



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

To: Immunization Program Coordinators
California Immunization Coalition members
California Providers

February 2013

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Lead Story: Flu Widespread

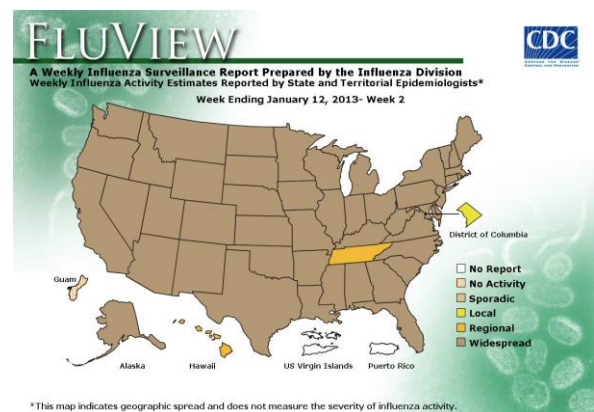
As of late January, the CDC reports that nearly all states—including California—are seeing [widespread influenza](#) and [high influenza-like illness \(ILI\) activity](#). Over 8,000 flu-related hospitalizations and 59 pediatric deaths have been reported nationwide, with Boston and New York State having declared a public health state of emergency. California has reported [four flu deaths](#) in persons under age 65, as of February 2.

The online [Flu Vaccine Finder](#) can help individuals. With influenza widespread, please continue to promote immunization – this year’s vaccine appears to match circulating virus strains. As supplies of preservative-free vaccine are dwindling, California has issued an [exemption though June to state law](#) to permit children younger than 3 years and pregnant women to receive influenza vaccine regardless of preservative content. Private providers interested in ordering additional vaccine supplies can check the [IVATS website](#).

The CDPH Immunization Branch offers a wealth of [resources promoting flu vaccinations and respiratory disease prevention](#). Use these free, downloadable items to help ensure that clinic staff, patients, students, and all community members understand the importance of preventing influenza.

To track weekly influenza surveillance data visit:

- the [California Surveillance Project](#) website; a weekly flu surveillance report is posted under “data” at the bottom of the home page.



- the [CDC's situation update](#) page for weekly updates on national influenza data.

Statewide Immunization Campaigns

Preteen Vaccine Week 2013 Kicks Off

California's [Preteen Vaccine Week](#) (PVW) kicks off February 10-16. This annual observance helps promote adolescent vaccines.

California has already

exceeded the federal *Healthy People 2020* goal for adolescent Tdap coverage but has not met goals for other vaccines. Fewer than half of adolescents receive annual influenza immunizations, and the HPV series completion rate for male preteens is just 13%.



At least 22 local health departments, health plans, and coalitions will be participating in 2013 PVW activities. Below are selected highlights. For more details contact Rebeca.Boyte@cdph.ca.gov.

Los Angeles: The Immunization Coalition of Los Angeles County and the LA County Health Department will be hosting immunization clinics at 18 middle schools with several community partners. The goal is to increase immunization rates by 25%.

San Diego County is planning to use social media messages to raise awareness and to send emails to county employees during PVW to remind families that preteens need immunizations.

San Mateo: The Health Plan of San Mateo will send 10-12 year old members a birthday postcard reminding them of the importance of getting the meningococcal, Tdap, and HPV vaccines.

Ventura County will host a school Tdap clinic, partnering with Walmart to offer prizes to kids who bring their immunization record. Also planned is a scavenger hunt where kids look for clues about vaccines.

Riverside and San Bernardino counties will host an Immunization Update on the latest immunization recommendations, expected to attract about 170 health care providers.

Immunization Branch Launches Text4Baby



CDPH's Immunization Branch is launching a pilot program with [Text4baby](#), a free mobile health service for pregnant women and new moms. The six-month pilot, scheduled to start February 23rd, will reach thousands of new California parents to remind them when their baby needs recommended immunizations.

Parents in the program will receive timely text messages, tailored to their baby's birth date, including reminders to come in for shots two weeks before they're due. As a follow-up, parents will be asked to confirm whether their baby was immunized on time.

In the coming months, the Branch is asking providers and community partners to help us reach out to new and expecting parents by asking them to sign up for this FREE service. Parents who would like to receive messages in English can text the word **"BABY" to the number 511411**; Spanish speakers can text **"BEBE" to 511411**.

Help raise awareness about this free program by:

- Distributing [flyers in English and Spanish](#) in clinics, lobbies, and health fairs. Print materials are [available for free](#).
- Promoting Text4Baby through your [Facebook and Twitter networks](#).
- Embedding this [web button](#) in your website.

