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

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Branch H1N1 Update

To say this has been a challenging year would be an understatement. Since the H1N1 influenza virus first hit California last April, the Immunization Branch has continued to work for and with California stakeholders to spearhead disease surveillance, keep California health care providers and local health departments well informed, and direct the ordering and distribution of H1N1 vaccine. Weekly briefing calls have helped facilitate information-sharing and provide an ongoing opportunity for local health departments and other key stakeholders to ask questions.



The Branch has worked closely with public health officials at both the state and local levels to help ensure that information is up-to-date and that initial shipments of vaccine are distributed to those facilities serving Californians at highest risk for influenza complications. Branch accomplishments during September and October include:

- **CalPanFlu.org website launch**, the online ordering system for California H1N1 vaccinators. Thousands of California vaccinators have registered and ordered vaccine using this online system
- **CalPanFlu.org messaging** to send timely information, reminders and announcements out to California vaccinators who have requested H1N1 vaccine

- **H1N1 Customer Service Call Center**, a help center for California health care providers to assist with vaccine ordering, shipping, and other questions. The Call Center operates weekdays from 8am to 6pm at
- **H1N1 Vaccine Provider Information Packet**, sent to approximately 10,000 California vaccinators across the state with up-to-date information and materials for medical personnel and their patients.
- **Updated information on EZIZ.org**, featuring a dedicated page with resources to help your practice prepare for receiving, storing, and administering H1N1 vaccine. [New H1N1 materials](#) are listed in the **New Educational Materials and Online Resources** section of this edition of the IZ Update.

The Branch is grateful for the collaboration and patience of many thousands of California vaccinators during this historic influenza pandemic. Together, our goal will be to minimize the impact of influenza disease on all Californians. The Immunization Branch continues to be committed to respond to the challenges of influenza prevention through the coming year.

Staff Update

New Immunization Branch Chief

The Immunization Branch is pleased to announce that John Talarico, D.O., M.P.H., has assumed the role of Branch Chief. Earlier this year, Dr. Talarico served as Interim Branch Chief and previously held the position of Chief of the Branch's Pandemic Influenza Planning Section. Immediately before accepting the Immunization Branch Chief position, Dr. Talarico served as Chief of Emergency Preparedness Planning, Policy and Coordination in the Center for Infectious Disease.

Before coming to CDPH, Dr. Talarico worked for the state of New York and the Los Angeles County Department of Public Health. He has extensive experience in public health, child and adolescent health programs, immunizations, and emergency preparedness. Please join us in welcoming Dr. Talarico back to the Immunization Branch in his new leadership role.

New Preparedness and Response Branch

In September, CDPH leadership announced the creation of a new Infectious Disease Emergency Preparedness and Response Branch (ID-EPRB), under the Division of Communicable Disease Control (DCDC). The ID-EPRB has become the new home to the Immunization Branch's former Pandemic Planning Section staff who now serve under Dr. Bela Matyas, Interim Branch Chief of the ID-EPRB.

The new Branch was created to enhance CDPH's response capacity to the ongoing H1N1 influenza pandemic and other infectious disease emergencies by consolidating non-laboratory emergency preparedness staff. ID-EPRB will ensure:

- Statewide readiness to respond to an infectious disease (ID) emergency
- Readiness of CDPH's Center for Infectious Disease (CID) and DCDC staff
- Capability of CDPH to detect an ID emergency
- Surveillance capabilities to monitor status of an ID emergency
- Implementation of an appropriate and effective public health response to ID threats
- Necessary investigation, containment, and mitigation of ID threats
- Appropriate management of Emergency Preparedness funds and resources

Statewide Campaigns

PSA Contest Highlights Flu Messaging

This fall, Governor Schwarzenegger challenged Californians to enter the CDPH's first-ever Film Fest, "*Lights, Camera ... Save Lives!*," a competition to create a short video PSA highlighting the steps to avoid H1N1 and seasonal flu. The contest is a collaboration between the CDPH Immunization Branch, CDPH Office of Public Affairs (OPA), and California Immunization Coalition (CIC). The winning entry will be used in a statewide social marketing campaign to educate the public and the media about the four H1N1 flu prevention practices: wash your hands, cover your cough, stay home when you are sick, and get vaccinated.



The Governor helped launch the contest at a visit to John Burroughs High School in Burbank, where he called on "tech-savvy teenagers, budding actors, aspiring directors—or anyone interested in healthy living" to join the fight against H1N1 influenza. The deadline for contest submissions deadline was October 16.

Over 100 California residents submitted video entries. The PSA entries included amateur and professional productions, showcasing creative and innovative approaches to flu prevention. The public had the opportunity to vote for the top three videos in early November; the Governor will select the first-place winner. All entries may be viewed at www.cdphilmfest.org. The winning contestant will receive a \$500 gift card, provided by the California Immunization Coalition (CIC). The top entries may be aired on television or featured on partner web sites. The winner will be announced this month through various media outlets and via Twitter.

