



It's Not Magic. It's Immunizations!
**National Infant Immunization Week &
Toddler Immunization Month 2005
Statewide Immunizations Campaign**

Campaign Summary & Media Coverage

OVERVIEW

Despite the enormous success of immunizations over the past 50 years, there are still children who are not getting immunized. In an effort to increase awareness among parents about the importance of following the recommended immunization schedule, the California Coalition for Childhood Immunization (C3I) staged a series of statewide educational events involving thousands of California children during National Infant Immunization Week (NIIW), April 24-April 30, 2005, and Toddler Immunization Month (TIM), May 2005.

To promote childhood immunizations, counties and local immunization coalitions educated parents and childcare providers about the seriousness of childhood diseases and the need to get our children immunized. In addition, they celebrated 50 years of immunization success. The theme of this year's campaign was "*It's Not Magic. It's Immunizations!*" Held at various childcare settings throughout California, youngsters sported magician costumes and participated in "magical activities." The 2005 NIIW/TIM campaign raised awareness among parents about the importance of getting their children immunized on time, every time. In addition, the campaign focused on the successes of immunizations over the past 50 years, most notably, in the fight against polio and the measles.

Thirty-six counties/organizations throughout California participated in the 2005 *It's Not Magic. It's Immunizations!* campaign which highlighted the importance of infant immunizations to childcare providers, parents, and the general public.



Many organizations partnered in these efforts including:



California Coalition for Childhood Immunizations (C3I) is a non-profit organization comprised of leaders from various public and private statewide organizations that work together to promote improved levels of childhood immunization.



California Department of Health Services, Immunization Branch, provides leadership and support to public and private sector efforts to protect the population against vaccine-preventable diseases.



The California Chapter of the March of Dimes is committed to improve the health of babies by preventing birth defects and infant mortality ever since they served as the driving force behind the development of the polio vaccine in the 1950's.



California Distance Learning Health Network (CDLHN) links healthcare providers to the latest information on public health and safety issues, as well as provides access to continuing education opportunities.

Other strategic partners included California immunization coalitions and county health departments.

CAMPAIGN PLANNING & RESOURCE DEVELOPMENT

The NIIW/TIM core committee began planning for the 2005 events on July 28, 2004. To support the local planning efforts, the core committee hosted seven (7) All-Participant conference calls beginning with a C3I Education Hour on January 6, 2005. During the initial call, participants were introduced to the *It's Not Magic. It's Immunizations!* theme and were encouraged to get involved in the 2005 campaign. C3I and CDLHN coordinated and facilitated monthly conference calls leading up to the campaign, with the goal of getting participants excited about planning their activities and familiarizing them with the campaign resources. Each call focused on issues surrounding event planning as well as covering strategies for maximizing media coverage.

The NIIW/TIM 2005 campaign featured 4 main resources: Campaign Kit, a Media Tool Kit, a Press Packet, and Toys. The Campaign Kit contained a variety of materials to assist participants in planning, developing, and promoting their community event. The Media Tool Kit included materials to assist participants in targeting and contacting the local media, including a comprehensive list of media outlets (radio, television, and print) for their specific area. The Press Packets included important campaign information and were designed for distribution directly to the media. Toys that emphasized the campaign message, including magic capes, wands, and red dot stickers, were made available for event activities involving children.



SUMMARY OF EVENTS & OUTREACH

C3I and CDLHN partnered with immunization coalitions and county health departments throughout California to coordinate statewide kickoff events for NIIW and TIM. This year's campaign was truly a collaborative effort. Thirty-six (36) California health jurisdictions and coalitions participated in the 2005 *It's Not Magic, It's Immunizations!* campaign including 11 counties that planned actual events held at preschools, childcare centers, Head Start schools, and other local venues. Highly visual activities attracted media attention by featuring children, who are at risk of contracting deadly diseases when not properly immunized, participating in activities that included:

- singing immunization songs
- wearing magic capes
- playing with wands and red dot stickers
- playing doctor and patient
- visit from magicians
- face painting
- playing games
- reading stories
- coloring in immunization coloring books
- gathering materials to take home to parents
- sampling goody bags
- teaching kids how to wiggle their toes to make getting a shot less painful
- a visit from IZZY the immunization bear
- free immunizations

Some counties performed alternate methods of outreach either in combination with an event or as a separate entity. Alternate methods of participation included:

- articles in local newspapers
- newsletter articles
- Website promotion
- provider trainings
- presentations
- host table at March of Dimes Walk America event
- mailings to providers, child care centers, and community organizations including faith communities
- produce polio film
- certificates of appreciation for providers, staff, the faith community and coalitions
- distributing goody bags to families
- proclamations through city officials
- physician forums
- provider and staff luncheons
- employee appreciation activities
- flier development and distribution



