



CALIFORNIA IMMUNIZATION COALITION

California Immunization Coalition Vaccine Booster - March 2011

In This Issue

[Register for Summit](#)

[NIIW](#)

[VICNetwork](#)

[Vaccination Week](#)

[IZ Schedules](#)

[PVW Recap](#)

[Shot by Shot](#)

[Central Valley IZ](#)

[Achievement Award](#)

[Healthy People 2020](#)

Hot Links

National Health Observances

www.healthfinder.gov/nho/nho.asp

Vaccinate Your Baby

www.vaccinateyourbaby.org/

www.timeline/index.cfm

New Binational IZ Resource

<http://www.cdc.gov/vaccines/recs/schedules/downloads/child/binational-schedule-pr.pdf>

If you are not sure which legislator represents the districts in which your centers are, go to www.leginfo.ca.gov www.leginfo.ca.gov, click Your Legislature, and input the zip code of your center.

Calendar

[CIC 2011 Annual Summit](#)

April 18, 2011

[9th Annual VWA](#)

April 23-30, 2011

[VICNetwork Symposium](#)

May 25, 2011

2011 California Immunization Coalition Summit - Immunization: A Lifetime Connection Don't Delay - Register Today!



The **2011 Summit, Immunization: A Lifetime Connection**, will be held **April 18** in Los Angeles at the California Endowment Conference Center. The CIC Summit is a unique opportunity to meet with California's immunization leaders and advocates. The Summit will feature speakers, expert panels, and workshops on crucial immunization issues.

Join us and strengthen your partnerships; explore new ways to promote immunizations across the lifespan; share strategies for implementing new policies, requirements and recommendations; and increase your knowledge of resources for communicating about immunizations.

Registration for the one-day Summit is \$95 and CME/CEUs are available for \$20.

Visit our website at www.immunizeca.org for registration and lodging information, the agenda, and other important details.

We look forward to seeing you April 18 in Los Angeles!

National Infant Immunization Week (NIIW) April 23-30, 2011

New Resources Available from CDC to Promote NIIW

The Centers for Disease Control and Prevention has recently updated their NIIW pages and they offer some terrific new resources on Planning Guidance and Tools, Promotional Materials, Educational Resources for Parents and Providers and an Activities and Event Listing.

Share what your state or region is doing during NIIW by going to

10th National Conference on Health and Immunization Coalitions (NCIHC)

May 23-25, 2012
New Orleans, LA

CIC's Favs:

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

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

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

Catherine Flores Martin, Director
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 333
cmartin@communitycouncil.org

Sabrina Torres-Royal
California Immunization Coalition
909 12th Street, Suite 200
Sacramento, CA 95814
(916) 447-7063 ext 302
storres@communitycouncil.org

To submit Calendar items, articles or announcements, contact: cmartin@communitycouncil.org

<http://www.cdc.gov/vaccines/events/niiw/activities/activity-form.html>. Let's make sure the great work of every State (especially California!) is represented on this list.

New and Updated Resources for NIIW on CDPH NIIW/TIM Website

Planning efforts for National Infant Immunization Week (NIIW - April 23-30) and Toddler Immunization Month (TIM - May) in California are in full swing.

There are many new and updated campaign materials (check out the great new logo) and they are available for you to download now! Visit: <http://www.cdph.ca.gov/programs/immunize/Pages/NIIW-TIM.aspx> to view and print.

Sample materials include: Press Kit, Logos, Web Banners, Talking Points/Key Messages, Facebook/Twitter Sample Messages, Poster, Coloring Sheets, Certificate of Appreciation, Sticker Templates, Letter Templates, Proclamation Template.

If you would like to join monthly statewide planning calls contact Jenny L. Bare, MPH, CHES, Health Education Consultant II at Jenny.Bare@cdph.ca.gov.



Speak Up! 2011 Virtual Immunization Symposium

is a virtual conference where health communicators and health care professionals can listen and interact in presentations featuring nationally renowned speakers, advocates,

coalition members and communicators.

