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

August 12, 2010

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## California's Pertussis Epidemic

Preventing pertussis continues to be an urgent issue for CDPH. As of early August, over 2,500 cases of pertussis had been reported in California, including 7 deaths of Hispanic infants less than 2 months of age. From available data, 14% of all pertussis cases have been hospitalized; most of these (79%) have been infants. The latest data show the highest reported pertussis case rates in Marin and San Luis Obispo counties. Statewide data indicate that this is the largest California pertussis outbreak since 1958.

In July, the Immunization Branch announced [expanded pertussis vaccination recommendations for California](#). Clinicians are being encouraged to vaccinate children with DTaP as early as 6 weeks old (rather than at 2 months of age). A Tdap booster is recommended for all persons 10 years and older, including adults older than age 64. A focus is protecting or "cocooning" babies by vaccinating anyone in contact with infants under 6 months of age. This includes women of childbearing age preferably before pregnancy, as well as during pregnancy or immediately post-partum. As many infants have had life-threatening cases of pertussis after delays in recognition, the Immunization Branch is also promoting [timely diagnosis and treatment](#) of pertussis to reduce hospitalizations and deaths.

The Branch has worked with local health departments and others to spread the word about pertussis, including [radio PSAs in English](#) and [Spanish](#). The Branch continues to update information on [where the public can find a Tdap vaccination](#) and is working with hospitals, community health centers, and others to order vaccine through the federal government's [Tdap Expansion Program](#).

The Branch is also monitoring state legislation ([AB 354](#)) that would remove barriers to Tdap booster requirements for older students.



## Statewide Immunization Campaigns

### August Immunization Awareness

August is [National Immunization Awareness Month](#) (NIAM). The Immunization Branch invites everyone to observe NIAM by increasing awareness about immunizations. August is the perfect time to remind family, friends, co-workers, and all Californians to catch up on their vaccinations, especially DTaP and Tdap. Parents are enrolling their children in school, students are entering college, and health care workers are preparing for the upcoming flu season and the ongoing pertussis epidemic.

A focal point for this year's NAIM should be [pertussis prevention and awareness](#). Health departments and coalitions can use NIAM for special events that include local media. (See the "[Event Spotlight](#)" in this IZ Update.) Communities are encouraged to plan health screenings, fairs, media events, and other efforts to promote immunization during August. Ongoing campaigns, like [i choose](#) and [Shot By Shot](#), celebrate immunizations and educate the community about vaccine-preventable diseases.

### New Stories on Shot By Shot



New stories have been added to the ShotByShot.org website since its launch in Spring 2009. There are now about 60 personal stories archived in the storybank. Shot By Shot stories are the perfect addition to provider appreciation efforts, professional lectures, [pertussis flyers](#) for the general public, and websites that feature a "video of the day." IZ Update readers are encouraged to check the [Shot By Shot story gallery](#) to view these five recent additions:

- **Pertussis: Dylan's story**, told by his mother Mariah, shares the tragic account of Dylan's death at just 17 days old. Both written and video formats available.
- **Influenza: Luke's story** of a teen surviving life-threatening illness received national media attention in 2009. Luke's written account shares details of his experience; a video captures him speaking out to fight the flu.
- **Influenza: Landan's story**, a heart-felt written account by his mother, Jessica, about her son's death at age 7.
- **Meningitis: Evan's story (as told by his brother Ryan)** features Ryan, a young physician, recounting the circumstances of his brother's death and the impact on his own life.
- **Meningitis: Sarah's story**, told by her parents, follows the life of a brave little girl living with the effects of a disabling disease.

Family members participating in Shot By Shot have expressed gratitude for the opportunity to educate others with a goal of preventing additional tragedies from vaccine-preventable diseases.

