



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
VFC Providers

December 2013

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California's PBE Law: What You Need to Know

Starting January 2014, California's new personal beliefs exemption (PBE) law—also referred to as [AB 2109](#)—goes into effect. Under the new law, parents seeking a PBE for children in child care or grade school must document having obtained education about vaccine-preventable diseases and vaccines from a specified health care provider.

California children already in school who have a PBE on file typically do not need to file a new exemption. Those affected by the new law include students starting (usually in the fall) public or private child care, kindergarten, or 7th grade in California or transferring from out-of-state.

Information and materials to help providers, schools and parents are now available at www.ShotsForSchool.org, including

- [FAQs on PBE law](#)
- [Official PBE form](#)
- [Print and video resources for parents](#) and [tips for providers](#)

PBEs have increased in California, leaving a growing number of communities vulnerable to outbreaks. AB 2109 is an opportunity to inform parents considering PBEs. California joins Washington State, which enacted a similar PBE law in recent years.



Statewide Immunization Campaigns

Multiple Ways to Promote Flu Vaccine

Happy NIVW! December 8 to 14 is **National Influenza Vaccination Week**. Celebrate by ensuring that your staff and patients have been immunized against the flu. NIVW is a great reminder that it's not too late to get immunized against flu. Check out [CDC's NIVW resources](#) their [NIVW media toolkit](#) or visit www.flu.gov.



Thank you, Flu Vaccine! This past November, the California Immunization Coalition and the Anthem Blue Cross Foundation launched the “Thank you for Vaccines.” campaign focusing on adults 65 years and older. Advertising and media in Los Angeles and San Diego Counties include billboards, transit ads, radio spots, and materials shared with senior centers. “Thank you” imagery reminds older adults that staying healthy allows them to spend more time with loved ones. Stakeholders throughout California are welcome to use campaign [web banners, posters and flyers](#).

Pneumococcal Vaccine Campaign Debut

This fall, the Immunization Branch launched its first pneumococcal vaccine awareness campaign for older and high-risk adults, including smokers and persons with certain chronic illnesses, weakened immune systems or cochlear implants. The Branch shared a newsletter message with organizations to inform their constituencies about the importance of immunizing against pneumococcal disease.

The campaign message is being shared by numerous partner organizations that include the American Cancer Society, California Association of Senior Service Centers, and the Gerontological Society of America. The California Department of Aging is also distributing the message to Area Agencies on Aging, who reach approximately 100,000 older adults in California.

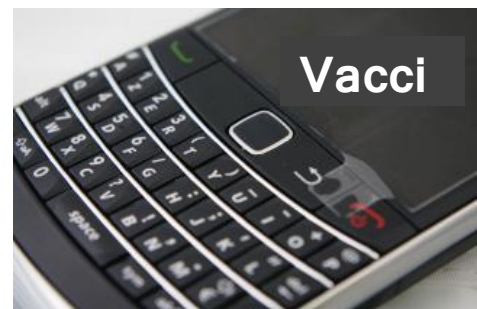


If you are 65 or older or have a chronic condition, you need a pneumococcal shot.

Text Message Vaccination Reminder Pilot Project – Preliminary Results

From March –August 2013, the Branch conducted a pilot project to reach pregnant women and new parents in California. Participants received text messages based on their baby's birthdate. Text reminders went out two weeks before the next ACIP-recommended immunization was needed and after each vaccination interval for follow-up.

The text messages were incorporated into the existing national Text-4-Baby (www.text4baby.org) service that offers free health information to pregnant women and new parents.



A sample drawn from data collected from March 5 through May 23, showed that over 23,000 Californians received at least one text message reminder. Between 68-80% of respondents reported making a well-baby visit appointment and between 69-81% reported attending their appointments. Of the 9,464 users that responded to the follow-up questions, 72% (N=6814) said that the immunization reminders were “helpful” in getting their child vaccinated on time. Ninety three percent of Spanish-speaking respondents also found the messages helpful. Although the pilot project has ended, Text-4-Baby users in California will continue to receive immunization text messages. Additional findings from the pilot will be available in a final report in early 2014.

