



Immunization Branch, California Department of Public Health, 850 Marina Parkway, Building P, Richmond, CA (510) 620-3737

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

December 11, 2007

## Flu Season Push to Get Californians Vaccinated



Haven't had your flu shot yet? There's still time! That's the message promoted by the California Department of Public Health (CDPH) in partnership with the Centers for Disease Control and Prevention (CDC). Recently, the Immunization Branch recognized National Influenza Vaccination Week (NIVW). Special efforts were made to spark media buzz and increase public awareness throughout the holiday season. Be on the look out for the new bilingual bus ads, "Who Needs a Flu Shot? You Do!", in San Francisco, Fresno, San Jose and San Bernardino, and the counties of Alameda and Contra Costa. The Branch also sent out press release templates to local health departments in November with reminders that flu season lasts throughout winter and flu shots are available and useful into the New Year, and until the season's epidemic is over.

With ample vaccine supply this season, it's important to get the word out that *anyone* who wants flu protection should get vaccinated. Equally important, the Branch is helping health departments, coalitions, and health care providers reach out to vulnerable populations at risk for serious flu complications. To find related educational materials for older adults, pregnant women, and individuals with chronic health conditions like asthma or diabetes please visit [Branch flu materials targeting key groups](#). Special attention should also be given to infant caregivers. Because infants under six months are too young for vaccination, the CDC recommends protecting them by having every member of the household and all relevant caregivers vaccinated.

And, while you are reminding people to prevent flu, don't forget to bring out the holiday-themed [Wash Your Hands jingle!](#) This popular, evergreen 30-second public service announcement is available in audio and video formats. It can be shared with schools, community centers, local radio and TV stations, movie theaters, and retail outlets.

Thanks to all of you working in your communities to help avoid the spread of flu and keep Californians healthy over the holidays and beyond. We wish you health in the New Year!

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## Vaccine-Preventable Diseases

Table 1, below, shows provisional data for vaccine-preventable diseases (VPDs) in California for January through October 2007. More Branch surveillance data are available at: <http://www.dhs.ca.gov/ps/dcdc/izgroup/providers/surveillance.htm>  
 For detailed surveillance data by jurisdiction, contact Rina Shaikh at [Rina.Shaikh@cdph.ca.gov](mailto:Rina.Shaikh@cdph.ca.gov)

**Table 1: Reported Cases with Onset in 2007 (by Age Group) and Incidence of Selected Vaccine Preventable Diseases in California, January 1, 2007 – October 31, 2007 (Provisional)**

DISEASE	Age Groups				All Ages	
	0 - 4 yrs	5 - 17 yrs	18+ yrs	Unknown	Cases	Rate <sup>1</sup>
Congenital Rubella Syndrome	0	0	0	0	0	0.00
Diphtheria	0	0	0	0	0	0.00
<i>H. influenzae</i> , type b (Hib) <sup>2</sup>	0	1	0	0	1	0.04
Hepatitis A	6	35	365	2	408	1.30
Acute Hepatitis B	0	1	247	5	254	0.81
Measles <sup>3</sup>	1	2	1	0	3	0.01
Meningococcal Disease	38	18	85	0	141	0.45
Mumps <sup>3</sup>	1	0	4	0	5	0.02
Polio	0	0	0	0	0	0.00
Pertussis	110	81	135	2	328	1.04
Rubella <sup>3</sup>	0	0	1	0	1	0.00
Tetanus	0	0	3	0	3	0.01

1. Annualized incidence rate = cases/100,000 population. Population estimates source: California Department of Finance projections based on the 2000 Census
  2. *H. influenzae* includes only cases <= 30 years of age. As of June 12, only cases <= 15 years of age are reportable.
  3. Confirmed cases only
- Prepared by California Department of Public Health, Immunization Branch

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## New Staff

The Branch is pleased to welcome the following new staff!

**Dave Hubbard** has joined the Bioterrorism Planning and Preparedness Section as a Health Program Specialist II. Dave comes from the CDPH Emergency Preparedness Office, where he served as a Regional Project Officer. His experience includes assisting local health departments with drills and exercises, and helping hospitals with pandemic influenza preparedness. Dave has also held positions with the California Joint Emergency Operations Center and the State Operations Center during Hurricane Katrina and the recent Southern California fires. Dave will be splitting his time between the Richmond and Sacramento Offices. He earned his BS in Health Sciences from San Jose State University.