Update readers are encouraged to introduce friends, family members, patients, or acquaintances affected by a vaccine-preventable diseases to [ShotByShot.org](#). The site walks through the steps to [tell your own story](#) and [interview others](#). Please consider how your Immunization program or local coalition can assist with interviews. The Shot By Shot team can assist with editing to the correct length and format. For more information, contact [Amanda.Roth@cdph.ca.gov](mailto:Amanda.Roth@cdph.ca.gov).

## HPV Brief Contest Deadline Extended to Sept 30!

The *Brief Me on HPV* contest educates young adults about HPV prevention and the HPV vaccine. To reach students as they head back to college, the contest deadline has been extended to September 30. Now is the perfect time to promote this contest across the state!



The contest targets young adults age 18 to 26. Participants must submit an original design and HPV prevention message suitable for printing on a t-shirt and are required to test their knowledge of HPV. HPV facts are provided on the campaign website. A \$500 prize goes to the top design winner. A second prize of \$250 goes to the individual who refers the most people to the contest. Submissions are uploaded directly to [www.HPVBrief.org](http://www.HPVBrief.org). This contest [flyer](#) can be posted at cafes or businesses near colleges. Spread the word via the Facebook link on the website home page and by “tweeting” friends and colleagues on Twitter.

## IZB Wins National Communication Awards

The Immunization Branch was honored by the annual National Public Health Information Coalition’s (NPHIC) *Excellence in Public Health Communication* awards program. NPHIC awards showcase the year’s best communication products from state health departments. Of 141 entries from 20 states, the CDPH Immunization Branch brought home two gold awards and one silver.



- [Immunizations for a Healthy Pregnancy](#) (*gold award, brochure category*)  
This brochure highlights vaccine recommendations for expectant mothers, supporting ob-gyns in their counseling to pregnant patients. It was developed in partnership with the American College of Obstetricians and Gynecologists, California, District IX.
- [Wading Through the Confusion: A Virtual Town Hall](#) (*gold award, new media category*)  
This one-hour online video features a panel of pediatricians, vaccine scientists, a chiropractor, an autism researcher, a parent who lost a child to a vaccine-preventable disease, and a parent whose child has autism. The program highlighted one mother’s dilemma about vaccinating her child. Panelists addressed her specific concerns and common misconceptions about vaccines and vaccine safety. Approximately 800 people viewed the webcast at its live debut.
- [EZIZ Web-based Training for Medical Assistants](#) (*silver award, new media category*)  
EZIZ online training modules have received national attention and acclaim as a best-practice “just in time” training model. Over the past year, a growing number of provider organizations, hospitals, nursing schools, medical assistant programs, and medical groups have incorporated the training into their curricula. To date, over 5,000 individuals have completed the EZIZ lessons.

## Assessments

### Kindergarten and Child Care Assessments



The fall 2010 reporting of kindergarten and child care immunization assessments will be available online at [www.CalKidShots.org](http://www.CalKidShots.org).

#### Kindergarten Assessments

The Immunization Branch has sent informational materials to all Immunization Coordinators and Field Representatives. Materials for web reporting will be mailed to California school districts and private schools by September 2010. All school districts and private schools will be instructed to contact the Immunization Branch's School Assessments Unit for reporting questions. Nonetheless, Immunization Coordinators may also receive calls from schools regarding the online kindergarten assessments. Coordinators are encouraged to familiarize themselves with the CalKids.org website and these reporting tips:

- The password is case sensitive.
- Schools without Internet capability can request a paper version of the data reporting form.
- Schools may submit their data online only once.
- New and other schools that cannot locate their names on the online directory should contact the Immunization Branch.
- PDF reporting instruction materials are available at [www.CalKidShots.org](http://www.CalKidShots.org) and on the Immunization Branch homepage.
- The deadline to submit a report is *October 15, 2010*.

