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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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## Shot By Shot Campaign Launches!

Parents who are hesitant about immunizing their children often have never *seen* the diseases that vaccines prevent.

The California Immunization Coalition (CIC), in partnership with the Immunization Branch, wants to bridge this gap. **Shot By Shot: Stories of Vaccine Preventable Diseases** (SBS) educates parents, the general public, and the media through the power of personal stories.



Take Sharon, paralyzed below her waist by polio as a 10-year-old in the summer of 1950. After months of living in a hospital with dozens of afflicted children, her parents never spoke of her polio again. Now as a grandparent, Sharon wishes to share her story with her family and future generations. Her testimonial and others in the SBS storybank remind viewers about the realities of vaccine-preventable diseases (VPDs) and that their impact is profound and deeply personal.

The SBS website [www.ShotByShot.org](http://www.ShotByShot.org) features survivors, family members, friends, and health care providers whose lives have been touched by VPDs. Some stories were graciously shared by other organizations. Video stories are typically five minutes (or less) and mostly user-generated.

SBS stories may be submitted in video, audio, or written formats. SBS provides step-by-step guides to [sharing your own story](#), [interviewing someone else](#), and [videotaping](#). Anyone may share the SBS [promotional flyer](#) with community groups, schools, senior centers, colleagues, friends, and family members. The SBS project team is currently seeking stories and ideas on locating individuals to interview. To learn more, contact [Amanda.Roth@cdph.ca.gov](mailto:Amanda.Roth@cdph.ca.gov).

## Statewide Immunization Campaigns

### Brief Me on HPV Design Contest

The Immunization Branch has just introduced **Brief Me on HPV**, an interactive campaign aimed at increasing awareness and knowledge of HPV among typically hard-to-reach 18-26 year olds. The campaign includes an interactive website [www.HPVBrief.org](http://www.HPVBrief.org), online radio streaming advertising, and online survey questions.



The centerpiece of the campaign is a contest in which each participant will create a logo and slogan about HPV prevention suitable for printing on tee-shirts. Cash prizes will be awarded to the winning designer and to the individual who recruits the most contestants. All participants are encouraged to promote their designs on Facebook, MySpace, and Twitter.

Campaign partners, including the CDPH Sexually-Transmitted Diseases Control (STD) Branch, are spreading the word about the campaign to college-based health centers, school nurses, community clinics, and other groups serving young adults in diverse settings. A promotional [postcard](#) is available to share with community groups, colleges, and universities.

**Brief Me on HPV** continues through September 1, 2010. For more details, contact [Kerdlyn.Henry@cdph.ca.gov](mailto:Kerdlyn.Henry@cdph.ca.gov). To order postcards in bulk, contact [MGutier4@cdph.ca.gov](mailto:MGutier4@cdph.ca.gov).



### Statewide NIIW/TIM Campaign Participation Doubles

Each spring, National Infant Immunization Week (NIIW) and Toddler Immunization Month (TIM) promote the benefits of immunizations for children. Using the 2010 theme "***I Choose to Stay on Track for a Lifetime of Health!***" more than 35 organizations across the state have hosted NIIW/TIM campaign activities, many continuing through the end of May. This is more than twice the number of groups that participated in 2009.

***"i choose"*** outdoor billboards and bus shelters have been placed through June in five counties (Marin, Humboldt, Mendocino, Sacramento, and San Diego) that have higher Personal Belief Exemption (PBE) rates. Other popular activities included public service announcements, Board of Supervisors' proclamations, and collaboration with the faith community and local WIC agencies.

While NIIW/TIM is limited to April and May, the CDPH Immunization Branch encourages coalitions, health departments, and stakeholders to use NIIW/TIM educational activities as a springboard to promote childhood immunizations throughout the year. For more information on 2010 campaign activities or the ***"i choose"*** campaign, visit [www.whyichoose.org](http://www.whyichoose.org) or contact [Jenny.Bailey@cdph.ca.gov](mailto:Jenny.Bailey@cdph.ca.gov).



## H1N1 Text-Messaging Campaign Results

The results are in on CDPH's first large-scale use of text messaging. The "**Stop H1N1**" campaign promoted late-season H1N1 vaccination from January to March 2010, directing California cell phone users to their nearest vaccination clinic site via text. Campaign billboards, bus shelter ads, and local press releases were distributed in the Central Valley, Los Angeles, Orange County, Sacramento, San Diego, and San Francisco. CDPH created a campaign Facebook page for social media outreach. In three months, nearly 4,000 Californians sent and received text messages, with the greatest participation in Los Angeles. The majority of participants were hard-to-reach young adults (18 to 26 years old).



About half of the texters responded to follow-up evaluation questions. Of those, about a third confirmed that they *did* get vaccinated at the specific clinic site they learned about from the text. The remaining two-thirds, who *did not* seek vaccination from the texted flu clinic referral, provided candid reasons why they did not. These data represent both the sophistication of the campaign and the inherent challenges in flu vaccination referrals.

The top three reasons for not going to the text-referred clinic location were:

- planned to vaccinate at a later date
- sought vaccination at location other than the site referred by the text
- not worried about the risk of contracting H1N1 flu.