**Teresa Lee** has joined the Surveillance, Investigations, Research and Evaluation (SIRE) Section as a Research Analyst II and the lead for School Assessments. Teresa brings considerable experience from working with the CDC's Division of Viral Hepatitis, Surveillance Section. She received her MPH in Epidemiology at Columbia University, and spent several years teaching English in Chengdu City, China.

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## News Briefs

### ▶ Preteen Vaccine Week is January 20-26!

Preteen Vaccine Week (PVW) is around the corner! This observance is the perfect time to educate 11- and 12-year-olds and their families about the importance of a preteen check-up and to promote preteen immunizations, including Tdap, meningococcal, chickenpox, and HPV. This year, PVW will kick off on January 19 at the Rancho Bernardo High School in San Diego with a "half-time" show at the high school's FC San Diego's "President's Cup Tournament" where 3,000 to 4,000 people are expected to attend. Public health officials and a local sports celebrity will deliver important health messages. Information booths and kid-friendly immunization games will be open to tournament participants on both January 19th and 20th.

We want to recognize all local efforts, big and small. We're looking forward to hearing about any events planning in your communities. Local health departments interested in pursuing media for the upcoming PVW or who want to share information about their own events should contact Rebeca Boyte at [Rebeca.Boyte@cdph.ca.gov](mailto:Rebeca.Boyte@cdph.ca.gov) or (510) 620-3762.

### ▶ Family Immunization Champions Have Stories to Share

In November, a conference in Los Angeles on "*Emerging Trends in Cervical Cancer Prevention*" featured two speakers, Michelle Hannah, founder of the *Celebrate Life Foundation* and Frankie Milley, founder of *Meningitis Angels*. Ms. Hannah spoke about her experience with cervical cancer. Ms. Milley described how her son Ryan succumbed to meningitis, prompting her to

launch an organization with other families touched by this devastating disease. The audience was captivated by their real-life experiences. With many vaccine-preventable diseases a distant memory, it's increasingly imperative that such stories are shared, so the importance of immunization is not overlooked.

Recently, popular media has featured celebrity parents who disparaged immunization, suggesting that vaccines may have played a role in making their children ill. Sadly, what such celebrities lack in scientific accuracy can be overshadowed by the emotional impact of their stories.

However, a growing number of people who have been affected by vaccine-preventable diseases like Frankie and Michelle, are also making their voices heard. These families tell compelling, passionate personal accounts of what they, their children or other family members endured after contracting a disease that could have been prevented by getting immunized. These powerful, first-hand accounts demonstrate the vital connection between getting shots and preventing serious disease. And as Ms. Milley noted at the November conference, "We've got the facts on our side to support what we're saying."

To learn more about family members organized to champion immunizations, visit:

- [Celebrate Life Foundation](#)
- [Cervical Cancer/HPV Community](#)
- [Meningitis Angels](#)
- [Families Fighting Flu](#)
- [Parents of Kids with Infectious Diseases \(Pkids\)](#)

### ► Childcare and Kindergarten Assessment Forms

Reminder to local health departments: Childcare assessment report forms due to local health departments in October should have been sent to your CDPH Field Representative by December 1. The report forms are due to the Immunization Branch in Richmond on December 15.

Kindergarten assessment school forms were due to the Immunization Branch in October. Late forms are still welcome and data are being compiled. Our many thanks to local health department staff who have been instrumental in following up with schools on delinquent reports.

For more information about immunizations in schools, please visit our [Schools page](#).

### ►► Help Finding Lost Immunization Records

A common question fielded by the Immunization Branch is "How can I find my old immunization records?" The question comes from parents, students getting ready for college, or adults starting a new job or entering the military. The Branch is pleased to announce a new online resource for California residents with [tips for finding their old or lost records](#). We recommend local health departments or others who also grapple with this question bookmark the new page for future reference.

