



Immunization Branch, California Department of Public Health, 850 Marina Bay 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 15, 2008

In this Issue....

Top Story: Virtual Town Hall Launch

Influenza News

- It's Not Too Late...
- Mass Vaccination Clinics

Statewide Immunization Campaigns

- I Choose Gears Up
- Preteen Vaccine Week
- B2B Wins NPHIC Award

Assessments

- Kindergarten and Child Care Assessments

VPD Data

- VPD Updates Now Online
- VPD Provisional Data
- CA Birth Hospital Medical Review

Provider Education

- EZ-IZ Now Official VFC Site
- CIC Vaccine Safety Fact Sheets
- HPV Vaccine Summit



Save the Date! Virtual Town Hall to Launch February 19

Misinformation about the safety of childhood vaccines has become one of the top challenges in public health today. In response, the Immunization Branch will debut a new virtual town hall webcast entitled "Vaccines: Wading through the Confusion" on February 19, 2009 from 10:30-11:30am. The webcast will provide frank discussion about parents' questions and fears about vaccines. A dynamic panel will feature medical, scientific, public health, and communications professionals. Also joining the panel will be parents whose lives have been touched by vaccine-preventable disease or by autism, as well as others currently wondering who to turn to for reliable information to keep their children safe and healthy. Panel members will provide unique perspectives, drawing on science, medicine, ethics, and personal experience to discuss hot-button vaccine topics.

The webcast launch also will provide opportunities for viewers to participate including a live Q&A, online polling, and a blog site. Registration information will be available by the end of December. In the meantime, questions can be directed to Edgar.Ednacot@cdph.ca.gov.

Influenza News

It's Not Too Late to be Vaccinated for Influenza!

The influenza season is starting, but there is still time to get vaccinated. With ample vaccine supply this season, *anyone* who wants protection from the disease should get vaccinated. Influenza vaccination can and should continue throughout, and beyond, the holiday season.

In an effort to promote late season influenza vaccination, the Centers for Disease Control and Prevention (CDC) has proclaimed the week of December 8-14, 2008, as National Influenza Vaccination Week (NIVW). This national observance is an opportunity to keep awareness high during December and beyond. The CDC offers several [tools to promote late season influenza vaccinations](#) including a media toolkit, influenza e-cards, educational podcasts and downloadable web banners.

And, to complement influenza vaccination promotion, public health advocates should continue to encourage healthy habits for [respiratory disease prevention](#). Messages to promote hygiene (frequent hand-washing with soap and water or use of alcohol-based hand-sanitizer), covering one's cough, and staying home from work or school if ill apply to all children and adults. The Immunization Branch helps local health departments, coalitions, and health care providers reach out to populations at risk for serious influenza complications. A variety of influenza-related educational pieces are available online on the Branch [influenza prevention materials page](#).

Mass Influenza Vaccination Clinics Build Preparedness

During the Fall, local health departments organized and held mass influenza vaccination clinics throughout the state. The planning and execution of these clinics prepares California communities for pandemic influenza and other public health emergencies. As a result, thousands of Californians of all ages received free or low-cost influenza vaccine. The highlights of local mass vaccination clinics events follow:

- To test its capacity to respond simultaneously at multiple sites, Merced County immunized more than 2,100 residents at three walk-in clinics on October 29. About 85 staff and volunteers participated. Promotional information was available in English, Spanish and Hmong. Staff vaccinated persons with disabilities in their vehicles when appropriate.
- Alameda County vaccinated more than 1850 first-responders in Oakland, Hayward and Fremont. Oakland's exercise was mandatory for the police force and voluntary for the Fire Department. Local nursing students assisted in the clinics.
- San Joaquin County immunized 1,270 residents at a drive-through clinic held at the County Fairgrounds. The clinic had five lanes for vaccinator stations, with special designations for Spanish speakers, other languages, busses and vans, and an "express lane" for single drivers. School nurses helped to administer vaccinations.
- San Benito County immunized 475 people at a Veteran's Memorial Building. Local nursing students assisted and received on-site education.
- Kings County immunized over 1,000 people at its third annual clinic at the County Fairgrounds. Participants were charged \$5 for a vaccination but received a \$5 coupon redeemable at a chain of sandwich restaurant.