#### Child Care Assessments

Information about child care assessments will be sent to Immunization Coordinators and Field Representatives in August. Web reporting instructions are due to arrive by mail in mid-August. Coordinators who have not received child care assessment reporting materials by the last week of August should contact [Teresa.Lee2@cdph.ca.gov](mailto:Teresa.Lee2@cdph.ca.gov)

## IZ Branch Staff Update

Jennifer Zipprich, PhD has joined Branch's Epidemiology and Surveillance section as an Epidemiology Supervisor. Jennifer recently completed the Epidemic Intelligence Service with the Centers for Disease Control and Prevention (CDC) where she was assigned to the CDPH Division of Environmental and Occupational Disease Control. She has already worked with the Immunization Branch on several vaccine-preventable disease investigations. Jennifer received her doctorate from Columbia University.

## Vaccine News

### Provisional Flu Vaccine Recommendations

In time for the 2010-11 flu season, ACIP has expanded recommendations for influenza vaccination to include all persons age 6 months and older, including adults 19 through 49 years of age. The 2010-11 trivalent seasonal influenza vaccine will contain protection against the following influenza strains:

- **A/California/7/2009 (H1N1)**--Note: the same strain is in the 2009-10 pandemic influenza A (H1N1) monovalent vaccine.
- **A/Perth/16/2009 (H3N2)**
- **B/Brisbane/60/2008**

A child 6 months through 8 years of age is recommended to receive 2 doses of seasonal influenza vaccine in the 2010-11 season *unless* it is determined that the child received at least 1 dose of:

- a) H1N1 vaccine in 2009-10 **AND**
- b) seasonal flu vaccine before 2009-10 **OR** 2 doses of seasonal vaccine in 2009-10.

The minimum interval between 2 doses of seasonal influenza vaccine is 4 weeks. Detailed information on the updated recommendations were published in the [July 29, 2010 MMWR](#).

**LATE-BREAKER:** On August 5<sup>th</sup>, 2010, ACIP recommended that most children younger than 9 years of age not receive CSL 2010-11 seasonal influenza vaccine (trade name: *afluria*®) and instead receive another licensed formulation. This came in response to reports from Australia and New Zealand of febrile seizures or fever occurring in children shortly after receipt of this season's CSL influenza vaccine. Children 5-8 years of age with underlying conditions that place them at higher risk of severe influenza may receive CSL vaccine if other formulations are unavailable, as the risk in this age group has been fever rather than febrile seizures.

## Flu Season Briefs

- [The Flu Ends with U](#), is a new campaign being launched by the CDC that has been received favorably by focus groups in several US cities.
- This year, flu clinics may consider offering Tdap shots. This is a good time to think about planning for "double-duty" flu and pertussis prevention clinics in the fall.
- Updated flu materials can be found on the [EZIZ.org site](#) flu page.
- The *CDPH Flu Film Festival* contest will stage a comeback! This popular competition encourages Californians of all ages to create an original short video on how to prevent the flu. Stay tuned for more details!



## Updated Recommendations for MMRV Combo Vaccine

In May, the Advisory Committee on Immunization Practices (ACIP) updated recommendations for the combination measles, mumps, rubella, and varicella vaccine (MMRV). The details were published in the [May 7, 2010 MMRV](#). To summarize, the ACIP now recommends:

### Routine measles, mumps, rubella and varicella vaccination at:

- **12-15 months** for the first dose
- **4-6 years** for the second dose

### MMRV versus (MMR + VZV)

*Either* MMR vaccine plus varicella vaccine *or* MMRV vaccine may be used; however:

- **For the first dose at age 12-47 months**, it is recommended that MMR vaccine and varicella vaccine be administered, unless the parent or caregiver expresses a preference for MMRV vaccine. Providers

who are instead considering administering MMRV vaccine should discuss the benefits and risk of both vaccination options with the parents or caregivers.

- **For the first dose at age  $\geq$  48 months**, use of MMRV vaccine is generally preferred over separate injections of MMR vaccine and varicella vaccine.
- **For the second dose at any age** (15 months-12 years), MMRV vaccine is generally preferred over separate injections of MMR vaccine and varicella vaccine.