## ▶▶Protect Vulnerable Vaccines: Let Them “Breathe”

The Branch recommends that all vaccine vials and prefilled syringes be stored in the original packaging. Removing vials or prefilled syringes from their original packaging may make them more vulnerable to temperature fluctuations.

If boxes of vaccine are moved into larger storage containers inside a refrigerator, such containers must be “breathable,” meaning that they are vented to prevent retention of cold or heat. Containers should be made of non-metal materials or metal covered with a non-conductive rubber-like surface, or pliable multi-vented plastic. Do not use plain metal, rigid or non-vented storage containers, which retain heat or cold and may cause inadvertent exposure to extreme temperatures.

Random site temperatures should be measured periodically in any commercial refrigerators with drawers or rolling racks containing two or more non-vented solid surfaces.

Remember, the greatest damage to most vaccines occurs when they are exposed to freezing temperatures.

For additional information, please contact Sandra Jo Hammer at [SandraJo.Hammer@cdph.ca.gov](mailto:SandraJo.Hammer@cdph.ca.gov)

## ▶▶Stay in Touch With National Updates

*Immunization Works*, is a monthly immunization update from the Centers for Disease Control and Prevention (CDC). Recent updates include

- new FDA approvals and expanded age ranges (new influenza vaccine (Afluria®), LAIV (Flumist®), MCV4 (Menactra®)
- new and updated ACIP recommendations
- updates on influenza, conferences, meetings
- and other important immunization news.

*Immunization Works* is available at <http://www.cdc.gov/vaccines/news/newsletters/imwrks/default.htm>

The American Academy of Pediatrics (AAP) *Immunization Initiatives Newsletter* also contains valuable information on childhood immunization. Monthly updates are available at [http://www.cispimmunize.org/resour/rsc\\_main.html](http://www.cispimmunize.org/resour/rsc_main.html).

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## Upcoming Campaigns, Events, and Observances

Date/location	Campaign, event, observance	Partners/sponsors	Website/contact info
January 2008	Cervical Cancer Awareness Month	National Cervical Cancer Coalition	<a href="http://www.nccc-online.org/awareness.html">http://www.nccc-online.org/awareness.html</a>
Jan 20–26, 2008	Preteen Vaccine Week (PVW). Kick-off event in San Diego	CDPH Immunization Branch in partnership with local health departments, California Coalition for	IZ Branch website, Preteen Vaccine Week page <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/s_hared/education/pvw.htm">www.dhs.ca.gov/ps/dcdc/izgroup/s_hared/education/pvw.htm</a>  Contact Rebeca Boyte for more information <a href="mailto:Rebeca.Boyte@cdph.ca.gov">Rebeca.Boyte@cdph.ca.gov</a>
March 17-20	42 <sup>nd</sup> Annual National Immunization Conference in Atlanta GA	CDC	Learn more about the conference online. <a href="http://www.cdc.gov/vaccines/events/nic/default.htm">www.cdc.gov/vaccines/events/nic/default.htm</a>

## Training and Education Resources

Date	Resource	Type of resource/Content	How to obtain/contact info	Other
Available Dec. 11	<b>Marketing Vaccines to Tweens</b>	Public Health Café webcast featuring social marketing expert Susan Kirby	View online at <a href="http://www.cdlnh.com">www.cdlnh.com</a>	
Available Dec 13, 2007  CE Credit expires Jan 14, 2008	<b>Surveillance of Vaccine-Preventable Diseases</b>	Broadcast/Webcast providing an overview on vaccines and VPDs.	Broadcast and webcast information at <a href="http://www2a.cdc.gov/phtn/VPD-07/index.asp">www2a.cdc.gov/phtn/VPD-07/index.asp</a>	CE credit available from CDC <a href="http://www.cdc.gov/TCEOnline">www.cdc.gov/TCEOnline</a> .
Jan 13, 2008	<b>“Education Hour” on National Infant IZ Week</b>	Teleconference for coalition members on planning for NIIW events for 2008.	California Coalition for Childhood Immunization (C3I); Contact Catherine Martin at <a href="mailto:Cmartin@Communitycouncil.org">Cmartin@Communitycouncil.org</a>	
Available now	<b>2008 Preteen Vaccine Week Campaign Kit</b>	Comprehensive kit containing campaign planning documents and materials	Kit available online on IZ Branch website: <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/pdf/IMM-870%20PVW%20kit%20Planning%20Generic.doc">www.dhs.ca.gov/ps/dcdc/izgroup/pdf/IMM-870%20PVW%20kit%20Planning Generic.doc</a> Contact Rebeca Boyte for more	