This Virtual Immunization Symposium will demonstrate the effective use of new media strategies to amplify the voice of your organization, convey the importance of your message and motivate others to **Speak Up!** for immunizations and public health.

This free online event will:

- Foster an interactive learning environment where health communicators, educators and providers can identify and discuss current immunization issues
- Provide resources for using effective communication strategies that prompt social change in support of vaccines Encourage partnerships between health communicators, professionals, coalitions, organizations and stakeholders
- Assist individuals and organizations in the use of new media technologies while highlighting the continued importance of established means of communication

Since the event will be hosted on line through the **VICNetwork** there are no travel costs or time away from the office. A detailed agenda and speaker information will be distributed soon.

Visit VICNetwork.org in the coming weeks for a list of speakers, session topics and to register for the event.

9th Annual Vaccination Week in the Americas (VWA)



The ninth annual VWA will take place from **23-30 April 2011** under the theme "Vaccinate your Family, Protect your Community". VWA will be celebrated simultaneously with the National Infant Immunization Week (NIIW) in the United States, the National Immunization Awareness Week in Canada (NIAW), the 6th European Immunization Week (EIW), the 2nd Vaccination Week in the Eastern Mediterranean (VWEM), and the first ever vaccination weeks in the African and Western Pacific Regions. We are well on our way towards celebrating a Global Vaccination Week!

Vaccination Week in the Americas (VWA) is an unparalleled effort led by the countries and territories across the region to strengthen the Expanded Program on Immunization by reaching populations with otherwise limited access to regular health services and at heightened risk of contracting vaccine-preventable diseases. Since its inception in 2003, more than 323 million individuals across the age spectrum have been vaccinated as a result of the initiative. Multiple social communication campaigns have also been conducted under the framework of VWA, promoting vaccination to the public as an important preventive health measure.

To learn more about this incredible campaign, visit PAHO's VWA page at http://new.paho.org/hq/index.php?option=com_content&task=view&id=4618&Itemid=3595.

Does Your Office Have the 2011 Immunization Schedules Yet?

Each year, the Advisory Committee on Immunization Practices (ACIP) publishes immunization schedules for children, adolescents and adults. It's important that providers--along with their staff who work in immunizations--review the new schedules and take note of any changes. CDC offers the schedules in a variety of formats, e.g. for providers, parents, in pocket size, for your PDA, etc. Visit their website to download the 2011 schedules today from

<http://www.cdc.gov/vaccines/recs/schedules/default.htm>.



You'll also want to download the new 2011 Binational (Mexico and U.S.) This handy resource helps providers determine whether vaccine doses administered in Mexico may be counted as valid in the U.S.

<http://www.cdc.gov/vaccines/recs/schedules/downloads/child/binational-schedule-pr.pdf>.

Preteen Vaccine Week 2011-A Great Success!

Nearly 50 California health departments and coalitions celebrated Preteen Vaccine Week

(PVW) this year. This annual observance draws attention to the importance of immunizations for children 11- and 12-years old and the preteen doctor's visit. This year's success is thanks to a cumulative effort by health departments, coalitions, schools, and partner organizations. To maximize outreach and education efforts, most tied their PVW activities to promoting awareness about AB 354, the new school immunization law. Participants tapped into both traditional and new ways to educate their communities, including letters from health officers to providers, electronic messages on school marquees, poster contests, special vaccination clinics, library displays, and lots of media outreach. Congratulations and thanks, everyone, for keeping our preteens healthy.



Shot by Shot Needs Your Help



The Shot by Shot project is taking off with about 85 stories from people who have been touched by vaccine-preventable diseases! ShotbyShot.org gathers and banks these stories for others to use in their education efforts. People like you continue to use the stories in their work to raise awareness and prevent diseases across the country!

In California, with everyone gearing up to reach teens in preparation for AB 354, we are getting a number of requests for a story of a teen touched by pertussis.