Preteen Vaccine Week 2014

Mark your calendars! Preteen Vaccine Week (PVW) will be February 9-15, 2014 and National Infant Immunization Week (NIIW) will be April 26-May 3.



In 2014, PVW will focus on increasing HPV vaccine coverage, given that HPV immunization rates for adolescent girls 13-17 failed to increase between 2011 and 2012. PVW will also continue to promote the Tdap pertussis requirement for incoming 7th graders and other recommended immunizations. The themes for PVW 2014 are “**As easy as 1, 2, 3, to PREVENT HPV**” and “**PROTECT Their Health for the Years Ahead.**” Find resources and materials on the [PVW webpage](#).

For more information or to join the monthly planning calls, contact Christina.Moore@cdph.ca.gov about PVW or Kerdyn.Henry@cdph.ca.org about NIIW.

Shot by Shot: New Stories, More to Come!

The California Immunization Coalition’s [Shot by Shot](#) has recently added stories to its gallery. These stories emphasize the importance of immunization and can help you explain the impact of vaccine-preventable diseases to people outside the medical community. Check out these new stories:

- [Jesse’s story](#) (chicken pox, written)
- [Rebecca’s story](#) (chicken pox)
- [Judith’s story](#) (polio)
- [Tammy’s story](#) (influenza)
- [Ellie’s story](#) (pertussis)
- [Ryan M’s story](#) (meningitis) new version
- [Becky D’s story](#) (Japanese encephalitis) new version

Shot by Shot plans to release four new stories in December and will promote cervical cancer stories in January to observe *National Cervical Health Awareness Month*. In the meantime, search Shot by Shot’s [story gallery](#). And don’t forget to “like” Shot by Shot on [Facebook](#)! Social media have helped share Shot by Shot stories with millions of viewers.



Tammy’s story (influenza)

Vaccine News

IZ Branch Reviews VERP Data

The Vaccine Administrative Errors Reporting Program (VERP) began in September 2012 as a national repository for clinicians to report errors such as incorrect vaccine, dose, administration of expired vaccine, or deteriorated vaccine. VERP is an opportunity to identify common errors to help protect patients, and avoid waste.



Between September 12 2012 to September 16 2013, 341 errors were reported to VERP by California providers. The vast majority of these (90%) reached the patient. Common errors included wrong age and wrong vaccine, such as mix-ups between Tdap and DTaP (67 errors) or between Kinrix® and Pediarix® (31 errors). Knowledge deficiencies and confusion with labeling/packaging were contributing factors. For more details, see the full [VERP poster](#).

Providers are encouraged to report vaccine administration errors to <http://Verp.ismp.org>. To help prevent mix-up errors, download the helpful tool, [Vial Mix-Up Chart Tdap or DTaP](#).

ACIP Recommends Meningococcal Vaccine for High-Risk Infants

This past October, the Advisory Committee on Immunization Practices (ACIP) approved a new recommendation for quadrivalent meningococcal vaccine (MenACWY-CRM® or Menveo®) for infants ages 2-23 months who are at high risk for meningococcal disease because of complement deficiency, HIV infection, or asplenia. Details about the vaccine are summarized in the [MMWR of March 22, 2013](#) and in the [FDA-approved product insert](#). The vaccine is included in the VFC program.



Flu Vaccine and Healthy Weight Babies

Researchers in Georgia have found a reduced likelihood of pre-term birth for mothers who received influenza vaccine. [Read abstract](#).

Benefits of Second Varicella Dose

Bialek and colleagues found significant decreases in disease burden, outbreaks, and hospitalizations due to chickenpox five years following the recommendation for a second dose of varicella vaccine. Infections decreased by at least two-thirds since 2006 and by 98% since varicella vaccine first became available. Hospitalization decreased by more than 40%. [Read abstract](#).

