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

August 19, 2008



## **EZ-IZ Goes Live with Successful Beta Launch**

On August 13 the beta version of EZ-IZ, the training and resource site for California Vaccines for Children (VFC) providers, was launched. EZ-IZ, a one-stop shop for immunization resources, contains interactive online lessons, job aids, forms, up-to-the-minute news about vaccine availability, and much more. There are a few links and files that still need to be posted, but the functionality is basically complete.

The primary audience for the EZ-IZ Curriculum is medical assistants (MAs) in California provider practices. The launch premieres the first two e-learning lessons, *Preparing Vaccines* and *Administering Vaccines*, which take less than 15 minutes each to complete. These custom-developed lessons have been pilot-tested for content and usability with MAs in California VFC provider practices and have been received very enthusiastically.

Not only does EZ-IZ make available a full range of immunization resources to the 4,500 VFC provider offices in California, the site may be accessed by *any* provider, *any* time, *anywhere*. Although the EZ-IZ curriculum is targeted to MAs in California VFC offices, it will be useful to anyone who works with immunizations and needs initial training or a refresher. The resources on the EZ-IZ site, including the job aids and forms, can be viewed or printed as needed.

More lessons will be developed during the next year to help VFC providers develop their staffs' immunization skills and knowledge. A *Storage and Handling* lesson is currently in development.

## **Branch Management Changes**

The Immunization Branch has recently experienced several major changes in management. IZ Branch Chief Howard Backer, MD, who has been with the Branch since 2000, has accepted a special assignment in the California Health and Human Services Agency. His first day in his new Sacramento office was August 18. The new assignment is expected to last at least six months.

In Dr. Backer's absence, John Talarico, DO, MPH will serve as interim branch chief. Dr. Talarico was formerly chief of the IZ Branch's Bioterrorism Preparedness Section, and is a board-certified pediatrician with a deep commitment to the prevention of vaccine-preventable diseases. Since January, Dr. Talarico has been serving as chief of the Office of Emergency Preparedness Planning, Policy, and Coordination in the CDPH Center for Infectious Diseases (CID). Before that, he served as medical director for the New York State Department of Health's (NYSDOH) Immunization Program, chief of the NYSDOH Child and Adolescent Health Bureau, and acting director of the Bioterrorism Preparedness Program for Los Angeles County.

Assistant Branch Chief Denise Rogers left the Branch this month for a position with the Centers for Disease Control and Prevention (CDC) in Atlanta. She will serve as deputy chief of the Program Operations Branch in CDC's National Center for Immunization and Respiratory Diseases (NCIRD). Denise will continue to oversee California's CDC grant compliance from her new position.

Field Services Section Chief Maria Volk is assuming assistant branch chief responsibilities until a replacement for Denise is found. The Branch sends its best wishes to Dr. Backer and Denise.

While these moves represent significant change in the IZ Branch leadership, the Branch remains on solid ground with highly capable individuals at the helm. The Branch will continue to provide the highest level of public service to protect Californians from vaccine-preventable diseases during this transition.

## **ACIP 2008-09 Flu Recommendations**

The Advisory Committee on Immunization Practices (ACIP) released its 2008-09 influenza recommendations on August 8. Key updates and changes include:

1. Annual vaccination be administered to all children aged 5 to 18 years beginning in the 2008-09 influenza season, if feasible, but no later than the 2009-10 season

2. Annual vaccination of all children aged 6 months through 4 years (59 months) continues to be a primary focus of vaccination efforts because these children are at higher risk for influenza complications than older children
3. Either trivalent inactivated influenza vaccine or live, attenuated influenza vaccine (LAIV) be used when vaccinating healthy persons aged 2 through 49 years (The previous recommendation was to administer LAIV to persons aged 5-49 years.)
4. Vaccines containing the 2008-09 trivalent vaccine virus strains A/Brisbane/59/2007 (H1N1)-like, A/Brisbane/10/2007 (H3N2)-like, and B/Florida/4/2006-like antigens should be used
5. Amantadine and rimantadine should continue to **not** be used because of persistent antiviral resistance among influenza viruses in the United States

The full text of the ACIP recommendations is available at [http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5707a1.htm?s\\_cid=rr5707a1\\_e](http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5707a1.htm?s_cid=rr5707a1_e).

### **Flu Shot Promotion Goes Mobile!**

Beginning in October, the Immunization Branch, in collaboration with local health departments and coalitions, will pilot test a new approach to flu shot promotion. Alameda and Contra Costa counties will participate in a text messaging campaign. Busses in these counties will have large advertisements, including “bus wraps,” that encourage local residents to find flu shot locations close to home by texting their zip code to the number on the ads. This social marketing campaign targets anyone who has a cell phone with text messaging capabilities in Alameda and Contra Costa counties. Since children up to age 18 are now included in the annual influenza recommendations, the target audience for this campaign includes both teens and adults. For more information, contact Jenny Bailey at [Jenny.Bailey@cdph.ca.gov](mailto:Jenny.Bailey@cdph.ca.gov).