WE NEED YOUR HELP. We are in need of teen pertussis stories to help personalize the disease. Once we have teen pertussis videos you will be able to use them in your efforts to help raise awareness of AB354 requiring 7-12th graders to get a pertussis booster in 2011.

If you know of a teen who wants to help others by sharing his/her personal experience with pertussis or you want to get involved with Shot by Shot, please email Amanda.Roth@cdph.ca.gov. Come see a presentation on Shot by Shot if you are going to NIC later this month!

Central Valley Immunization Coalition - New Name and Website

The Fresno/Madera Immunization Coalition has changed its name to the Central Valley Immunization Coalition and recently launched a brand new website that can be found at www.centralvalleyiz.org. Please visit the website to obtain information



on the 12th Annual Immunization Highlights event for Medical Assistants, Immunization Update Breakfast for Physicians and 2011 School Immunization Law that requires a Tdap booster for middle and high

school students.

CIC Vice President, Jeff Goad, PharmD Receives Achievement Award

Congratulations to CIC Vice President and Board Member **Jeff Goad**, PharmD, MPH. Jeff is the 2011 recipient of the APhA Academy of Pharmacy Practice and Management Distinguished Achievement Award in Clinical/Pharmacotherapeutic Practice. Jeff was selected in recognition of his significant contributions to the advancement of clinical services in the community pharmacy setting, including the promotion of community pharmacy residency training and the role of the pharmacist in travel medicine and immunizations. Jeff will be recognized at the APhA Annual Meeting and Exposition in Seattle, Wash., March 25-28, 2011. APhA's awards program is pharmacy's most comprehensive recognition program. CIC congratulates Jeff, and wishes him continued success.



New Healthy People 2020 Objectives Set the Stage for an Exciting Decade of Immunization Work

In December 2010, the Department of Health and Human Services unveiled Healthy People 2020, the new 10-year goals and objectives for health promotion and disease prevention. The Healthy People 2020 objectives are intended to guide public health priorities and activities and to motivate action. Many California Immunization Coalition members use the measures set for strategic planning, funding, evaluation, and quality improvement purposes.



The updated set of objectives, which integrated input from public health and preventive health experts, are built around the four goals of improving health status, enhancing health-related quality of life, addressing determinants of health, and reducing disparities. Immunization stakeholders will find many familiar and some new objectives to help guide their work over the next nine years. Some highlights include:

- Several new objectives set the goal of achieving and maintaining coverage levels for Hepatitis A, Hepatitis B, and Rotavirus vaccines for 19-35 month olds.
- Measures of coverage levels in childcare facilities have been removed from the Healthy People 2020 objectives, while objectives to increase coverage at kindergarten entry have been maintained.
- New measures were added to assess adolescent vaccination coverage levels, including objectives to increase the proportion of 13 to 15 year olds who receive 1 dose of Tdap vaccine, 1 dose of meningococcal vaccine, and 3 doses of HPV vaccine (for girls only).
- Healthy People 2020 includes a goal of increasing the proportion of adults who have received shingles vaccinations.
- Flu vaccination promoters will be pleased to find several new measures of flu vaccination coverage levels for children and

pregnant women, reflecting the ACIP's new universal flu vaccination recommendation.

- Registry advocates may be pleased to learn that the target for participation of children under 6 years of age in immunization information systems has been increased from 62% to 95%.
- A developmental objective has been added to encourage efforts to increase the scientific knowledge of vaccine safety and adverse events.

The complete Healthy People 2020 "Immunization and Infectious Diseases" measures set along with background information and resources can be found at

www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=23 on the revamped Healthy People website, which now allows for more facile online searches and downloads.

The California Immunization Coalition is a sub recipient of American Recovery and Reinvestment Act (ARRA) funding and no federal funds were used in the production or distribution of this newsletter.

California Immunization Coalition | 909-12th Street, Suite 200 | Sacramento | CA | 95814