Japanese Encephalitis Vaccine for Travelers 2 Months and Older

The federal Advisory Committee on Immunization Practices (ACIP) now recommends Japanese Encephalitis vaccine to selected at-risk travelers as young as age 2 months. [Read the recommendations](#).

Epi Data/Outbreaks

California Pertussis Update

The number of pertussis cases in California is higher than last year, with 1,249 cases reported between January and September 2013. Most (82%) cases were infants. Of 73 California residents hospitalized with pertussis, 50 were infants four months or younger. Fortunately, no pertussis deaths have been reported since 2010.



Make sure your patients, staff and communities are up-to-date with pertussis-containing vaccinations. To help protect infants from pertussis, immunize women with Tdap during each pregnancy, preferably during the 27th through 36th week of gestation. Download [pertussis resources](#) for your staff, patients, and parents on EZIZ.org. View Immunization Branch [Pertussis Summary Reports](#) on the CDPH website.

Number of US Measles Cases High in First Half of 2013

According to [a recent report in MMWR](#), 159 cases of measles were reported in the United States between January 1 to August 24, 2013, including 15 cases in California. This is compared to a recent average of about 60 cases per year. Eight outbreaks were reported, including an outbreak of 58 cases in New York City. A total of 82% of the cases were unvaccinated or had unknown vaccination history.

[A separate recent study in the journal Vaccine](#) calculates that 16 measles outbreaks (107 cases) in 2011 cost public health agencies between \$2.7 million and \$5.3 million, emphasizing the value of preventing measles.

CDC Web Page on Meningococcal B

In response to a cluster of seven cases of meningococcal disease serotype B, at Princeton University in New Jersey during 2013, the University has purchased vaccine licensed in Europe and Australia to offer to their campus community. Learn more on the [CDC's Serogroup B Meningococcal Vaccine Q&A web page](#).

CAIR News

HIE Gateway Rollout

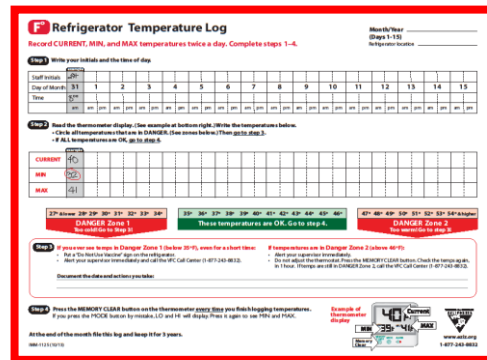
Since opening in October, the CDPH HIE Gateway has allowed providers to submit public health data to CDPH. So far, about 600 sites have registered at the Gateway. The CAIR Immunization Portal that launched in mid-August is now part of the CDPH Gateway. If you registered at the CAIR Immunization Portal prior to Oct 1, 2013 and do not wish to submit other public health data to CDPH, you are not required to re-register at the Gateway. [Learn more](#).

Provider Education

New Temp Logs and Instructional Videos Go Live!

Two new EZIZ instructional videos launched on the auspicious date of 11-12-13! **Monitoring Refrigerator Temperatures** and **Monitoring Freezer Temperatures** show how to use the new temperature logs. The training videos are available at [EZIZ Training](#)

The Branch developed the new logs in response to CDC's requirement that VFC offices now record "minimum" and "maximum" temperatures in addition to the ongoing requirement for current temperatures. The new logs were extensively tested with users during a lengthy development process. Download the [new logs](#) on EZIZ.org.



The image shows a 'Refrigerator Temperature Log' form. It includes a header with the title and a date field. Below the header are instructions for recording current, minimum, and maximum temperatures. The form features a grid for recording data over 15 days. At the bottom, there are color-coded zones for temperature ranges: 37°F to 40°F (green), 40°F to 42°F (yellow), and 42°F to 46°F (red). A 'REMEMBER' section at the bottom provides additional instructions and contact information for the VFC Call Center.