Providers serving pregnant women and new mothers can also promote the free Text4Baby service with their patients through doctor visits, recorded messages, newsletters, and websites. To learn more about the program, review the [frequently asked questions](#) and the [message content](#) of all of the text messages that parents receive.

NIIW/TIM Planning for 2013 in Full Swing

National Infant Immunization Week (NIIW) is observed nationally April 20-27. California also observes Toddler Immunization Month (TIM) in May. This year's theme, *Immunization. Power to Protect*, reminds us that vaccines protect children's lives and health.



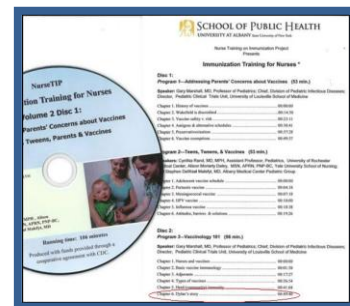
**National Infant
Immunization Week**

**IMMUNIZATION.
POWER TO PROTECT.**

The Immunization Branch, California Immunization Coalition, local health departments, and community partners are planning local events and seeking opportunities to bring media attention to this life-saving cause. For more information contact Kerdlyn.Henry@cdph.ca.gov.

Shot By Shot Continues to Grow!

The California Immunization Coalition's [ShotByShot.org](#) website has had over 3 million visits from around the world. With influenza circulating, visit the Shot by Shot story gallery to increase awareness about the flu.



Partners using Shot by Shot stories include:

- the American Congress of Obstetricians and Gynecologists' website [Immunization for Women](#).
- Iowa child care providers learning about Tdap and annual influenza vaccine. Of 125 attending a training, 75 were vaccinated immediately afterwards.
- the Michigan Department of Community Health to train staff at medical facilities.

Visit these new additions to the Shot By Shot story gallery:

- [Anthony's story](#) (Hepatitis B)
- [Sandra Jo's story](#) (Hib)
- [Cervical Cancer Prevention PSA in Spanish](#) (courtesy of the CA Medical Assn. Foundation)



Vaccine News

Childhood Vaccine Schedule Safe

A new report from the Institute of Medicine titled *The Childhood Immunization Schedule and Safety Stakeholder Concerns, Scientific Evidence, and Future Studies*, provides scientific evidence, that the standard childhood immunization schedule is safe. For more details, read the [report summary](#).

New ACIP Immunization Schedules Released

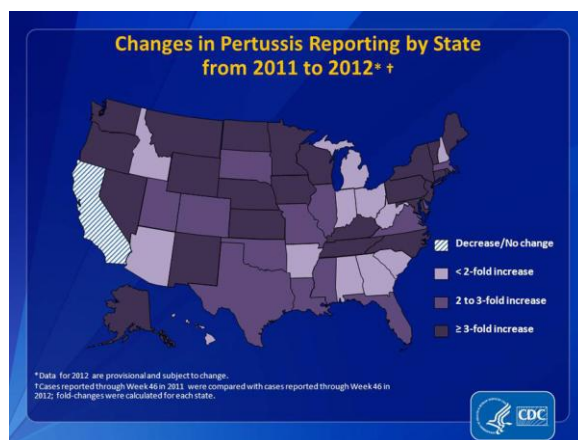
The CDC recently released the [2013 ACIP immunization schedules for children 0-18](#) and for [adults](#). The new schedules are available to view or download. The CDC has also provided [instructions for embedding the schedules](#) on your website. For details about what has changed for 2013, read the [MMWR report, issue 62](#) issued on January 28.

Epi/VPD Update

VPD Update

Nationally, 2012 was one of the worst years in decades for pertussis. According to the CDC, as of November 21, 2012, 49 states and Washington, DC had more pertussis reported in 2012 than in 2011. California had higher levels in 2010. California data on vaccine-preventable diseases during 2012 is anticipated to be available in March.

A useful article, [Why do Vaccine-Preventable Disease Outbreaks Occur in the United States?](#), is co-authored by Kathleen Harriman of the Branch.

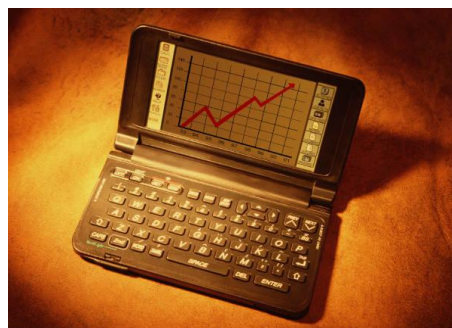


CAIR News

CAIR Achieves New Milestones

The California Immunization Registry (CAIR) now includes over 142 million vaccine doses for 13.5 million Californians. In 2012, staff from over 500 new provider practices and 1,300 “read-only” users (typically schools) used the new webinar-based CAIR training.

