

S A N
F R A N C I S C O
I M M U N I Z A T I O N
C O A L I T I O N



CALIFORNIA
IMMUNIZATION
COALITION

San Francisco /Bay Area & CIC

Pertussis Task Force *(2008-present)*

Andrew J Resignato, MS
Director

Phone: 415.554.2567

E-mail: Andrew@SFimmunize.org

Website: www.SFimmunize.org



The reward for work well done is the opportunity to do more. - Jonas Salk

Background

SFIC Pertussis Task Force in November 2008

Specific Mission and Objectives

Important Issue – Pertussis (increasing vpd)

Death of Baby in 2005 in SF

Tdap not very Sexy – a need for outreach

Tdap rates very low

Providers are confused about needs

Committee

vs.

Task Force

Pertussis Committee
Naming Focus Group
N=1 Ligia



Do you want to be on the Pertussis
Committee?



Do you want to be on the Pertussis Task Force?



SFIC Pertussis Task Force

Members

Hospital Council (ALL SF Hospital CEOs)

Industry Reps (GSK & Sanofi)

Public Health (Immunization and Maternal & Child Health)

Local Hospitals (UCSF, VA, SF General, Saint Francis, Kaiser)

Pediatrician

Child Care Supervisor

Social Worker

Person Affected by Pertussis

Internet Health Rep (SavanteMD.org)

Clear Objectives

Ensure all SF birthing hospitals are offering Tdap to pregnant and post-partum women.

Encourage birthing hospitals to set up programs to vaccinate contacts of newborns.

Systematically work to improve Tdap immunization rates among health care and child care workers

Work with hospitals to make sure ERs use Tdap instead of Td

Garner media attention and coordinate campaigns to increase awareness of pertussis.

Activities

Major Media Events

- **July 2009 Bayview Press Event**
- **August 2010 AT&T Park (Pertussis Awareness Night)**
- **August 2, 2011 AB354**

July 2009 Press Event

- Mariah Bianchi, mother whose child died of pertusiss
- Bryna Siegel, MD, Autism Expert, UCSF
- Bengie Molina, San Francisco Giants
- Nadine Burke, MD pediatrician



July 2009 Press Event

Coverage:

Telemundo

Univision

OF Chronicle

OF Examiner



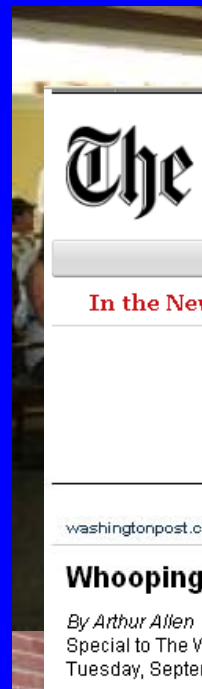
August 23, 2010 Pertussis Awareness Night AT&T Park

Coverage:

Washington

Post

WU



rare, so adults often mistake the disease for a virus until the cough gets serious enough to prompt a health-care visit. And a delay in diagnosis can have fatal consequences.

Mariah Bianchi of San Francisco developed coldlike symptoms when she was 37 weeks pregnant with her second child in 2005. "I coughed so hard that I vomited. I coughed so hard that I peed in my pants. I couldn't sleep with the coughing. Finally, I went into contractions," she said.

Following the birth of her son, Dylan, Bianchi continued to cough, but the boy was healthy. Her physician eventually ordered a whooping cough test, but it returned too late to be helpful - and gave a false negative. That is often the case. Within a few weeks of pertussis infection, the bacteria are gone, leaving damaged cells but no evidence that shows up on tests.

