out at [www.shotsforschool.org/k-12/how-doing](http://www.shotsforschool.org/k-12/how-doing).

**National Immunization Conference (NIC)**  
September 29-30, 2014 at the Crowne Plaza Ravinia in Atlanta, Georgia.

[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:



## 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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Donate



There is still time to register to attend the upcoming National Immunization Conference (NIC). The 2014 NIC - "U.S. Immunization in a Time of



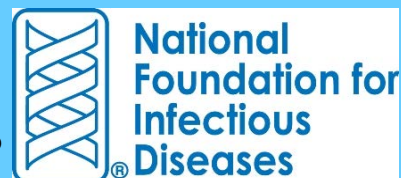
Change" brings together a wide variety of local, state, federal, and private-sector immunization partners to explore science, policy, education, and planning issues related to immunization in general and vaccine-preventable disease.

Registration at regular rate of \$125 has been extended - [click here for more on the 2014 NIC.](#)

## NFID News Conference on Influenza and Pneumococcal Disease Scheduled for September 18

(Reprinted with permission from the [IAC Express - Issue 1142: September 16, 2014](#))

On September 18, 2014, the National Foundation for Infectious Diseases (NFID) will host an Influenza/Pneumococcal News Conference at the National Press Club in Washington, DC, at 10:00 a.m. (ET).



In collaboration with the Centers for Disease Control and Prevention (CDC) and other leading medical and public health groups who rally together to show their strong support for influenza immunization, the event communicates critical messages including a call to action for everyone to get vaccinated. Other areas of focus include CDC's "Take Three" approach to influenza prevention and the importance of pneumococcal vaccination for those for whom it is recommended.

NFID's annual news conference creates excitement among the media and galvanizes the immunization community. You can join by [accessing the webcast](#) or listening via telephone (800-277-3988). **Please note** that as the news conference is a media-focused event, NFID is requesting that non-media attendees refrain from asking questions during the Q&A portion.

## Baby Power on Shot by Shot!

This summer, Shot by Shot launched [Marco's Story](#), an account that came from the Shot by Shot Facebook community. It started when we announced the fourth death of a California infant this summer. The response was amazing -around 10,000 likes and shares-of sympathy, sadness, and even outrage from parents and SBS supporters. It also drew parents who have "been there." Several moms reached out eluding to their own painful episodes in fighting pertussis with a baby and were grateful to SBS for the continued awareness. Marco's mom was one of those.

Babies hold a special place in our hearts. We want to protect them. And hearing stories where a baby's life is threatened really touch people like little else. Please "Like" Shot by Shot on Facebook, so you can become part of where regular people react to and share these moving stories.



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## Increasing Tdap Immunization Rates in the Obstetrician's Office



The California Department of Public Health (CDPH), Immunization Branch is pleased to announce that the webinar, "Increasing Tdap Immunization Rates and Running an Efficient Immunization Practice: Tips from OBs", is now available for on-demand viewing.

The free 1-hour program provides 1 unit of CME (physicians) or 1 unit of CEU (nurses) for California practitioners.

Three OB physician panelists describe their experiences integrating Tdap immunization into their busy California-based OB-GYN practices. Experts from the CDPH Immunization Branch discuss:

- The latest data and resources providers can utilize in their efforts to ensure adherence to Tdap vaccine recommendations during pregnancy.
- How to access free online training and job aids to support vaccine administration, vaccine storage and handling, and other nuts and bolts of maximizing the efficiency of your immunization practice.

<http://eziz.org/resources/pertussis-promo-materials/tdap-webinar-obs/>

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## VICNetwork Archive



"Are You Ready for Flu?" Did you miss the VIC Network webinar "Measles 2014 Update" ? Want to review strategies to increase adult vaccination rates? The VIC Network website, [www.vicnetwork.org](http://www.vicnetwork.org) have archived the current series of Webinars presented by the VIC Network for your convenience. You can review just the slides or hear and view the whole webinar on any topic that you are interested in at (insert link here) The archive contains all the VIC Network Webinars, going back to the first collaboration between CIC and NIPHC featuring Dr. Paul Offit,

"Communicating Good Science Under a Cloud of Doubt."

<http://www.vicnetwork.org/category/events/archived-webinars/>

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## Education Hour Archive

One of the many resources available on the CIC website is the archive of CIC Education Hours offered over the past three years. These Education Hours, which cover a wide range of immunization-related topics ranging from current outbreaks of vaccine-preventable disease to funding development for local immunization coalitions, can be viewed and/or listened to simply by linking to <http://www.immunizeca.org/resources/education-hour/archive>.



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## Meet CIC's Project Management Intern - Katelyn Conant

Kate is a student at the University of San Francisco in her final semester of her MPH program. She is originally from Arizona and attended Arizona State University for her undergrad, studying Microbiology and Arabic. She has worked in both academic and government sectors at Arizona State, the Department of Defense and the CDPH; she is excited to gain experience and hands on skills working at a nonprofit. Her career path has encountered a few twists and turns, from moving across the country, twice! She is beginning her career in public health and hopes to become an active, influential member in the immunization community locally, statewide and across the nation. She is passionate about health equity, social justice, health policy, advocacy and education. She is excited to be a part of the CIC team and eager to begin her projects and objectives. You can reach her via email at [katelyn.conant@gmail.com](mailto:katelyn.conant@gmail.com).



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## Invisible Threat

*Courtesy of Every Child by Two...*



Invisible Threat focuses on understanding the science of vaccination and the misperceptions leading parents to delay or decline life-saving immunizations. This 40-minute independent documentary, produced by award-winning high school student filmmakers, has earned praise from

more than 50 organizations, including the CDC, Texas Children's Hospital, 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."

[Film Screening Toolkit](#)

[Invisible Threat is Now Available to View Online!](#)

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## You Shop. Amazon Gives.

CIC is pleased to announce our new partnership with AmazonSmile! When you shop @AmazonSmile, Amazon will donate 0.5% of the price of your eligible purchases to CIC.

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

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