A Feasibility Study Report to change CAIR to a new software platform by late 2015 has been approved! Vendor bids for the effort will be solicited in 2013. Federal matching-funds (90% federal to 10% state) were approved to upgrade the software and support “[Meaningful Use](#)” for seven CAIR regions. New functionality, including online enrollment, validation for Meaningful Use, and patient data uploads are scheduled to be completed by the end of April 2013.



Immunization Registry Stakeholders Meet

On February 4, the California Immunization Coalition (CIC) sponsored a meeting on the immunization registry for stakeholders. Speakers included Mark Sawyer, CIC Board President Jeffrey Goad, Andrew Resignato, and Immunization Branch Chief, John Talarico. Attendees discussed “Meaningful Use,” electronic medical records, data quality issues, best practice models, and other issues. For information, presentations, or a summary of the discussion and recommendations, contact STorres@communitylinkcr.org.



Provider Education

Reimbursement for Vaccine Counseling

Providers often need to take extra time to discuss parents’ concerns about immunization. The American Academy of Pediatrics advises using the ICD-9 vaccine refusal code **V64.0x** and counseling code **V65.40** to [reimburse clinic time for vaccine counseling](#), which will continue to be important as the [new state PBE law \(AB 2109\)](#) comes into effect in 2014.



Healthy Families Program Transition

Children previously insured in California’s Healthy Families (HF) Program will be moved into Medi-Cal in phases during 2013. When Healthy Families children move to Medi-Cal, they become eligible to receive Vaccines for Children (VFC) vaccines.

The majority of HF providers already participate in VFC. Current VFC providers will be asked to update their patient estimates to reflect their new Medi-Cal eligible patients from the HF transition. HF providers not currently enrolled in VFC are encouraged to enroll now at www.eziz.org/vfc/enrollment.



2013 CIC Summit Coming in April



The California Immunization Coalition’s 2013 Summit will be held April 14-15, 2013 in Los Angeles. This year’s theme focuses on health equity. The conference will bring together providers, advocates, educators, stakeholders, and other immunization champions. The conference is an excellent opportunity to meet with colleagues and help shape the future of health and immunizations. Visit

www.immunizeca.org/about/cic-summit for details on registration, agenda, speakers, and more.

CIC Immunization Champion Awards

Call for
immunization
champion
nominees;
deadline
Feb 28!

The California Immunization Coalition (CIC) seeks nominations for its two annual awards, named in honor of distinguished immunization champions.

- **The *Natalie J. Smith Award*** is presented to an individual, group, or organization in California that has made an outstanding contribution in the immunization arena.
- **The *Ronald P. Bangasser Award*** is presented to a practicing clinician who exemplifies the leadership, professionalism, and commitment in promoting immunizations.

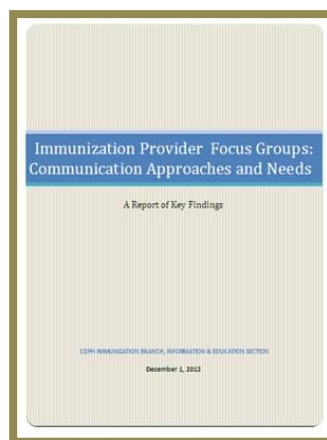
[Consider nominating an exceptional individual, group, or organization.](#) Nominations are due by February 28, 2013. Winners will be honored at the CIC Summit on April 15.

New Report on Provider Communication Approaches and Needs

The Immunization Branch recently released [Immunization Provider Focus Groups: Communication Approaches and Needs](#), a report on 12 provider focus groups conducted during 2012. Topics included:

- Successful communication strategies practitioners find successful
- Training and information needs
- Evaluation of existing print and materials.

The 74 participants included pediatricians, pediatric nurse practitioners and physician assistants, family physicians, OB-Gyns, and OB nurses. Twenty recommendations are offered to help providers who immunize children and adolescents.



New in 2013: Immunization Coordinator E-Tips

As a California Immunization Coordinator, you work tirelessly with limited resources, gaining hard-earned knowledge and experience that can be shared with your peers. Starting in 2013, The Immunization Branch is launching a monthly e-tip, a brief message that Coordinators can put into practice. An archive of e-tips can be found on the [izcoordinators website](#). Email your ideas or requests for the next e-tips to Tammy.Pilisuk@cdph.ca.gov.



Assessments

Fall 2012 IZ Assessment Results, Spring 2013 Selective Review

2012 child care, kindergarten, and 7th grade Tdap (pertussis booster) assessments were conducted during the fall to monitor compliance with California School Immunization Law. Results from these assessments will be posted on the Immunization Branch's website in the coming weeks.