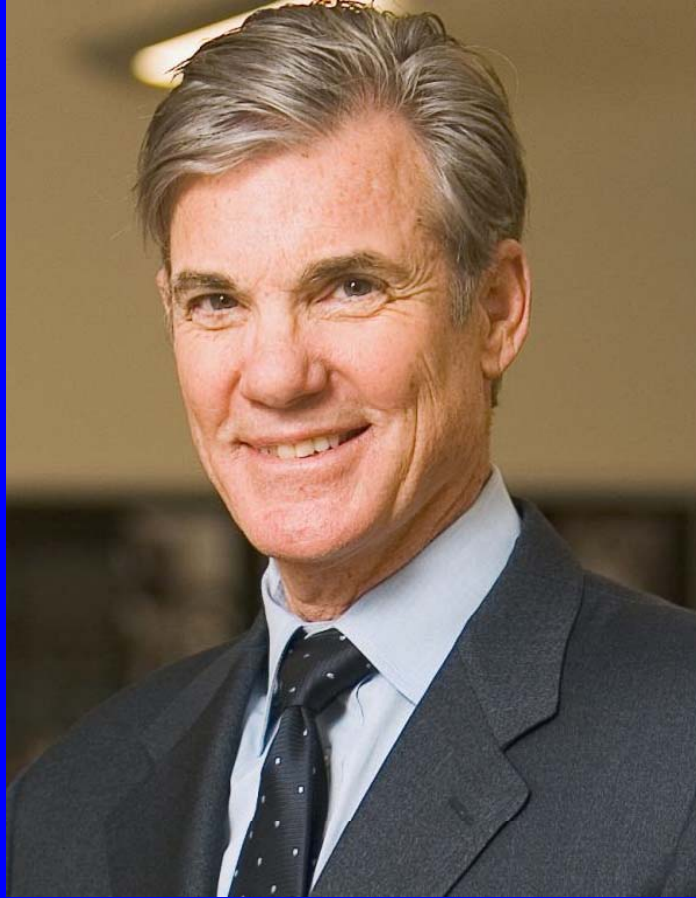
While her test was being run, Bianchi asked Dylan's pediatrician if she should be wearing a mask. He told her: "Whooping cough is a disease of the past. We don't see it anymore."

That was a Friday. On Sunday, Dylan seemed lethargic when Bianchi tried to breast-feed him. Exhausted, the two fell asleep. The next morning they went to the pediatrician, who heard something suspicious in Dylan's lungs and ordered him hospitalized.

On Aug. 23, a few weeks before the fifth anniversary of Dylan's death, Bianchi, 35, and her family stood on the diamond before a Giants baseball game in San Francisco as the announcer told their story and urged fans to get free pertussis boosters, which the state was providing with funds from the federal stimulus package.

Story of Medicine's Greatest Lifesaver" (WW Norton, 2007) and "Ripe: The Search for the Perfect Tomato" (Counterpoint, March 2010).

August 2011 AB 354 Press Event



Tom Torlakson



The Panda

More Activities

- Hospital Council Memo
- Local Radio Show- Childhood Matters
- Dylan's Story (Mariah Bianchi)
www.shotbyshot.org
- Mariah Poster
- Pablo PSA
- AB 354 PSA

More Activities

Vital Records Tdap Project

- Developed Flyer to be handed out to all those picking up birth Certificates
- Adult Immunization and Travel Clinic is across hall from vital records
- Coupon on flyer for Tdap at almost 1/2 price
- 400 Tdaps given since July 2010

Parents and Guardians:



Protect Yourself and Your New Baby from Whooping Cough!

¡Protéjase Usted y a Su Bebé Recién Nacido de la Tos Ferina!

(Vea la parte de atrás para obtener más información).

防止你自己及你的新生嬰兒罹患百日咳！

Did you Know?

- Pertussis (also known as **whooping cough**) is a contagious disease that is passed easily from adult to baby.
- Hundreds of babies in California are hospitalized each year with pertussis, and some die from it. 90% of reported pertussis deaths occur in babies under 4 months of age
- A safe and effective vaccine can protect you and your baby from this serious disease.

Protect yourself and your family

- Get your pertussis/tetanus booster vaccine (Tdap)
 - Ask your doctor or
 - Visit AITC today! (see below for details)
- Make sure your children are up-to-date on their immunizations.

Special Promotion: PERTUSSIS VACCINE for ADULTS
Only \$35 with this coupon (reg. price \$67)

This promotion is ONLY available at AITC, down the hall from the Birth Certificate window.

No appointment necessary.
While supplies last!

Child's age: _____ (in months)

Relation to child: (circle)

Parent Grandparent Other: _____

Ethnicity: (circle)

African-American Asian Pacific Islander Caucasian Latino

Mixed/Other: _____

Do you have health insurance?