New VFC Program Requirements Lesson Launches

A new 15-minute lesson on VFC Program Requirements is now available at EZIZ.org. All VFC Providers of Record and Vaccine Coordinators must complete the lesson by December 31, 2013 as part of the 2014 VFC recertification process. The lesson topics include:

- The roles of the VFC Provider of Record and Vaccine Coordinator
- VFC eligibility
- Documenting immunizations
- Administration fees and charges
- Inventory management
- Routine and emergency vaccine management plans
- Storage and handling requirements
- Temperature monitoring requirements
- EZIZ
- VFC Call Center and Field Representatives
- VFC Program documentation



The lesson was piloted in VFC provider practices. All pilot participants enthusiastically endorsed it as "short," "fun," and "has everything you need to know." Vaccine Coordinators are required to complete additional training for 2014 VFC recertification. More information about [required training](#) is located on EZIZ.org.

New HPV Materials Coming Soon

The Immunization Branch is preparing new materials related to preteen immunization against human papillomavirus (HPV) vaccine. After evaluating draft materials in a series of focus groups and in-depth interviews, parents of preteens in San Francisco, Los Angeles, and Sacramento indicated that the materials would prompt them to immunize their preteen against HPV. New HPV materials are expected to debut in 2014. For more information, contact Rebeca.Boyte@cdph.ca.gov.

Branch Staff Updates

Arlisha Adams is a new Computer Resource Technician for the CAIR Help Desk, assisting CAIR users with enrollment and inquiries. Arlisha is a UC Davis graduate with a BA in African American Studies.

Carry Ha is a new Computer Resource Specialist with the CAIR team, managing CAIR Provider accounts and assisting CAIR users. Carry has previous experience in customer service and a BS in Human Development from UC Davis.

Amy Logan is also a new Computer Resource Specialist with CAIR, processing CAIR users and sites, and assisting users. Before coming to the Branch, she was an eligibility worker at Contra Costa County.

Giselle Garcia is a new Local CAIR Representative providing technical assistance on training to providers and other CAIR users. Giselle has worked at UC Davis and earned her MPH from CSU Fresno.

Jared Timmons is a Customer Service Representative in the VFC Program. Jared has been a medical assistant in various settings including pediatrics and family practice.

Steven Yeaw is a Customer Service Representative for VFC. Steven comes with extensive experience in customer service, handling accounts and orders.

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors
December 8-14	National Influenza Vaccination Week	CDC
January 1, 2014	Covered California plans start coverage for new enrollees	www.CoveredCoveredCA.com
January	Cervical Health Awareness Month	National Cervical Cancer Coalition
February 9-15	Preteen Vaccine Week	CDPH Immunization Branch
April 26 – May 6	National Infant Immunization Week (NIIW)	CDC

New Online Resources

New Print and Web Resources	Type of resource
Flu Materials	
Updated Flu Vial Chart	Flyer
influenza pocket guide and pneumococcal pocket guide Immunization Action Coalition (IAC) (Clinician references; not for use as parent handouts)	Laminated pocket guides. Order free online from IAC.
Other Immunization Materials	
Refrigerator Temp log (new 2013)	8 x 11 paper log sheet
Freezer Temp Log (new 2013)	8 x 11 paper log sheet
Vaccinations for Adult Diabetes Immunization Action Coalition (IAC)	Fact sheet
Vaccinations for Pregnant Women (IAC)	Fact sheet
You're Never too Old to Get Immunized (IAC)	Fact sheet
Hepatitis B: What Hospitals Need to do to Protect Newborns (IAC)	Fact sheet
Webinars/Online Training	
Pertussis Update: Where Are We and Where Are We Going? (California Immunization Coalition)	Archived Webinar
Improving the Health of Children and Adults Through Vaccines (Coca Call)	Archived Webcast and PPT slides
IIS and Public Health (American Immunization Registry Assn.)	Presentations from Sept 2013 Annual Mtg