In the meantime, the Branch extends thanks to Immunization Coordinators across California for assisting schools and child care centers to complete and submit their assessment data. The Branch also reminds Coordinators that materials for 2013 Spring Selective Review will be sent out soon. For further information, contact Teresa.Lee2@cdph.ca.gov.

Branch Staff Updates

Janice Louie, MD, MPH is the new Public Health Medical Officer in the Branch's Clinical Policy and Support Section. She has served in the CDPH Viral and Rickettsial Disease Laboratory and the Communicable Disease Emergency Response Branch. Dr. Louie brings a wealth of expertise on influenza and adult immunizations. Dr. Louie earned her medical degree at UC San Diego and her MPH at UC Berkeley.

Annie Shin is a Help Desk Technician with the CAIR team, assisting providers with enrollment and technical support to CAIR users. Annie previously worked at CDPH's Viral and Rickettsial Disease Laboratory. She holds a BS in biology from the Cal Poly University in San Luis Obispo.

Dionandre (Dre) King, MPH is a Research Associate studying samples of *Neisseria meningitidis* sent to CDPH. Prior to this role, Dre worked as a microbiologist at the CDPH Viral and Rickettsial Disease Laboratory. Dre earned his MPH at UC Davis and a BS from San Francisco State University.

Erik Smith, MPH recently transferred from Los Angeles to become the Senior VFC Field Representative in San Diego. Erik consults site visits and Quality Assurance Reviews for the Southern California Region. Erik previously served in the Peace Corps. He has an MPH in Global Health from Loma Linda University, a BA in biology from Boston University, and a Certificate in Health Geoinformatics.

Souk Mouanoutoua is the Branch's new Field Representative in the Central Valley. Souk provides technical assistance to local health departments, supervises local field office staff, and conducts VFC visits. Souk has worked in various capacities for the Branch over the past six years including VFC Representative and Junior Field Rep. Before joining the Branch, he was a Health Education Specialist with Fresno County. Souk earned his BS degree from the University of Southern California.

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
Feb 10-16	Preteen Vaccine Week	CDPH	www.cdph.ca.gov/programs/immunize/Pages/Pret-teenVaccineWeek.aspx
March 8 Chicago IL	Clinical Vaccinology Course	National Foundation for Infectious Diseases	www.cvent.com/events/clinical-vaccinology-course-march-2013/event-summary-253d0100bdf7428580ea143b4a880f10.aspx
April 1-7	National Public Health Week	American Public Health Association	www.nphw.org/
April 14-15, Los Angeles CA	California Immunization Coalition Summit	California Immunization Coalition	www.immunizeCa.org
April 21-27	National Infant Immunization Week	CDC	www.cdc.gov/vaccines/events/niw/index.html
May 1-31	Toddler Immunization Month	CDPH	N/A

New Online Resources

New Downloadable Print Resources	Type of Resource
Flu & Pertussis	
Flu—It's Not Too Late to Vaccinate!	flyer
Stop Pertussis: Pregnant Women and their Babies Rely on You!	flyer
Adolescent Vaccines	
Protect their Health For Years Ahead Spanish . (CDPH)	flyer
Vaccines for your Preteen Spanish (CDPH)	Flyer (available to order from your local health department ref: IMM-1054)
California's Minor Consent Law on STD Prevention Services FAQ (CA Immunization Coalition)	online FAQ
The HPV Vaccine: What Health Care Providers Need to Know (CDPH) <i>updated Jan 2013</i>	brochure
Vaccines for Preteens and Teens, Age 11-19 Years (Immunization Action Coalition)	fact sheet
CAIR Immunization Registry	
CAIR Data Exchange Meaningful Use FAQ (CDPH)	online FAQ
Progress in immunization information systems - United States, 2011	report brief
Communication/Plain Language	
Communicating with Parents About Vaccination: A Framework for Health Professionals Leask et al., BMC Pediatrics, Sept 2012	Journal article
Plain Language - Communication your audience understands the first time (CDC)	flyer
Cut It Out - Delete unnecessary words, sentences, and paragraphs (CDC)	flyer
Mind your Jargon - Choose words and numbers (CDC)	flyer
What's your Point? Put the most important message first (CDC)	flyer
Archived and On-Demand Webinars	
2012-13 Influenza Season: Vaccine Supply and Coverage	CDC
What's New in the Prevention of Measles, Rubella, Congenital Rubella Syndrome (CRS), and Mumps?	CDC
Community Partnership: An Investment that will Deliver Your Message	VicNetwork
Implementing Effective Initiatives Social Media into Your Training Strategies	TrainingMag Network (debuts Feb 6, archived after)
HPV Vaccination Series Webinar	California Family Health Council (CFHC)