Yes No With whom? _____



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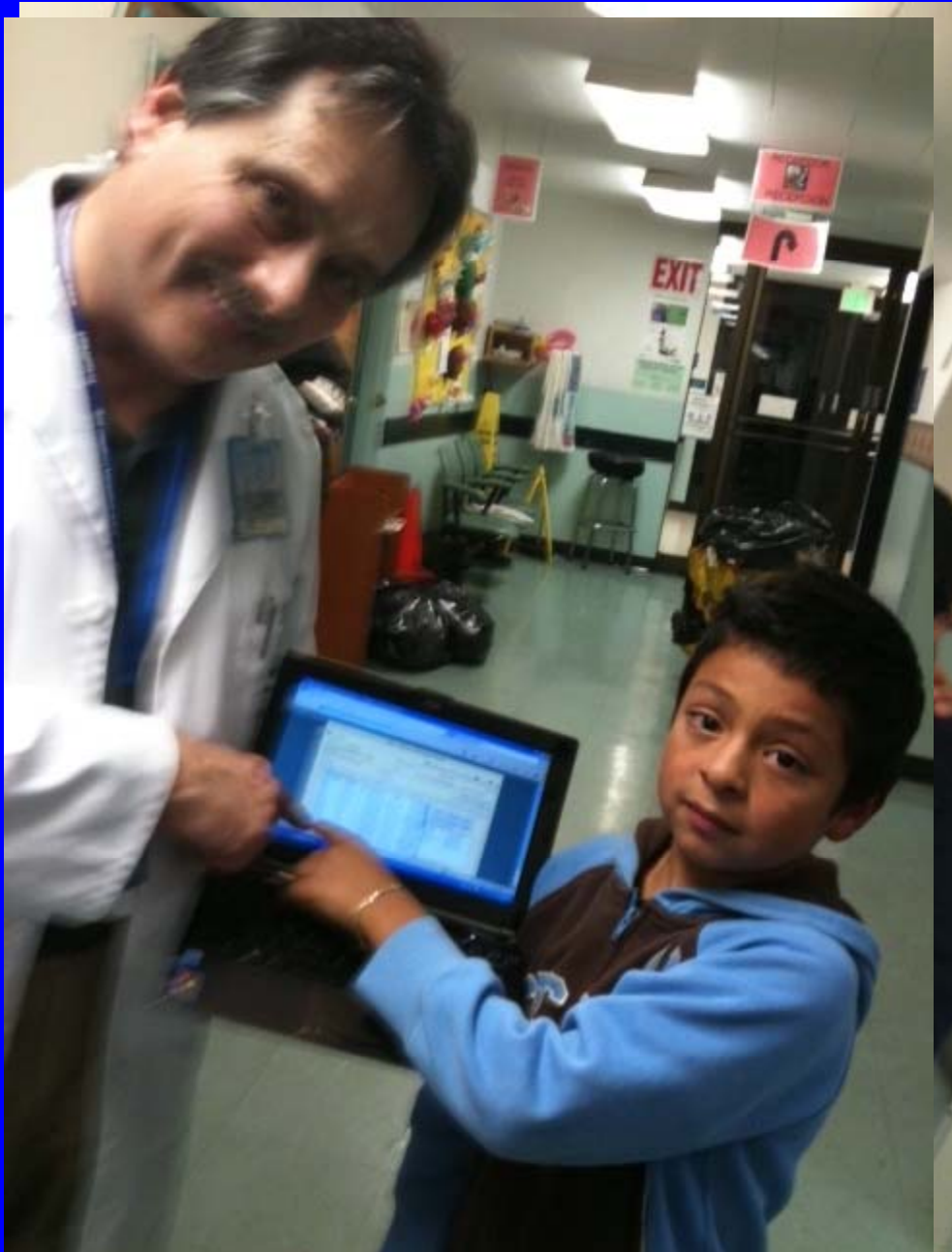


More Activities

Pertussis Outreach Grid

					<i>Enter County</i>	San Francisco
					<i>Date Updated</i>	2/1/2011
Hospital	Tdap Post-Partum Mothers	Tdap For Family Members of Newborns	Tdap in ER instead of Td	Tdap for Hospital Employees (CalOSHA)	Tdap Educational Campaign for Hospital Employees	Immization (Tdap) Rate % Among Hospital Employees
<i>LIST COUNTY HOSPITALS BELOW</i>	<i>Choose Option</i>	<i>Choose Option</i>	<i>Choose Option</i>	<i>Choose Option</i>	<i>Choose Option</i>	<i>Enter Rate</i>
Kaiser San Francisco	YES		YES	YES	YES	
St. Francis Memorial	N/A	N/A	YES	YES	YES	
St. Mary's	N/A	N/A	YES	YES	YES	
UCSF	YES	YES	YES	YES	YES	
SF General	YES	YES	YES	YES		
CPMC	YES	NO	YES	YES		
St. Luke's	YES	NO	YES	YES	YES	
Chinese Hospital	N/A	N/A	YES	YES	<input type="text"/>	
San Francisco VA Hospital	N/A	N/A		YES	YES	