- Nevada County vaccinated more than 500 people at a pediatric clinic and a Veterans' Hall. Local nurses and WIC staff volunteered at the events.
- In Mendocino County, Immunization Program and Disaster Prevention Program staff vaccinated 432 children and adults at a fairgrounds. Assistants included nursing students and volunteers from the fire department, Head Start and other public programs. In partnership, a local nonprofit community health center hosted a simultaneous clinic, immunizing another 300 people.
- Sutter County immunized 422 residents of all ages at a high school Parking lot. The County partnered with local BT staff. The police department provided traffic control.
- The Santa Clara County Health Department immunized hundreds of people at a senior center.

Statewide Immunization Campaigns

I Choose Campaign Gears Up

The Immunization Branch's innovative "I Choose" campaign will launch in January 2009. In partnership with the California Immunization Coalition (CIC), the "I Choose" campaign promotes immunization through the participation of real-life immunization champions and advocates in local communities.

Campaign posters feature individuals who express in their own words why they believe in immunizations. In addition, a user-generated website

www.whyichoose.org will allow community members to upload and/or view pictures and stories of why people choose to get immunized.



Campaign materials, including downloadable posters, poster templates, and other resources will be available online. An exciting feature of this campaign is that materials will be customizable, allowing community partners to adapt "I Choose" images and messages to any age group, ethnicity, or population.

The Branch is encouraging local coalitions, community-based organizations, and other partners to participate in "I Choose." Community partners will expand the reach of the campaign, bringing it into schools, health care clinics and other community settings. Already, the California Medical Association Foundation (CMAF) has adopted the "I Choose" motif for their most recent [AWARE toolkit](#).

Individuals with questions about the "I Choose" campaign, or who may be interested in implementing the campaign in a local California community should contact Jenny.Bailey@cdph.ca.gov.

Preteen Vaccine Week 2009

[Preteen Vaccine Week](#) takes place from January 18-24, 2009. The Immunization Branch formed partnerships with the California Immunization Coalition (CIC), the California School Nurses Organization (CSNO), the Preteen Alliance, and the California School Health Centers Association (CSHCA) to promote immunizations and the preteen doctor visit for 11- and 12-year-olds.



The American Academy of Pediatrics' District IX promoted the observance to their membership in their *California Pediatrician* Fall 2008 issue. The article, *Meeting the Need for the Preteen Vaccines*, authored by the CIC, provides a toolbox of online resources for physicians and sample Q&A for talking to parents.

Campaign innovations for 2009 include a video contest for preteens with promotion at schools, youth programs, movie theaters, and malls—anywhere kids go. Individuals interested in getting involved in upcoming campaign event planning are invited to participate in the next call on Wednesday, December 17th at 3:00 pm. More information is available from Rebeca.Boyte@cdph.ca.gov.

B2B Wins NPHIC Award

The National Public Health Information Coalition (NPHIC) recently announced that the CDPH Immunization Branch's 2008 "**Brochure 2 Blog: Public Health Communication for a New Age**" (B2B) webcast program won a *Silver Award* in their new media category. B2B, launched last May, was a call-to-action for the public health community to learn about and engage in new web technologies to reach a wide variety of audiences. The program highlighted creative examples for enhancing social marketing, connecting families touched by vaccine-preventable diseases, and fresh ways to educate online audiences. The 30-minute webcast and complementary B2B website remain available at www.brochure2blog.org.

Assessments

Kindergarten and Child Care Assessments

CDPH Immunization Branch extends its gratitude to local health departments and schools for their diligence in submitting their Summary Reports for the assessment of kindergarten student immunizations. Schools that have not completed their Summary Reports will need to do so as soon as possible, before the Christmas break. Immunization Coordinators are encouraged to follow up with schools that have not yet submitted their reports.

As a reminder, the *Immunization Assessment of Children Enrolled in Child Care Centers Summary Report*, CDPH 8388, was due to Immunization Branch Field Representatives on December 1st. Immunization Coordinators should submit their final school assessments to the Immunization Branch on December 15th. Anyone requiring additional assistance should contact his/her Branch Field Representative or IZ Branch school assessment staff Madina.Sharifi@cdph.ca.gov or Teresa.Lee2@cdph.ca.gov.

VPD Data

VPD Updates Now Online

In response to requests from the field, the Immunization Branch website's [Health Professionals channel](#) now includes a section geared toward local health department communicable disease (CD) control professionals. It's now easier than ever to locate vaccine-preventable disease (VPD) disease and conditions pages, report forms, and VPD surveillance data. The following links are available:

- [Vaccine-preventable disease surveillance](#)
Reports on, and information about, vaccine-preventable disease in California.

