

immunization update

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To: Health Officers
Immunization Program Coordinators
Communicable Disease Control Officers
California Immunization Coalition members
Other interested health care professionals

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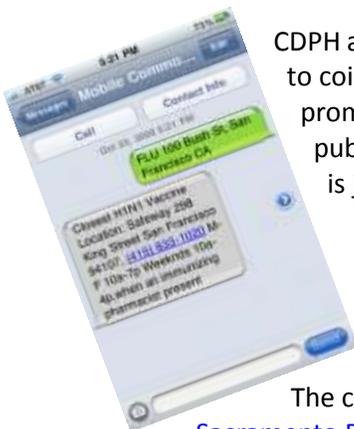
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Late Season H1N1 Vaccination Push

Who says public health can't join the 21st Century? A statewide California Department of Public Health (CDPH) campaign is doing just that—using text messaging and Facebook to help Californians get H1N1 flu vaccine.



CDPH and the Office of Public Affairs launched a new “Stop H1N1” flu vaccine campaign to coincide with January’s National Influenza Vaccine Week (NIVW). The campaign promotes texting to help Californians locate the nearest flu shot clinic. Billboards and public transit advertising are spreading the word that up-to-date flu shot information is just a text message away.

“We’re reaching out to an age group that typically doesn’t get vaccinated,” said Tiffany Sutter, Immunization Branch, Information and Education Section Chief. “We are increasing vaccine awareness through texting and social networking.”

The campaign’s kick-off generated articles in the San Francisco Examiner and [Sacramento Bee](#) as well as TV and radio broadcasts in Sacramento, the Bay Area, and Fresno. As a result, nearly 1,000 text messages were sent in the first three days, with hundreds more still coming in. To participate, consumers text “30644” in their cell phones and type in “noflu” (plus spacebar) and their zip code. A few seconds later, they receive a text with the nearest H1N1 flu vaccine provider, including address, phone number, and clinic hours.

Another new effort, CDPH's "**Stop H1N1CA. Find ur Vaccine?**" Facebook page is helping the campaign "go viral." Facebook enthusiasts can add it to a personal page and share the H1N1 locator application with friends and family. Facebook users click on the "KEEP" button to display the application on their page and can have visitors enter a zip code to receive the nearest H1N1 vaccine provider location.

In time for Valentine's Day, there is a new billboard to "make a date to vaccinate." Using new media and messages, this campaign alerts Californians that flu vaccine is available and still beneficial. The texting campaign will run through March.



Flu Facts

- H1N1 Flu activity decreased after December. However, H1N1 flu remains widespread throughout parts of the state. By the end of January, over 8,000 people had been hospitalized and 470 Californians have died.
- By the end of January, the State H1N1 Provider Call Center had responded to nearly 17,000 calls from California health care providers, primarily for customer service help with vaccine ordering.

IZ Branch Staff Updates

Vandna Mittal joined the Branch as an H1N1 Health Educator. She is working on a variety of H1N1-related projects, new media tools, and assisting the CalPanFlu Provider Call Center. Most recently, Vandna worked at Applied Strategies Consulting where she focused on strategy development for health programs in developing countries. Previously, she was involved in seasonal flu campaigns and asthma programs in the Boston area. Vandna earned an MPH from Boston University.

James Huang is the Branch's new H1N1 Web Content Manager. His role includes H1N1 information distribution activities. James has four years of web experience with several local Bay Area businesses. He earned his BA in Cognitive Science with an emphasis in computational modeling from UC Berkeley.

Terry Mock is the Immunization Branch's first Technical Health Writer. Terry is spearheading H1N1 provider communications, web content, and listserv messaging. Her experience in health and medical communications includes work at hospitals, nonprofit organizations, and the private sector. Most recently, she served as Senior Communications Specialist at CDPH's Maternal, Child & Adolescent Health's California Birth Defects Monitoring Program (CBDMP). Terry earned degrees from UCLA and UC Berkeley's Graduate School of Journalism.

New H1N1-related administrative support staff include:

- **Cecilia LaVu** in the Field Services and Vaccine Management Section
- **Rebecca DiZoglio** in the Clinical and Policy Support Section, and
- **Vanessa Nool** in the VFC Program.

Statewide Campaigns

Preteen Vaccine Week 2010

Communities throughout California celebrated [Preteen Vaccine Week](#) (PVW) from January 17-23. The CDPH Immunization Branch and the California Immunization Coalition (CIC) promoted adolescent immunizations for two weeks by releasing several radio PSAs targeting English and



Spanish speaking parents across the state. A [rap PSA](#) specifically targeted a preteen audience.

The Immunization Branch collaborated with CDPH Sexually Transmitted Diseases (STD) Branch to educate youth about the HPV vaccine, now available to both girls and boys. Text messages about HPV vaccination went out through a program that generates awareness about adolescent health. Campaign partners included the California School Nurses Organization and the California Adolescent Health Collaborative, who promoted PVW in their newsletters and email. Many local health departments also planned events, including interviews, immunization clinics, scavenger hunts, school mailings, contests and games. To learn more about Preteen Vaccine Week activities or how to promote preteen vaccines throughout the year, contact Rebeca.Boyte@cdph.ca.gov.