			information <a href="mailto:Rebeca.Boyte@cdph.ca.gov">Rebeca.Boyte@cdph.ca.gov</a>	
Available now	<b>Got a Preteen Daughter? Consider the HPV Vaccine (IMM-852)</b>	Brochure for parents	Print copies in English are now in stock and can be ordered. Or download a copy: <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/diseasesbrowse/HPV_For_the_General_Public.htm">www.dhs.ca.gov/ps/dcdc/izgroup/diseasesbrowse/HPV_For_the_General_Public.htm</a> Providers contact your local health department to order. <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/shared/depts.htm">www.dhs.ca.gov/ps/dcdc/izgroup/shared/depts.htm</a>	Produced in collaboration with CDPH's HPV Vaccine Workgroup
Available now	<b>California's Immunization Registry: What Hospitals Need to Know</b>	Handout	Available from the Statewide Immunization Information System (SIIS) website. <a href="http://www.ca-siis.org/images/docs/WhatHospitalsNeedtoKnowTalkingPointsFINAL2007.pdf">www.ca-siis.org/images/docs/WhatHospitalsNeedtoKnowTalkingPointsFINAL2007.pdf</a>	
Available now	<b>Flu Vaccine Identification Guide (IMM-859)</b> <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/pdf/IMM-859.pdf">www.dhs.ca.gov/ps/dcdc/izgroup/pdf/IMM-859.pdf</a>	Recently updated one-page handout with visual representations of flu vaccine vials	Online on IZ Branch website, Flu information page <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/diseasesbrowse/flu.htm">www.dhs.ca.gov/ps/dcdc/izgroup/diseasesbrowse/flu.htm</a>	
Available now	<b>Materials for 2007-8 flu season</b>	<ul style="list-style-type: none"> <li>• Video</li> <li>• PSA</li> <li>• Posters</li> <li>• More ...</li> </ul>	Online on IZ Branch website Flu Prevention Materials page: <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/shared/education/flu.htm">http://www.dhs.ca.gov/ps/dcdc/izgroup/shared/education/flu.htm</a>	
Available now	<b>Hand and respiratory hygiene educational materials</b>	<ul style="list-style-type: none"> <li>• PSAs</li> <li>• Jingles</li> <li>• Lesson plans</li> <li>• Signs</li> <li>• More ...</li> </ul>	Online on the IZ Branch website on the Respiratory Disease Prevention page: <a href="http://www.dhs.ca.gov/ps/dcdc/izgroup/shared/education/wyh.htm">www.dhs.ca.gov/ps/dcdc/izgroup/shared/education/wyh.htm</a>	
Available now	<b>Flu Vaccine Information Statement (VIS)</b>	Handout	Available from the CDC: <a href="http://www.cdc.gov/vaccines/pubs/vis/default.htm">www.cdc.gov/vaccines/pubs/vis/default.htm</a>  or from the Immunization Action Coalition: <a href="http://www.immunize.org">www.immunize.org</a>	Translations in other languages available at <a href="http://www.immunize.org/vis/vis_anthrax.asp">www.immunize.org/vis/vis_anthrax.asp</a>
Available now	<b>Pandemic Influenza Preparedness for Schools</b>	DVD/CD multimedia training program; includes video program, tabletop exercise, and all needed support materials ( <i>Facilitator and Participant Guides</i> ); additional related tools resources	Contact Max Nichols at CDLHN at <a href="mailto:mnichols@projects.sdsu.edu">mnichols@projects.sdsu.edu</a> or (619) 594-5933.	There is <b>no charge</b> for orders to destinations within California.

		available online at <a href="http://www.ReadyCaSchools.org">www.ReadyCaSchools.org</a>		
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