- [Vaccine-preventable diseases](#)
Links to information about various diseases and how they can be prevented by vaccines.
- [Communicable disease case report forms](#)
Information for public health professionals only.

VPD Provisional Data

The latest provisional data for vaccine-preventable diseases in California with disease onset from January 1st to October 31st, 2008 (end of third quarter) are now available on the [IZ Branch website](#). The Branch will publish a provisional year-end report in mid-January on the same web page. For detailed surveillance data by jurisdiction, contact Jessica.Chang@cdph.ca.gov.

California Birth Hospital Medical Record Review 2008

In August 2007, the California Perinatal Hepatitis B Prevention Program (PHPP), with support from the Centers for Disease Control and Prevention (CDC), began a statewide review of infant and maternal medical records. The focus of this effort is to evaluate prenatal screening and treatment practices for hepatitis B, rubella, group B streptococci, Chlamydia, syphilis, bacterial vaginosis, hepatitis C, gonorrhea, and the human immunodeficiency virus (HIV). Additionally, this review assessed whether maternal infection was accurately recorded on medical records. Supplementary information such as immunization history and demographic information were also collected. State and local health department employees conducted all medical record reviews.

When completed in early 2009, over 3,200 infant and maternal medical records from 33 California birthing hospitals in 15 counties will have been reviewed. The Immunization Branch is drafting a preliminary report for each hospital with recommendations based on nationally recognized health care standards. Individual reports will be sent to all participating hospitals and their respective county Immunization Coordinator and/or Perinatal Hepatitis B Coordinator.

The PHPP expresses its gratitude to all the State and local health department employees who participated in this study. Questions can be directed to Catheryn.Salibay@cdph.ca.gov.

Provider Education

EZ-IZ Is Now the Official VFC Website

Since its launch this Fall, EZ-IZ has continued to develop as an essential resource for clinical staff participating in California's Vaccines for Children (VFC) Program—and any health care professionals looking for immunization information. Recently, the Immunization Branch redirected its old VFC page to the new www.eziz.org site. The Branch alerted VFC providers about the website URL change in a letter mailed out this month. The letter also notified providers about the new [online recertification](#) process.



The new site contains all the familiar content providers rely on including the latest VFC Program [letters](#), [vaccine order status](#), [and forms](#) and much more. New features include:

- [Frequently Asked Questions](#)
- Instructions on [how to enroll](#)
- New storage [equipment requirements](#) and posters
- [Common vaccine abbreviations](#)
- [Temperature logs](#)
- [Influenza Vial chart](#) for 2008

In addition, visitors are encouraged to [register](#) for the free EZ-IZ online training modules and check back periodically to find a growing number of immunization resources. Viewers may send questions or ideas for the site to eziz@cdph.ca.gov.

CIC Launches Vaccine Safety Fact Sheets

In response to parents' increasingly frequent questions and concerns about vaccines, the California Immunization Coalition (CIC) recently launched a new suite of three vaccine safety fact sheets. The materials provide up-to-date information to help clinicians and public health workers respond to parents' most common questions.



- [Talking with Parents About Vaccine Safety](#) provides practical tips for health care providers on how to approach a difficult topic in a sensitive and compassionate manner.
- [Vaccine Safety: Responding to Parents' Top Ten Concerns](#) provides answers to the most frequent questions health care providers are likely to hear from new parents.
- [Vaccine Safety: 10 Facts for Parents](#) gives clinicians something to hand out to parents who have vaccine questions.

The CIC has begun promoting the new materials to key California-based medical associations including the California chapters of the American Academy of Pediatrics (AAP), the California Academy of Family Physicians (CAFP), the California Medical Association (CMA), the California Academy of Physician Assistants (CAPA), and the California Medical Assistants' Association (CMAA). The e-announcement also went out to the California Coalition of Local Health Officers (CCLHO).

The fact sheets are available online at www.immunizeCa.org. It is now also possible to order copies from your local health department, see the "new materials" listing in this issue of *IZ Update*.