NIIW/TIM: I Choose to Stay on Track for a Lifetime of Health!

National Infant Immunization Week (NIIW) is April 24 - May 1 and Toddler Immunization Month (TIM) continues through the month of May. Each year, NIIW/TIM mobilizes local and state health departments, immunization partners, health care providers, and community leaders. The observances highlight the extraordinary impact of immunization in keeping infants and children healthy.

Back by popular demand, 2010 NIIW/TIM activities in California will draw from the “**i choose**” campaign using the slogan “*I Choose to Stay on Track for a Lifetime of Health!*” Accordingly, organizations will be able to plan **i choose** photo activities and collect testimonials from individuals who choose to immunize. Coalitions, health departments, and stakeholders are encouraged to use NIIW/TIM as a springboard to promote childhood immunizations.

Over twenty local health departments and community organizations throughout California are expected to participate in NIIW this year. To help, CDPH is developing statewide radio PSAs to promote NIIW/TIM. Other materials and resources are available now in an [online campaign kit](#) to assist with planning, promoting, and implementing successful NIIW/TIM activities. For additional information, about California’s NIIW/TIM activities, contact Jenny.Bailey@cdph.ca.gov

California Cervical Cancer-Free Campaign

The California Medical Association Foundation (CMAF) has been awarded a grant for multi-cultural education and outreach to prevent cervical cancer through HPV vaccination and other strategies. California is one of five states to receive such funding.

CMAF is has been working with the Immunization Branch, STD Branch, CDPH Office of Women’s Health, and other stakeholders to identify priorities, goals, and objectives for the year. Of special concern are California’s underserved communities where rates of cervical cancer are high. Stay tuned for additional information later in 2010.

Immunization Registry Update

CAIR Participation Continues to Climb



California’s Immunization Registry (CAIR) is widespread in medical offices and clinics across the state. By the end of 2009, 88 million shot records on 8.1 million Californians of all ages had been captured in CAIR, up from 74 million records in 2008.

Recruitment efforts and planning goals continue to focus on immunizations given to children from birth through age five years, by when most routine immunizations are given. To date, nearly 64% of California children age 0-5 five years old and 50% of children 6-18 years old have records in CAIR, an increase of 5% from 2008. These data represent real growth in CAIR's utilization on a statewide basis. CAIR is an important tool to help health care providers, schools and other key agencies prevent vaccine-preventable diseases.

Assessments

Native American Special Population Assessment

For 2010, the Immunization Branch has begun sampling California schools across California with the highest number of Native American children to assess immunization coverage. Selected schools received materials and instructions to send copies of kindergarten and fourth grade CSIRs (Blue Cards) to the Branch by March 1. Immunization Coordinators will receive notification of delinquent school submissions and are encouraged to assist in schools in their jurisdiction to submit CSIRs.

Kindergarten and Child Care Assessment Reports

Stay tuned! Kindergarten and Child Care Assessment Reports will be posted on the Immunization Branch website shortly. The Branch extends its appreciation to Immunization Coordinators and field staff for their efforts in collecting kindergarten and child care reports during an extraordinarily busy flu season.

Selective Review and KRS

The Immunization Branch School Assessments team will be mailing materials to Immunization Coordinators for the annual Kindergarten Selective Review, Child Care Selective Review, and Kindergarten Retrospective Survey (KRS). The Immunization Branch will randomly select kindergarten schools for 2010. Local health departments will be responsible for selecting child care centers. For additional information, contact Teresa.Lee2@cdph.ca.gov or Madina.Sharifi@cdph.ca.gov.

Vaccine News

Merck Discontinues Monovalent Vaccines

Merck & Co. Inc. has announced that it will not resume production of single antigen (individual or separate) measles, mumps, or rubella vaccines. Ongoing vaccine production will instead be limited to the combination MMR vaccine. Some public health officials have expressed concerns that availability of separate measles, mumps and rubella vaccines has increased the number of at-risk children who are susceptible to one or more of these serious diseases.

Surveillance for GBS and Possible H1N1 Vaccine-Related Adverse Events

As part of nationwide safety monitoring, CDPH is identifying and reviewing adverse events potentially related to the H1N1 vaccine through two primary surveillance projects:

1) Guillain Barré Syndrome Surveillance Project

CDPH is tracking all recent cases of Guillain Barré Syndrome (GBS) in California, whether or not they have received any vaccine. Several infectious agents, including seasonal influenza infection, are believed

to trigger GBS. The cause in many cases of GBS is never determined, in part because diagnostic testing is uncommon, leaving lingering uncertainty about whether immunization may have played a role. Therefore, CDPH is performing systematic testing for known infectious causes of GBS on available clinical specimens.