Preteen Vaccine Week 2010

The next Preteen Vaccine Week (PVW) is just around the corner, January 17-23, 2010. The updated [Preteen Vaccine Week Kit 2010](#) is now available and features an array of materials including talking points in Spanish and English, [educational activities](#), templates, and more. Local health departments and community partners are encouraged to download campaign materials from the [Preteen Vaccine Week web page](#). As part of an expanded national outreach effort this year, the Centers for Disease Control and Prevention (CDC) has also recently released [outreach materials for Native American, Korean, and Vietnamese communities](#). These will be linked to the Immunization Branch's PVW page.



Those interested in planning for PVW events are invited to join the next PVW planning call on December 9. For additional information, contact Rebeca.Boyte@cdph.ca.gov.

Immunization Registry

CAIR Expands Reach



The California Immunization Registry (CAIR) is on the move! This past summer, the Inland Empire Region (Riverside and San Bernardino counties) made the transition and began using the CAIR software application. Now, seven of the 10 CAIR regions use the same software. Together, these regions include 88% of the state's population of children 0 to 5 years old. Inland Empire registry users have reported being pleased with the additional features they gained with the switch. The inventory management module has been especially well received.

The number of participants exchanging data with the registry electronically, either in the form of flat files to the registry or data extracts from the registry, has continued to expand. Partners now include the UC Davis Health System, a growing number of Indian Health Services (IHS) sites, and school districts from across the state. Special thanks go to Eric Dansby, CAIR's new Data Transfer Specialist, for his hard work to increase electronic data transfers. Eric is located in the Central Valley and has been working with multiple CAIR regions to increase data transfer capacity.

At the end of 2008, CAIR data indicated that 46% of the 0- to 5-year old population had two or more immunizations recorded in the state's regional registries. It is expected that by 2010, immunization records in CAIR will exceed 50% of the children age 5 and younger.

Assessments

Assessment Reports and Reporting

The 2009 [Selective Review Survey](#) and 2009 results [Kindergarten Retrospective Survey](#) results are now available online on the Immunization Branch website.

▪ Kindergarten Assessments

The *Immunization Assessment of Kindergarten Students – Annual Report* was due to the Immunization Branch October 15. In November, local health departments will receive lists of schools in their area that have not reported via the *CalKidShots* web portal. Instructions to access the lists will be sent to local jurisdictions soon.

▪ Child Care Assessments

Child Care Centers and Head Start facilities were to have sent the *Annual Immunization Report on Children Enrolled in Child Care Centers* (CDPH 8108) to their local health departments by October 15. Email instructions for aggregating the data as well as the Microsoft Excel workbook *Child Care Assessment Report* have been sent electronically to local health departments. The workbook includes both the *Facility Summary Sheets* (CDPH 8389) and *Summary Report* (CDPH 8388).

The *Child Care Assessment Report.xls* Excel file is due by email to Immunization Branch Field Representatives by December 1 and to the Immunization Branch headquarters by December 15.

The Branch's Registry and Assessment Section is offering to help with assessment follow up. Local health departments needing assistance should contact Madina.Sharifi@cdph.ca.gov at (510) 620-3757 or Teresa.Lee2@cdph.ca.gov at (510) 620-3746.

Vaccine News

New Vaccines

- **Hiberix®**

On August 19, 2009, the U.S. Food and Drug Administration (FDA) licensed Hiberix® for use in young children as the Hib booster (final) dose for children 15 months through 4 years of age who have previously received the primary Hib vaccination series. Hiberix® is a *Haemophilus influenzae* type b conjugate (tetanus toxoid conjugate) vaccine. The Advisory Committee on Immunization Practices (ACIP) recommends Hib booster vaccination for children at ages 12 through 15 months. Hiberix® (Hib conjugate vaccine) is now available from VFC in California.

- **Cervarix®**

On October 15, 2009, the FDA approved Cervarix®, a new HPV vaccine to prevent cervical cancer and precancerous lesions caused by HPV types 16 and 18. The vaccine was licensed for females ages 10 years through 25 years.

The ACIP voted for inclusion of Cervarix® in the VFC program for girls 9 years through 18 years. The ACIP harmonized the recommendations for Gardasil® and Cervarix®. Cervarix® will be recommended for girls at 11 - 12 years and catch-up vaccination through age 26 years; both vaccines may be given as young as age 9 years. Cervarix® is administered as a three-dose series. Both vaccines are recommended to be given on a harmonized schedule; the initial dose is recommended to be followed by two additional doses. The second dose is recommended at 1 to 2 months after the first dose and the third dose at 6 months after the first dose. VFC providers will be notified when the vaccine is available in the California VFC program.

