PBE’s in California: A Public Health Issue

CALIFORNIA
IMMUNIZATION
COALITION

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October 21, 2011

CA IZ Coalition’s Role

- Education and Advocacy
- Support of Local Coalitions
- Media Awareness
- Networking

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Media Awareness

- Recent disease outbreaks - pertussis, measles, mumps
- Parental refusal study - Pediatrics October 3, 2011
- Getting media attention, however …

  Attempts at ‘balanced reporting’ cause confusion

HEALTH & SAFETY COMMISSION
PROPOSED CHILD PROTECTION COTTON WOOL SUIT
IT DOESN'T LOOK SAFE TO ME AT ALL - HIS FACE IS TOTALLY EXPOSED TO DANGER
© Original Artist

Legislative Remedies

Change in statute needed to redirect upward trend in PBE's

- Education efforts are likely not enough
- Current process for claiming PBE more convenient for some than getting child immunized
- Continued increase in PBE's will at some point, impact herd immunity

Possible Legislation

Timing and Support

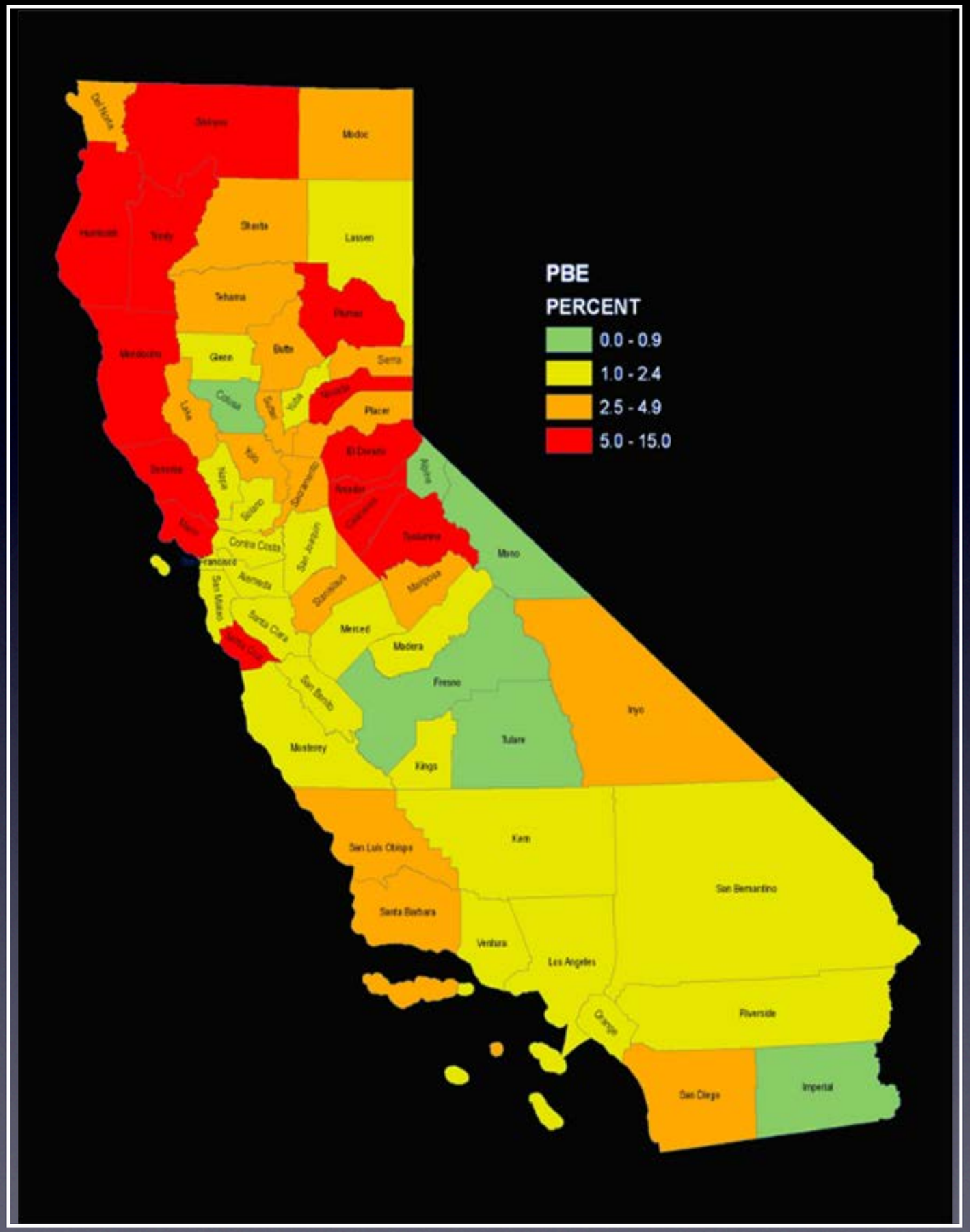
- Likely cannot wait till 2013
- Anti-Vax groups are prepared and organized
- Framing the message
- Building network of support

A Public Health Issue

- Physicians / Health Officers as trusted sources of information for the public
- Drawing a line in the sand
  Example: AB 614
- Washington State legislation

Key Messages

- Majority of parents do believe immunizations are important and trust physicians as important source of information
- Parents should work in partnership with health care provider to make health decisions
- Children who are exempted from vaccine are at significant risk for diseases
- Any proposed changes to PBE language would not take away a parent’s right to exempt child from immunizations


PBE
PERCENT
0.0 - 0.9
1.0 - 2.4
2.5 - 4.9
5.0 - 15.0
Del Norte
Modoc
Sharta
Lassen
Tehama
Plumas
Glenn
Butte
Sierra
Colusa
Placer
Yolo
Napa
Solano
Sacramento
Nevada
Contra Costa
San Joaquin
Alameda
Stanislaus
Mariposa
Mono
Santa Clara
Merced
Madera
Fresno
San Benito
Monterey
Kings
Tulare
Inyo
Kern
San Luis Obispo
San Bernardino
Santa Barbara
Ventura
Los Angeles
Orange
Riverside
San Diego
Imperial

Next Steps

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