CDPH learns of GBS cases from California’s neurologists, infectious disease physicians, and intensive care units and from hospital medical record reports. By mid-January 2010, 45 suspect cases of GBS had been reported. This is fewer than the number of GBS cases that would be expected to occur in recent years without H1N1 vaccination. Of these 45 patients, 18 cases met [standardized GBS case definition criteria](#), and 6 were classified as GBS variants. Three (6%) cases had received 2009 H1N1 vaccine, and 12 (27%) had received seasonal influenza vaccine. Testing is in progress on 62 specimens from 27 patients.

To date, seasonal influenza vaccine has been associated with more GBS cases than has H1N1 vaccine. This is consistent with immunization having a coincidental (non-causal) role. GBS occurs most often in older adults, who have had more access to seasonal than H1N1 vaccine because of H1N1 vaccine targeting policies. Almost half of the cases of GBS in California reported to CDPH so far have begun after a recent respiratory infection (44%) such as influenza infection.

2) Non-Guillain Barré Syndrome Adverse Events Project

Adverse events that occur after receipt of the H1N1 vaccine are being reported to CDPH by California’s local health departments, clinicians, the CDPH California Encephalitis Project, and the federal Vaccine Adverse Event Reporting System (VAERS).

CDPH is reviewing patients in the following categories for additional investigation: Deaths; anaphylaxis; events during pregnancy; neurologic (other than GBS); and other (e.g., pneumonia, myocarditis, vasculitis, etc.). CDPH staff review medical records to verify diagnoses. Specimens from cases are being tested for possible infectious etiologies. To date, rates of these events occurring after receipt of H1N1 vaccine in California have not exceeded the rates expected to occur in unvaccinated persons or those receiving seasonal influenza vaccine.

New Educational Materials and Online Resources

Resource	Type of resource
The HPV Vaccine: What Health Care Providers Need to Know (updated 1/10) (IMM-869)	Brochure
An Immunization Registry Benefits Your Practice updated (IMM-721)	Brochure
Alternative Schedules: Helping Parents Separate Fact from Fear, A Guide for Physicians (IMM-988)	Fact Sheet (downloadable only)
New Flu PSAs and Celebrity Flu PSAs from Flu.gov	video
Vaccine Refrigerator Set Up –Refrigerator Only Unit (IMM-963)	Job Aid
Vaccine Refrigerator Set Up Combo Unit (IMM-964)	Job Aid
Vaccine Freezer Set Up (IMM-966)	Job Aid
Monitoring Temperatures (IMM-985)	Job Aid
Do I Need Any Vaccinations Today? (IAC publication)	Checklist

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
March 12-14	Clinical Vaccinology course for health care professionals San Diego, CA	National Foundation for Infectious Diseases	www.nfid.org or for more information and to register, e-mail idcourse@nfid.org or call 301.656.0003, ext. 19
April 7-9	SOPHE-PRC Joint Conference "Advocate, Communicate and Translate to Enhance Research and Practice" Atlanta, Georgia	Society for Public Health Education (SOPE) and Prevention Research Centers (PRC)	www.sophe.org/midyearemeeting.cfm Pre-registration closes March 12, 2010
April 19-22,	National Immunization Conference, "Protecting Every Adult and Child," Atlanta, GA	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/vaccines/events/nic/default.htm
April 24-May 1	National Infant Immunization Week (NIIW)	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/vaccines/events/niiw/default.htm
April 27 12-1pm	California Immunization Coalition's "Education Hour" Topic and speakers TBD.	California Immunization Coalition (CIC)	For details, email STorres@communitycouncil.org or check online in the coming weeks at www.immunizeCa.org
May	Toddler Immunization Month	California Immunization Coalition (CIC)	www.immunizeCa.org
May 3-4	California Immunization Coalition Summit, "Preparing for Tomorrow-Taking Action Today" Sacramento, CA	California Immunization Coalition (CIC)	www.immunizeCa.org
May 6-7	Health Literacy in the Real World	Institute for Healthcare Advancement	www.iha4health.org or (800) 434-4633
May 15-19	Annual Clinical Meeting San Francisco, CA	American College of Obstetricians and Gynecologists (ACOG)	www.acog.org/acm
May 26-28	National Conference on Immunization and Health Coalitions (NCIHC) 9 th Conference, "Strengthening Our Connections" Chicago, IL	Chicago Area Immunization Campaign	www.ilmaternal.org/ncihc2010.htm
November 3-4	Epidemiology and Prevention of Vaccine Preventable Diseases, Lake Tahoe, NV	Centers for Disease Control and Prevention (CDC)	Go to http://bit.ly/6WxFtq to be added to the "Immunization Education Opportunities" list
November 6-10	American Public Health Association (APHA) Annual Meeting & Exposition, "Social Justice A Public Health Imperative" Denver, CO	American Public Health Association (APHA)	www.apha.org