New Indication

- **Gardasil®**

The FDA recently approved a new indication for Gardasil® to prevent genital warts in men and boys ages 9-26 years. The ACIP voted for permissive use of Gardasil® in men and boys, although not as a full recommendation for routine use. The committee voted for inclusion of Gardasil™ in the VFC Program for males 9-18 years.

Provider Education

VPD Course Registration Deadline Extended

The deadline to register for the November 19-20 Epidemiology and Prevention of Vaccine-Preventable Disease course in Orange, California has been extended. Faculty includes CDC and CDPH staff, and CEUs will be offered. Course will be held at the Doubletree Hotel in Orange. A distance learning option is not offered. Registration is \$50 per person. No fax or telephone registrations will be accepted; however, onsite registration is available.

The [registration form](#) is available online. It is expected that this is the last time this popular two-day course will be offered "live."

IZ Branch Gets Gold and Silver NPHIC Awards

California's Immunization Branch was honored at this year's National Public Health Information Coalition (NPHIC) "Excellence in Health Communications" awards ceremony. The Immunization Branch earned two NPHIC Gold Awards. The video documentary "*Vaccines: Wading through the Confusion*" production won in the Outsourced New Media Category, and the "*Immunizations for a Healthy Pregnancy*" brochure won in the In-House Brochure category. The IZ Branch dominated the New Media category, with "*EZIZ Web-based Training for Medical Assistants*" taking the Silver Award.



The awards were presented last month at NPHIC's annual conference in Miami. Public health communications colleagues from across the U.S. praised the Immunization Branch's work. Last year, California received a Silver Award for its multimedia presentation, "Brochure 2 Blog."

EZ-IZ Launches New Lesson: *Storing Vaccines*

Storing Vaccines, the third online lesson in the EZ-IZ training curriculum, launched September 23, 2009. Within one month, over 1,200 learners had completed the lesson, which teaches participants to:

- Prepare refrigerators and freezers for vaccine storage
- Store vaccines in refrigerators and freezers
- Protect vaccine storage unit power supplies.



EZ-IZ is the training and resource site for the California Vaccines for Children (VFC) program. Although the primary target audience for the EZ-IZ training is medical assistants in California VFC practices, the more than 5,000 EZ-IZ learners to date include health care and other professionals in many job categories, including MDs, RNs, LVNs, PAs, LPNs, pharmacists, paramedics, medics, firefighters, medical practice office managers, and student nurses.

The EZ-IZ curriculum is currently in wide use throughout the US for seasonal and H1N1 mass vaccination training. Usage is likely to increase throughout the H1N1 outbreak and seasonal flu season. The current curriculum consists of *Preparing Vaccines*, *Administering Vaccines*, and now *Storing Vaccines*.

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
November 19-20, 2009	Epidemiology and Prevention of Vaccine-Preventable Disease course in Orange, CA	Centers for Disease Control and Prevention	www.cdc.gov/vaccines/ed/downloads/ca-brochure2009.pdf
December 11, 2009	National Immunization Conference abstract submissions deadline for NIC conference, April 19-22 in Atlanta	Centers for Disease Control and Prevention	www.cdc.gov/Vaccines/events/nic/default.htm
January 2010	Cervical Cancer Awareness Month	National Cervical Cancer Coalition	www.nccc-online.org/awareness.html
January 17-23, 2010	Preteen Vaccine Week	CDPH Immunization Branch	PVW kit available online at www.cdph.ca.gov/programs/immunize/Documents/PVWkit2010.doc
February 1, 2010	National Conference on Immunization and Health Coalitions (NCIHC) abstract submission deadline for NCIHC meeting May 26-28 in Chicago	Chicago Area Immunization Campaign	www.ilmaternal.org/ncihc2010.htm
April 16, 2010	YouCanStopTheFlu.com deadline for demonstration project proposal submissions	American Society of Health-System Pharmacists (ASHSP)	www.youcanstoptheflu.com/foundation.html

New Educational Materials and Online Resources

Resource	Type of resource
Immunizations for a Healthy Pregnancy (IMM-887, updated with H1N1)	brochure
Flu Vaccines in 2009: What Older Adults Need to Know	flyer
It's Federal Law: VIS (IMM-974)	flyer
H1N1 Reminder Options: Many Kids Need Two Doses (IMM-975)	flyer
Immunization Schedule with Combination Vaccine Guide (IMM-922)	chart
H1N1 & Seasonal Influenza Vaccine Administration Guide (IMM-978)	chart
H1N1 (Swine Flu) Prevention Tips (IMM-969)	poster
Get Your Flu Shots (IMM-800)	poster
Health Alert (IMM-783)	poster
Managing H1N1 Vaccine (IMM-977)	job-aid
Vaccine Refrigerator Set-up (IMM-962)	job-aid
Storing H1N1 Vaccine (IMM-976)	Job-aid
Refrigerator Temperature Log (IMM-682)	worksheet

Note: All These new H1N1 materials can be found on EZIZ.org under “Get your practice ready for H1N1”