The following counties/organizations participated in the *It's Not Magic. It's Immunizations!* campaign:

Alameda County Public Health Department
Amador County Public Health Department
Contra Costa County Immunization Coalition
Childhood Immunization Coalition of
Fresno/Madera Counties
Humboldt County Public Health Branch
Imperial County Public Health Department
Long Beach Health Department
South Los Angeles Health Projects – Los
Angeles County
Madera County Health Department
Merced County Public Health Department
Orange County Immunization Coalition
Northeast Valley Health Corporation (Los
Angeles County)
Pasadena Public Health Department
Placer County Community Health
Riverside County Public Health Department
Sacramento County Health Department
San Benito County Health & Human Services
San Bernardino County Public Health
Department

San Diego County Immunization Program
San Francisco Immunization Coalition
San Joaquin County Health Department
San Luis Obispo County Health Department
San Mateo County Immunization Program
Santa Barbara County Public Health Department
Santa Clara County Public Health Immunization
Program
Santa Cruz Health Services Agency
Shasta County Public Health Department
Shots for Tots Regional Coalition
Solano County Public Health Department
Sonoma County Public Health
Stanislaus County Health Services Agency
Sutter County Public Health
Trinity County Health & Human Services
Tuolumne County Health Department
Westside Children's Center (Los Angeles
County)
Yolo County Health Department

SUMMARY OF MEDIA COVERAGE

Overall *It's Not Magic. It's Immunizations!* media coverage was comprehensive with feature print stories, television news coverage, and radio interviews. Campaign events generated **18 known occurrences of media coverage**, including coverage by 6 television stations, 2 radio stations, 9 newspapers, and 1 website. The campaign featured paid advertisements in 19 African- American newspapers and on 34 Spanish language radio stations throughout California. In Los Angeles, LA IZ Kids ran spots during 12 Dodger's Pitching Match-Up segments. In addition, a billboard Public Service Announcement (PSA) ran during 26 San Diego Padres baseball games.



REGIONAL EVENTS

Listed below are summaries of regional events, outreach, and media coverage for the 2005 *It's Not Magic. It's Immunizations!* campaign. Each of these events required dedication and numerous hours of preparation and implementation by the event coordinators and staff working in combination with the statewide campaign team. It is this team work that produced the tremendous results described below.

Amador County Public Health Department

The participation of Amador County Public Health Department included submitting an article to HRC-CCR and giving informational presentations at 2 Health Events: Celebrate Our Children and Hispanic Health Fair.

Contra Costa County Immunization Coalition

The Contra Costa County Immunization Coalition participated in this year's campaign by coordinating a luncheon event with polio survivors as speakers. In addition, the coalition produced a 40-minute film, entitled "A Time to Remember: Polio Survivors" which will be aired on CCTV.

Childhood Immunization Coalition of Fresno/Madera Counties

The Childhood Immunization Coalition of Fresno/Madera Counties held a "Happy Birthday Party for Immunized Two Year Olds" at Fresno's Chafee Zoo in Roeding Park. Children's immunization records were entered into the Registry. The children enjoyed goodie bags which included a book, toothbrushes, stickers, and a hand puppet.

Humboldt County Public Health Branch

Humboldt County Public Health Branch sent WIC posters, presented Baby Track volunteers with certificates of appreciation, and coordinated a Board of Supervisors Proclamation.

City of Long Beach Department of Health

City of Long Beach Department of Health conducted 2 presentations at a Head Start site, participated in the Healthy Babies Fair, and disseminated packet of materials at local community churches.

Merced County Health Department

Merced County Health Department participated in a health fair featuring free immunizations to children and distributed capes and wands.

Northeast Valley Health Corporation (Los Angeles County)

The Northeast Valley Health Corporation of San Fernando organized a fair featuring free immunization, magicians from the Magic Castle, a clown, and face painting. These activities reinforced the immunization message.



Orange County Immunization Coalition

Orange County Immunization Coalition hosted an event at a local preschool utilizing a local magician and a group of polio survivors and the Medical Director for interviews.

Pasadena Public Health Department

The Pasadena Public Health Department held an event at the Pasadena Farmer's Market. The children enjoyed a "Germ Buster" interactive presentation, a magician, fun giveaways, and games. Parents were provided with important immunization information and were given the opportunity to review their children's immunization records.

Placer County Community Health

Placer County Community Health delivered wands and capes to county clinics, disseminated Hallmark cards to hospitals, and sent letters with coloring pages to preschools.

San Benito County Health & Human Services

San Benito County Health & Human Services held an event for preschool classes: Migrant, Head Start, and First 5, to present the immunization message. The children received capes and wands to take home.