HPV Vaccine Summit Brings Together Diverse Group

The 2008 HPV Vaccine Summit was held on November 10 in Sacramento. Over 100 public health officials, clinicians, researchers, health plan representatives and other decision makers met to discuss vaccine distribution, policy, surveillance, outreach and other key issues. Interactive breakout sessions included topics on communication strategies on vaccines and vaccine safety, improving access to preteen well care visits, health education outreach in diverse communities, and public policy challenges. Summit participants were encouraged to generate ideas and share knowledge to foster future collaborative efforts. The Summit was sponsored by the California Medical Association Foundation (CMAF) and CDPH's HPV Vaccine Workgroup.

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
Dec. 8-14	National Influenza Vaccination Week (NIVW)	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/flu/nivw/index.htm
Dec. 17	Preteen Vaccine Week Conference Call	IZ Branch	ww2.cdph.ca.gov/programs/immunize/Pages/PreteenVaccines.aspx
Dec 18 9:00am-11:00am PST	<i>The Immunization Encounter: Critical Issues</i> (webcast)	Centers for Disease Control and Prevention (CDC)	http://www2.cdc.gov/PHTN/imm-encounter2008/default.asp
Jan. 1-31, 2009	Cervical Cancer Awareness Month	National Cervical Cancer Coalition	www.nccc-online.org/awareness.html
Jan. 18-24, 2009	Preteen Vaccine Week	IZ Branch	www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccines.aspx
Jan. 27, 2009 12pm – 1pm.	<i>Innovative and Creative Ways to Celebrate NIIW/TIM 2009</i> , Education Hour teleconference	California Immunization Coalition	Contact: cmartin@communitycouncil.org
Feb. 19, 2009	<i>Vaccines: Wading Through the Confusion</i> , Virtual Town Hall webinar	IZ Branch	Contact: Edgar.Ednacot@cdph.ca.gov
March 3-4, 2009 Sacramento, CA	Conference on Health Services Delivery in Schools: <i>“Putting the Pieces Together: Policy, Practice and Resources for School Health and Mental Health”</i>	California School Health Centers Association	http://schoolhealthcenters.org/2009_Conf_Page2.asp
March 30-April 2, 2009 Dallas, TX	43 rd National Immunization Conference (NIC) <i>“Immunization: Blazing the Trail to Healthier Living”</i>	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/vaccines/events/nic
April 20-21, 2009 Pasadena, CA	Annual Summit Meeting	California Immunization Coalition (CIC)	TBA
April 27-29, 2009 Baltimore, MD	Twelfth Annual Conference on Vaccine Research	National Foundation for Infectious Diseases	www.nfid.org/conferences/vaccine09
April 25-May 2, 2009	National Infant Immunization Week	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/vaccines/events/niiw/

New Educational Materials and Online Resources

Resource	Type of resource	How to access the information
Set up refrigerator and freezer units and new VFC requirements	Online guide	Under Storage and Handling on www.eziz.org
<ul style="list-style-type: none"> ▪ Talking with Parents About Vaccine Safety (IMM-915) ▪ Vaccine Safety: Responding to Parents' Top 10 Concerns (IMM-917) ▪ Vaccine Safety: 10 Facts for Parents (IMM-916) 	Fact Sheets	Print copies now available for order from local health departments. Also available online at www.immunizeCA.org .
Vaccines: Separating Fact From Fear	Video	On-demand viewing from Children's Hospital of Philadelphia, Vaccine Information Center .
School consent form for immunization information	Form	Online at www.ca-siis.org , under Registry Staff and Stakeholders, CAIR Forms.
The Childhood Immunization Schedule, Why is it Like That? Q&A About Vaccine Ingredients	Fact Sheets	Created by the American Academy of Pediatrics. Available online at www.cispimmunize.org
Fighting Flu in Child Care Settings: Building Blocks to Increase Influenza Awareness	Fact Sheets, posters, podcasts, brochures	familiesfightingflu.org and www.nacpp.org
Google's Explore Flu Outbreak Trends	Online tool to search by U.S., state, or zipcode	
Medical Societies: Adults Need Immunizations	Media Release	American College of Physicians joint statement with the Infectious Diseases Society of America
Influenza vaccine pocket guides	Downloadable guide for providers	Created by the Immunization Action Coalition with the National Influenza Vaccine Summit.
Topics in Adolescent Immunizations	Webcast	Live presentation from December 16 to be made available as a webcast by the Immunization Technical Assistance Network izta@aed.org .
Shot-By-Shot VPD Stories	Videos	A new collection of VPD stories now available on YouTube.com.