### **Vaccine Preventable Diseases Update**

The latest provisional data for vaccine-preventable diseases in California with disease onset from January 1 to June 30, 2008 are now available on the [IZ Branch website](#). For detailed surveillance data by jurisdiction, contact Jessica Chang at [jessica.chang@cdph.ca.gov](mailto:jessica.chang@cdph.ca.gov).

### **New Initiative for Pregnancy IZ Recommendations**

In early August, the California chapter of the American College of Obstetricians and Gynecologists (ACOG) launched a new initiative on immunization education for an important, yet often overlooked, audience: pregnant women. During the past year, the Branch has collaborated closely with the California ACOG, physicians, pregnant women, Immunization Coordinators, community organizations, WIC, the Office of Women’s Health, and others to spread the word about new pregnancy immunization

recommendations. The initiative specifically addresses [Tdap](#) and [varicella](#) recommendations, and recent changes in [California law](#) affecting flu vaccine for pregnant women.

One product of the collaboration is a new website, [www.PregnancyShotsCA.org](http://www.PregnancyShotsCA.org) where information about pregnancy recommendations can be accessed quickly and easily. The website features up-to-date, easy-to-navigate information and resources for both health care providers and women of childbearing age. The Provider Information section summarizes current recommendations and contains links to MMWR articles, quick guides, and vaccine safety information. A new brochure, [Immunizations for a Healthy Pregnancy](#), was developed with input from physicians and other partners and can be accessed online in English, Spanish, and Chinese.

### **New Online Process for Kindergarten Immunization Assessments**

Beginning in fall 2008, kindergarten immunization assessments can be completed online. Information about the new process has been emailed to all Immunization Coordinators and Field Representatives. The IZ Branch will mail materials for online assessment reporting to public school districts and private schools.

Although public school districts and private schools will be instructed to contact the School Assessments Unit at the Immunization Branch, Immunization Coordinators may also receive calls from schools about the online kindergarten assessments. Therefore, the Branch is requesting that Immunization Coordinators become familiar with the new website, [www.CalKidShots.org](http://www.CalKidShots.org). Data entry tips were sent out previously. For additional information contact Madina Sharifi at [Madina.Sharifi@cdph.ca.gov](mailto:Madina.Sharifi@cdph.ca.gov)

### **Selective Review 2008 Report Now Available**

In the Selective Review, conducted in the spring, enforcement of immunization requirements is evaluated, along with follow-up of students who have not received all required immunizations. The [report](#) presents comparisons of immunization coverage among the selected child care centers and schools.

### **National IZ Awareness Month Targets College Students**

August is National Immunization Awareness Month (NIAM). The recent death of a Louisiana State University student from meningococcal disease was a stark reminder about how devastating vaccine-preventable diseases can be for families, communities, and college campuses. College students are at increased risk for certain infectious diseases due to lifestyle factors such as close contact and crowded living conditions.

The IZ Branch will use this year's NIAM observance to partner with UC Berkeley to educate students about VPD risks. On August 25, an event will be held during the on-campus student health center open house. The event is the result of a partnership of the University Health Services, the National Meningitis Association (NMA), the California Immunization Coalition (CIC), and the City of Berkeley Public Health

Department. NMA spokespersons and meningococcal disease survivors, Melanie Benn and Jonathan Deguzman, will share their survival stories and encourage students to be immunized. Immunization Branch Chief Dr. Howard Backer will discuss other important immunizations for young adults. The event will also feature a DJ, interactive games, and giveaways. For more information contact Rebeca Boyte at [rboyte@cdph.ca.gov](mailto:rboyte@cdph.ca.gov).