San Diego County Immunization Program

San Diego County Immunization Program's participation included:

- In collaboration with the California Distance Learning Health Network (CDLHN), the I-3 Coalition organized two events including a physicians' forum and a community media event. At the physicians' forums noted authorities in the immunization field spoke about the importance of immunization from infancy to adulthood. The community event was held at a Head Start site and featured children participating in various activities including singing and playing.
- Submitted article for the SD YUYU magazine, a Japanese language publication in San Diego
- Created a webpage and posted all NIW information in English and Distributed Hallmark cards and Spanish inserts to new parents at hospitals
- Coordinated a Board of Supervisors Proclamation
- Presented at the Faith-Based Approach to Community Health Forum on Immunizations held at a local church
- Disseminated materials and information at two community events: Linda Vista Multicultural Festival and Day of the Child

San Francisco Immunization Coalition

The San Francisco Immunization Coalition partnered with the San Francisco Giants and held an event to recognize the importance of immunizations at a local health center. The event included: photo opportunities with SF Giants player, baseball cap giveaways, and a visit from Izzy.



Santa Barbara County Public Health Department

The Santa Barbara County Public Health Department participated in the following activities:

- Coordinated a Board of Supervisors Proclamation
- Disseminated letters with an Immunization Material Order Form to 130 Doctors
- Coordinated Spanish language TV interview
- Distributed Hallmark cards and Spanish inserts to new parents at hospitals
- Distributed badge holders with immunization message to PDH Clinic staff
- Disseminated coloring sheets and flyer to preschools countywide

Santa Clara County Public Health Immunization Program

The Santa Clara County Public Health Immunization Program coordinated the following activities:

- Coordinated Faith Community Day at local churches which featured immunization screening, certificates of appreciation, and the distribution of capes and wands.
- Distributed \$10 Albertson's gift cards with certificates of appreciation for WIC Partner Day
- During Coalition Day, 20 CHIPS members received leather portfolio and certificates of appreciation
- Coordinated a Preschool and Child Care Day featuring capes and wands as giveaways, and read books to children
- Coordinated a provider appreciation day that included Target gift card, plaque, and certificates of appreciation
- Hospitals that participated in "Baby Calls" Program received a letter, certificate of appreciation and immunization materials order form
- In collaboration with Santa Clara March of Dimes, staffed table at the Walk America event and disseminated immunization information and incentives to attendees

Santa Cruz Health Services Agency

To support this year's campaign efforts, the Santa Cruz Health Services Agency coordinated the following activities:

- Coordinated Proclamation from Board of Supervisors
- Participated in local events
- Submitted a feature article in AKT Newsletter
- Sponsored immunization clinics at elementary schools and YMCA
- Conducted a Spanish-language radio interview

Solano County Public Health Department

Solano County Public Health Department held a major event where children enjoyed a visit from Izzy, a magician show, capes, wands, and coloring sheets. In addition, they coordinated smaller events at various WIC sites and provided immunization information to parents.

Sonoma County Department of Health Services

Sonoma County Department of Health Services coordinated meetings of community health centers (CHC) and provided technical assistance, materials and toys for CHC's individual



activities which included a health fair, immunizations and MediCal and WIC, and mailings to Head Start families.

Stanislaus County Health Services Agency

In collaboration with Stanislaus March of Dimes, Stanislaus County Health Services Agency hosted a table at the March of Dimes Walk America event and gave out educational materials and prizes.



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Event Photos

The following is a collection of photos from this year's campaign activities, which were submitted by several event coordinators.

San Mateo County Immunization Program:

Kids in San Mateo enjoyed a variety of fun NIIW activities.





Contra Costa County Immunization Coalition:
Children at the Contra Costa NIIW Polio Survivors Luncheon



San Francisco Immunization Coalition:
Children in San Francisco loved the special visit from Izzy the Bear.





Northeast Valley Health Corporation:

During the fair, children enjoyed a visit from Izzy, magicians and a clown.



San Diego County Immunization Program & California Distance Learning Health Network:

Kids, Head Start staff and Clifford the Big Red Dog at the San Diego NIIW event.





San Benito County Health & Human Services:

Kids in San Benito enjoyed a puppet show and learn how to get a shot.



Solano County Public Health Department:

Children received free immunizations and a special visit from a magician.





Childhood Immunization Coalition of Fresno/Madera Counties:

During the “Happy Birthday Party for Immunized 2 Year Olds,” families added children’s records onto the registry and enjoyed cake and ice cream.



Thanks to the efforts of many, the 2005 It’s Not Magic. It’s Immunizations! campaign was a huge success!