Considerations for vaccine formulation should include provider assessment, patient/parent preference, and the potential for adverse events. A personal or family history of seizures is a precaution for MMRV vaccination; generally, these children should receive separate MMR vaccine and varicella vaccine.

Two post-licensure vaccine studies on MMRV indicated an elevated risk of febrile seizures. The studies compared children ages 12-23 months who had received the first dose of MMRV vaccine with those who received MMR vaccine and varicella vaccines as separate injections. The children receiving MMRV had one additional febrile seizure per 2,300-2,600 children within 5-12 days after vaccination.

MMRV combination vaccine was shown to have an approximately two-fold increased risk over separate injections for children ages 12-23 months; however, this is still a low overall health risk. Postlicensure data do *not* suggest an increased risk of febrile seizures in children 4-6 years old.

Children who have first febrile seizures generally do very well, although the experience can be distressing to parents. Nonetheless, it is important to understand that the risk of febrile seizures is higher during *measles illness* than after either MMRV or MMR vaccine. Evidence to date suggests that both vaccination options are equivalent in terms of efficacy, effectiveness, immunogenicity, and burden of disease prevented with the first dose. The MMRV vaccine has the benefit of needing one less injection and could serve to increase second-dose varicella vaccine coverage.

**VFC PROVIDER ALERT:** From July 2007 until spring 2010, MMRV was temporarily unavailable in the United States due to manufacturing constraints. MMRV is still not available yet from the California Vaccines for Children (VFC) Program because supplies are limited. VFC providers will be notified when MMRV becomes available from the VFC Program.

## IZ Event Spotlight

### Pertussis Prevention Night at AT&T Park

Take me out to the ball game! On August 23, the San Francisco Immunization Coalition hosts “Pertussis Prevention Night,” including dinner at the ballpark, a San Francisco Giants’ game, a raffle—and most importantly—free Tdap vaccinations at the stadium. In a pre-game ceremony San Francisco resident and coalition spokesperson Mariah Bianchi will talk about losing her infant son to pertussis.

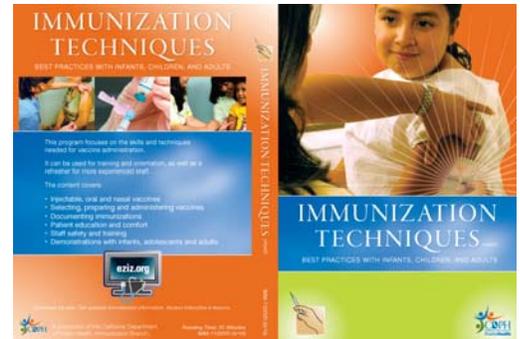


The event reflects the long-standing alliance between San Francisco’s home team and the local immunization coalition. Sporting events, like concerts, festivals, fairs, and even farmer’s markets are venues that attract large family-friendly crowds. The Immunization Branch congratulates the San Francisco Coalition on creating a high-profile event that many families will be excited to attend. For more information about this event, or tips for how to work with a local sports team, visit [www.sfimmunize.org](http://www.sfimmunize.org) or the San Francisco Immunization Coalition page on Facebook.

## Provider Education

### Updated Immunization Techniques DVD available

The Immunization Branch is pleased to announce the release of the long-awaited ***Immunization Techniques: Best Practices for Infants, Children and Adults*** DVD. This updated 25-minute training video focuses on skills and techniques needed for vaccine administration. It can be used for new employee orientation or as a refresher for experienced staff. The Branch encourages using the DVD in seminars or courses which include hands-on skills stations. Additionally, many of the resources and job aids shown in the program are available for downloading from [www.eziz.org](http://www.eziz.org).



