

2008 California Immunization Coalition Summit:

Emerging Issues and New Directions

Advance registration is encouraged and non-refundable (after April 11)

Please fill out form below:

Name: _____
Title: _____
Organization: _____
Mailing Address: _____
City/State/Zip Code: _____
Phone: _____
Email: _____

Applying for CME/ CEU credit? Yes No

If so, please include type of license and license number:

I would like my name to be included on the contact list of conference attendees which will be shared with immunization partners and stakeholders.

Yes No

Please answer the following questions:

1. What is your primary area of focus related to immunizations?

- Health education
- Vaccine delivery
- Policy
- Public health
- Other _____

2. Which of the following best describes your geographic focus?

- Northern CA
- Central Valley
- Southern CA
- Other _____

3. Which of the following best describes you?

- Physician
- Pharmacist
- Nurse
- Other health care provider
- Public health administrator
- Health care administrator
- Researcher
- Other _____

Please select a breakout session you would most like to attend:

Breakout Sessions A (Please choose one)

- A1** Influenza Vaccination of Health Care Workers: The Experience After SB 739
- A2** Policy, Legislation, and Advocacy—2008
- A3** California Immunization Registries—The Home Stretch
- A4** Responding to Current Trends in the Anti-Vaccine Movement (repeated at C-2)

Breakout Sessions B (Please choose one)

- B1** Complementary Vaccine Delivery Sites: Bringing it to the People
- B2** Vaccine Financing, Reimbursement, and Pay-For-Performance
- B3** Communicating Health to Adolescents: Thinking Outside the Doctor's Office (repeated at C-3)
- B4** Getting the Message Heard: Selecting Effective and Appealing Materials

Breakout Sessions C (Please choose one)

- C1** Implementing a School-Based Immunization Program: Tips for Success
- C2** Responding to Current Trends in the Anti-Vaccine Movement (repeat of A-4)
- C3** Communicating Health to Adolescents: Thinking Outside the Doctor's Office (repeat of B-3)
- C4** Vaccination Triumphs of the Past, Challenges of the Present, and What About the Future?

Registration Cost

- Basic Fee (Prior to April 18, 2008): \$100.00**
After April 18, on-site registration only
- On-Site Registration Fee (After April 18, 2008): \$125.00**
- Charge For CME Credit: \$25.00**

Please make checks payable to:

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

Mail completed registration form along with payment to:

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

Hotel information:

DoubleTree Sacramento
2001 Point West Way
Sacramento, California 95815
(916) 929-8855

Contact the hotel directly at (916) 929-8855

ask for the group rate for the **California Immunization Coalition** or on-line at www.doubletree.com (Group Code IMZ)

By air: SMF – Sacramento International Airport – 10 miles to DoubleTree

By train: Amtrak Station – Sacramento – 6 miles to DoubleTree

April 28–29th, 2008

DoubleTree Hotel—Sacramento
Sacramento, CA

2008 California Immunization Coalition Summit

Emerging Issues and New Directions



Who Should Attend:

Physicians, nurses, pharmacists, administrators, educators, immunization stakeholders, advocates, and other providers from public and private sector health organizations interested in learning more about current immunization issues, strategies, and activities are invited to attend.

Summit Objectives:

- Promote collaboration among key stakeholders to facilitate immunizations across the lifespan.
- Develop effective communication strategies among diverse agencies, organizations, professional societies, health plans, health care providers, and other groups involved in immunizations.
- Continue to lay the groundwork for future immunization initiatives.

CIC has applied for CME credit for this event.

About the California Immunization Coalition

The California Coalition for Childhood Immunization (C3I) and the California Adult Immunization Coalition (CAIC) have become a single organization that will support the educational, networking, policy, and advocacy work needed to improve immunization rates for *all* Californians.

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.

Agenda

Day 1—April 28, 2008

8:00–8:30	Registration/Continental Breakfast
8:30–8:40	Morning Welcome
8:40–8:55	California Immunization Coalition (CIC): Cooperation, Innovation, and Collaboration <i>Julia Heinzerling, MPH, President, California Immunization Coalition</i>
8:55–9:45	Keynote Session: Not Your Grandmother’s Vaccine! New Vaccines and New Vaccine Technology <i>Roger Baxter, MD, Director of Kaiser Permanente National Vaccine Study Center</i>
9:50–10:50	Breakout Sessions A
	A-1 Influenza Vaccination of Health Care Workers: The Experience After SB 739
	A-2 Policy, Legislation, and Advocacy—2008
	A-3 California Immunization Registries—The Home Stretch
	A-4 Responding to Current Trends in the Anti-Vaccine Movement (<i>repeated at C-2</i>)
10:50–11:00	Break
11:00–12:00	Breakout Sessions B
	B-1 Complementary Vaccine Delivery Sites: Bringing it to the People
	B-2 Vaccine Financing, Reimbursement, and Pay-For-performance
	B-3 Communicating Health to Adolescents Creatively: Thinking Outside the Doctor’s Office (<i>repeated at C-3</i>)
	B-4 Getting the Message Heard: Selecting Effective and Appealing Materials
12:00–1:00	Lunch
1:00–1:20	Afternoon Welcome and Awards Presentation
1:20–2:20	Effective Communications with Media, Legislators, and other California Decision Makers Panel Discussion Moderated by <i>Howard Backer, MD, MPH Chief, CA Department of Public Health, Immunization Branch</i>
2:20–2:30	Afternoon Break
2:30–3:30	Breakout Sessions C
	C-1 Implementing a School-Based Immunization Program: Tips for Success
	C-2 Responding to Current Trends in the Anti-Vaccine Movement (<i>repeat of A-4</i>)
	C-3 Communicating Health to Adolescents: Thinking Outside the Doctor’s Office (<i>repeat of B-3</i>)

3:35–4:30

C-4 Vaccination Triumphs of the Past, Challenges of the Present, and What About the Future?

Plenary Session: The Changing Landscape of Influenza Vaccination

Litjen (L.J.) Tan, PhD

Director of Infectious Diseases for the American Medical Association and Chair of the National Influenza Summit

4:30–4:45

Wrap-up and Evaluation

4:45

Adjourn and Networking

Day 2—April 29, 2008

8:30–9:00	Registration / Continental Breakfast
9:00–9:10	Morning Welcome and Introductions <i>Mark Sawyer, MD, Professor of Pediatrics, University of California, San Diego</i>
9:10–9:25	Local Leadership and Coalition Building <i>Catherine Martin, Director, California Immunization Coalition</i> <i>Julia Heinzerling, MPH, President, California Immunization Coalition</i>
9:25–10:10	Presentation: Promoting Pre-teen Immunizations: Parental Attitudes, Beliefs, and Trusted Information Sources <i>Kari Sapsis, MPH Health Communications Specialist Centers for Disease Control and Prevention</i> <i>National Center for Immunization and Respiratory Diseases</i>
10:10–10:20	Break
10:20–11:15	Panel Discussion—Ready For Action: Strategies to Influence Positive Vaccine Beliefs <i>Moderated by Tiffany Sutter, MEd, Chief, Information and Education Section, California Department of Public Health, Immunization Branch</i>
11:15–12:00	Activity and Facilitated Strategic Planning Session
12:00–1:00	Lunch
1:00–1:45	Strategic Planning—Objectives For Meeting Statewide Goals Develop committee 12 months objectives/activities
1:45–3:00	Committee Reports: <ol style="list-style-type: none">1. Activities relating to CIC goals for 20082. Committee activities3. Feedback, clarification from participants
3:00–3:30	Wrap-up and Complete Evaluation Forms
3:30	Adjourn and Networking