Mission Tdap Clinics



- SF Dept. of Public Health
- SF Immunization Coalition
- SF State School of Nursing
- Head Start
- SF Unified School District

300 Tdaps

More Activities

- **SF General /UCSF/ Marin
General / St Luke's - Tdap for
Caregivers**

Tdap For Direct Caregivers at UCSF Benioff Children's Hospital

Stephen D. Wilson, MD, PhD

Associate Chief Medical Officer for the Children's
Hospital

University of California, San Francisco



PROCESS FOR ADMINISTERING Tdap TO DIRECT CAREGIVERS OF INFANTS < 6 MONTHS.

- Vaccine is stored in the hospital pharmacy and a supply will be delivered weekly to a refrigerator in the appropriate location
- A 3x/week clinic staffed by OB RNs has been established for this purpose. It operates Mon, Wed, Fri 9:30-10:30am
- For caregivers unable to use the clinic, the infant's bedside nurse offers the alternative of receiving the vaccine at the infant's bedside.
- The vaccine has been ordered via a blanket prescription from aCMO.
- Fathers, partners, and direct caregivers of infants <6months are provided with CDPH literature about the importance of Tdap for household contacts.
- A prescribing, screening and consent form has been developed specifically for this program. It is used at intake and saved for record keeping purposes. No other medical record is established for the caregiver.
- The nurse tallies how many doses are given each day. Data are reported out on the 15th of each month. The completed forms will be kept on file indefinitely.
- Once the vaccine is given, the vaccine recipient receives a confirmation form for their own records.

CIC (Statewide) Pertussis Task Force Activities

- Hospital E-Resource Kit



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.

Pertussis/Tdap Hospital Resource Kit

- California Department of Public Health's Pertussis Page
- Joint Commission Journal Article – Implementing Tdap Vaccine Recommendations in Hospitals



Postpartum/cocooning (Immunizing all close contacts of newborns)

- CDPH All Facilities Letter
- Tdap Cocooning Project in Texas
- Tdap Cocooning Flyer for Patients
- Sample Standing Orders for Tdap – TEMPLATE
- Tdap Expansion Project for CA Birthing Hospitals
- M/MWR Breast-Feeding and Vaccination

Emergency Rooms (Hospital ERs should give Tdap instead of Td for wound care)

- Tetanus wound prophylaxis poster
- Prevent Tdap and DTaP mixup poster
- American Academy of Emergency Physicians Tdap in ER Recommendation
- Article from Journal of Emergency Medicine on Tdap in ERs

Health Care Workers (Hospital employees should be immunized to prevent outbreaks)

- Aerosol Transmissible Disease Standards – CA law requires hospitals to offer Tdap to employees free of charge
- Health Care Personnel Vaccination Recommendation
- Tdap Declination Form for Hospital Employees – TEMPLATE
- M/MWR – Pertussis Outbreaks in Hospitals

CIC Upcoming Events

April 18, 2011

Register for Summit all day

Favorites

Shot by Shot: Stories of Vaccine Preventable Diseases (SBSD) educates parents, the general public, and the media through the power of personal stories.

Shots For School: This site provides news and information for schools, parents, and healthcare providers about school immunization requirements and resources.

Vacunas y mi salud: Immunization related materials in Spanish.

VICNetwork: A national and educational website that provides tools and strategies for immunization.

Why I Choose: The campaign website offers a suite of posters available for download or you can upload your own.

Search CIC Site

Search input field with placeholder text: Type keywords and press Enter

CIC (Statewide) Pertussis Task Force Activities

- Hospital E-Resource Kit
- Pertussis Awareness DVD
- Speakers: Stephen Wilson, UCSF & Kathy Wright, NV
- Targeted Outreach to Hospitals (13 counties) & Hospital Councils (Statewide)
- Open to new Ideas (please join next meeting May 10)

THE END