## Upcoming Events, Conferences, and Observances

Date	Event	Partners/ sponsors	Website/ contact info
Aug. 2008	National Immunization Awareness Month	Centers for Disease Control and Prevention (CDC)	<a href="http://www.cdc.gov/vaccines/events/default.htm#niam">www.cdc.gov/vaccines/events/default.htm#niam</a>
Aug. 28	CDC Immunization Update Webcast	Centers for Disease Control and Prevention (CDC)	<a href="http://www2a.cdc.gov/phtn/immupdate2008/default.asp">www2a.cdc.gov/phtn/immupdate2008/default.asp</a>
Sept. 9-12 Sacramento	ASTHO-NACCHO Annual Conference	Association of State and Territorial Health Officials (ASTHO) and National Association of County and City Health Officials (NACCHO)	<a href="http://www.naccho.org/conferences/asthonaccho2008/index.cfm">www.naccho.org/conferences/asthonaccho2008/index.cfm</a>
Sept. 18-19 Los Angeles	"Youth Issues 2008: Transforming Services, Transforming Communities,"	Adolescent Health Collaborative	<a href="http://www.californiateenhealth.org/event_091808_reg.asp">www.californiateenhealth.org/event_091808_reg.asp</a>
Sept. 21-27	National Adult Immunization Awareness Week (NAIAW)	National Foundation for Infectious Diseases	<a href="http://nfid.org/index.html">nfid.org/index.html</a>
Oct. 6-10	Border Binational Health Week	US-Mexico Border Health Commission	<a href="http://borderhealth.org/border_binational_health_week.php?curr=programs">borderhealth.org/border_binational_health_week.php?curr=programs</a>
Oct. 6-15	Binational Health Week	Health Initiative of the Americas	<a href="http://borderhealth.org/border_binational_health_week.php?curr=programs">borderhealth.org/border_binational_health_week.php?curr=programs</a>
Oct. 20-24	National Medical Assistants Week	American Medical Technologists	<a href="http://www.amt1.com/site/epage/9364_315.htm">www.amt1.com/site/epage/9364_315.htm</a>
Oct. 23-25 San Diego	SOPHE Annual Meeting, "Catching the Wave: Changing the Tides of Health Education and Health Promotion"	Society for Public Health Education	<a href="http://www.sophe.org/">www.sophe.org/</a>
Oct. 24-25 Emeryville	6 <sup>th</sup> National Travel Medicine Conference	Kaiser Permanente	<a href="http://www.signup4.net/Public/ap.aspx?EID=APHY147E">www.signup4.net/Public/ap.aspx?EID=APHY147E</a>
Oct. 25-29 San Diego	APHA Annual Conference, Public Health Without Borders	American Public Health Association	<a href="http://www.apha.org/meetings/highlights/">www.apha.org/meetings/highlights/</a>
Nov. 17-18 Concord	Epi. & Prevention of Vaccine-Preventable Diseases (Live 2-day course; CME/CEU Credit available)	Centers for Disease Control and Prevention (CDC)	<a href="http://www.cdph.ca.gov/programs/immunize/Pages/ImmunizationTrainingandEvents.aspx">www.cdph.ca.gov/programs/immunize/Pages/ImmunizationTrainingandEvents.aspx</a>

Nov. 20-21 Orange	Epi. & Prevention of Vaccine-Preventable Diseases (Live 2-day course; CME/CEU credit available)	Centers for Disease Control and Prevention (CDC)	<a href="http://www.cdph.ca.gov/programs/immunize/Pages/ImmunizationTrainingandEvents.aspx">www.cdph.ca.gov/programs/immunize/Pages/ImmunizationTrainingandEvents.aspx</a>
Dec. 8-14	National Influenza Vaccination Week	Centers for Disease Control and Prevention (CDC)	<a href="http://www.cdc.gov/flu/nivw/NIVW2008-index.htm">www.cdc.gov/flu/nivw/NIVW2008-index.htm</a>

## New Educational Materials and Online Resources

Resource	Type of resource	How to access the information
Immunizations for a Healthy Pregnancy	Brochure	<a href="http://www.PregnancyShotsCA.org">www.PregnancyShotsCA.org</a>
2008 Influenza VIS	e-handout	<a href="http://www.cdc.gov/vaccines/pubs/vis/default.htm#flu">www.cdc.gov/vaccines/pubs/vis/default.htm#flu</a> . Additional languages will be available within two-months.
Preteen Vaccine Week Campaign Kit	Campaign kit	<a href="http://www.GetImmunizedCA.org">www.GetImmunizedCA.org</a> or contact <a href="mailto:Rebeca.Boyte@cdph.ca.gov">Rebeca.Boyte@cdph.ca.gov</a>
CAIR Provider Information Packet	Packet inserts	<a href="http://www.ca-siis.org/images/docs/CAIR_InsertsFullWEB.pdf">www.ca-siis.org/images/docs/CAIR_InsertsFullWEB.pdf</a>
CAIR Helps Keep Immunizations Up-to-Date	Brochure	<a href="http://www.ca-siis.org/images/docs/CAIRHelpsKeepIZsUptoDate_7-08WEB.pdf">www.ca-siis.org/images/docs/CAIRHelpsKeepIZsUptoDate_7-08WEB.pdf</a>
The Power of Storytelling: Putting a Face on Vaccine Preventable Diseases	PPT slides available online	<a href="http://immunizeca.org/index.pacq">http://immunizeca.org/index.pacq</a>