In the DVD vaccines are administered to patients of all ages. Other new features include an emphasis on doctors' written orders, patient observation following vaccines, staff and patient communication, and the wide variety of vaccine products and preparations. California providers may request copies from their local health departments, item IMM-712. Outside California, providers may contact the [Immunization Action Coalition](http://www.immunizationactioncoalition.org) to purchase DVD copies. Supplies are limited.

#### Get Email Updates from EZIZ!

Did you know you can sign-up for immunization announcements from our EZIZ.org website? Just visit the [www.eziz.org](http://www.eziz.org) home page and click on **“Sign-up to receive EZIZ news via email.”** You will receive periodic, timely updates about immunizations, vaccine topics, and vaccine-preventable diseases in California. It's an easy way to get the latest information.

## Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
August	National Immunization Awareness Month	Centers for Disease Control and Prevention	<a href="http://www.cdc.gov/vaccines/events/niam/default.htm">www.cdc.gov/vaccines/events/niam/default.htm</a>
October 2-5	American Academy of Pediatrics National Conference and Exhibit San Francisco, CA	American Academy of Pediatrics	<a href="http://www.aapexperience.org">www.aapexperience.org</a>
October 28-29	California Adolescent Health Conference Oakland, CA	California Adolescent Health Collaborative	<a href="http://www.californiateenhealth.org/">www.californiateenhealth.org/</a>
November 3-4	CDC's Epidemiology and Prevention of Vaccine-Preventable Disease Course Incline Village, NV, Nevada	Immunization Coalition and CDPH Immunization Branch	<a href="http://immunizenevada.com/about-nic/vpd-course/">http://immunizenevada.com/about-nic/vpd-course/</a>
November 4	2010 HPV Vaccine Summit Sacramento CA	California Medical Association Foundation	Contact Leslie Barron at CMAF: <a href="mailto:LBarron@theCMAFoundation.org">LBarron@theCMAFoundation.org</a>
November 6-10	Annual APHA Meeting and Exposition Denver CO	American Public Health Association	<a href="http://www.apha.org/meetings/highlights/denver.htm">http://www.apha.org/meetings/highlights/denver.htm</a>

## New Educational Materials and Online Resources

<b>Pertussis Resources</b>	<b>Type of resource</b>
<a href="#">Revised Pregnant Women Brochure</a>	Brochure
<a href="#">Whooping Cough Be Aware</a> (general public)	Flyer
<a href="#">Is It Just a Cough?</a> (general public)	Flyer
<a href="#">Pertussis (Whooping Cough) Protect Yourself and Your Baby</a> (general public)	Flyer
<a href="#">Pertussis Epidemic: Think Test, Treat</a> (providers)	Flyer
<a href="#">When to Administer Tdap Vaccine</a>	Form (template)
<a href="#">Pertussis Videos</a> from Immunization Action Coalition	Video
<a href="#">Pertussis radio PSAs in English</a> and <a href="#">Spanish</a>	MP3 audio file
<b>Other Immunization Resources</b>	
<a href="#">Vaccine Safety fact sheet for MAs</a> (IMM-1016)	Fact sheet
<a href="#">Vaccine Acronyms Sheet</a> , (updated)	Fact sheet
<a href="#">IAC's teen immunization screening guide</a> (available in many languages)	Guide
<b>Free Webcasts and Trainings Online</b>	
<a href="#">Immunization Update 2010</a> (originally aired August 5, 2010).	Webcast
<a href="#">PPT Presentations from NCIHC</a> May, 2010	PowerPoint slides
<a href="#">How to Make a Splash Using Old and New Media</a> features model pertussis campaign from ImmunizeBC.org	Webinar (part of the PKIDS "Communicating Made Easy" series)
<a href="#">Show Me the Numbers!</a> presentation on evaluation	Webcast slide set
<a href="#">Vaccine Handling and Storage</a> Webcast (airs live August 26, 2010, 9-10am)	Webcast slide set
<a href="#">Flu Ends With U</a> (originally aired July 22, 2010) features CDC's 2010 Flu activities	Webinar (part of VIC Network series)