Other reasons included the:

- price of the vaccine, up to \$39 in some locations
- belief by some individuals that they were not eligible to be immunized.

Text messaging youth and young adults with important immunization messages is likely to increase. The effectiveness of text-messaging campaigns can be evaluated through the measures used in the "**Stop H1N1**" campaign.

## Assessments

### Kindergarten Selective Review and Native American Population Assessment

The Immunization Branch thanks local Immunization Coordinators and their staff for completing the 2010 Kindergarten Selective Review forms that were due on May 1. These include the:

- Blue form for the Kindergarten Selective Review (KRS)
- Yellow form for the Child Care Selective Review (CSR)
- Copies of the California School Immunization Record (blue card, PM 286) for the KRS and Native American Special Population Assessment Survey.

Coordinators should complete and send any late materials to Teresa Lee at the Immunization Branch, 850 Marina Bay Parkway, Bldg P, 2<sup>nd</sup> Fl, Richmond, CA 94804. For more information, contact [Teresa.Lee2@cdph.ca.gov](mailto:Teresa.Lee2@cdph.ca.gov).

## Child Care and Kindergarten Assessments Begin

The Immunization Branch has emailed child care lists to Immunization Coordinators for the fall 2010 assessments mailing. It is important to retain each jurisdiction's list for future reference. Currently, the Branch is working towards a new online submission process. Coordinators will be notified in the coming months if new procedures are put in place.

The Branch will email kindergarten lists to Immunization Coordinators in May to review for accuracy and return to the Branch by June 15.

## Vaccine News

### New Vaccines Pneumococcal, Meningococcal, HPV Ready for VFC

Three vaccines were recently licensed by FDA:

1. The 13-valent pneumococcal conjugate vaccine (PCV13 - trade name Prevnar 13<sup>®</sup>) became available to California's Vaccines for Children (VFC) program in March 2010. PCV13 now **replaces** PCV7 from the same manufacturer. ACIP and CDPH recommend PCV13 for all children at 2, 4, 6 and 12-15 months. For more details, see the VFC program letter, [MMWR article](#), or [provisional ACIP recommendations](#) from the February 2010 ACIP meeting.
2. A second [quadrivalent meningococcal conjugate](#) vaccine (trade name Menveo<sup>®</sup>) has been licensed for use in persons ages 11 through 55 years and is expected to be available for California's VFC program by May.
3. An additional, bivalent HPV vaccine (trade name Cervarix<sup>®</sup>) is also expected to be available for California's VFC program starting in May.

## VPD Update

### Measles and Pertussis on the Rise

In April, the Immunization Branch sent out an [alert about an increased number of measles cases](#) to California hospitals, local health departments, and clinicians. Since January 2010, 14 cases of measles have been reported in California, five more than in all of 2009. As in recent years, nearly all of the cases had traveled recently to Europe or Asia or had been in contact with international travelers. Some of the cases have been in intentionally unvaccinated children.

Clinicians should continue to consider the possibility of measles in patients with fever and rash and:

- ascertain vaccine status of international travelers before travel and offer vaccine if indicated
- pursue measles symptoms and diagnostic testing procedures
- follow Infection control guidelines for measles and reporting guidelines.

The last peak year for pertussis, which peaks in incidence every two to five years, was 2005. Children's Hospital of Central California diagnosed 28 cases in 2010 by April 6. An increase in cases to date this

year leads to a concern that 2010 may be a peak year. Tragically, four infants have died due to the disease.

CDPH is working on [strategies to mitigate pertussis](#), including postpartum Tdap vaccination of new mothers and clinical education for providers. In addition, the Immunization Branch is collaborating with Professor James Cherry from UCLA and the Los Angeles County Public Health Department to study the epidemiological and clinical characteristics of fatal pertussis in children younger than three months of age. Each fatal case from 1998 to 2009 will be compared to four non-fatal hospitalized cases matched by age, year of illness, and county of residence (or adjacent county).

CDPH is collaborating with local health departments to review investigation notes for cases and controls. Relevant counties include Alameda, Contra Costa, Fresno, Kern, Orange, Riverside, Sacramento, San Diego, San Francisco, Santa Clara, Sonoma, Tulare, Ventura, Santa Barbara, Inyo, Placer, San Mateo, Solano, and Calaveras. For additional information, contact [jessica.chang@cdph.ca.gov](mailto:jessica.chang@cdph.ca.gov).

## H1N1 Round-Up: Highlights and Accomplishments

The distribution of the H1N1 flu vaccine, a \$1.6 billion federal program, has been called the most ambitious immunization campaign in U.S. history. As the first full year passes since H1N1 influenza was declared a worldwide pandemic, the Immunization Branch looks back on a year of extraordinary challenges and accomplishments. The Branch praises the hard work of local, state, and federal public health staff, vaccinators across California, first-responders, community leaders, and communicators. Here are just a few notable accomplishments:

- CDPH staff developed and implemented an H1N1 flu vaccine online ordering system, launched September 1, 2009. By the end of March 2010, more than 15,000 California providers had registered. The Immunization Branch’s Customer Service Help Center fielded over 17,000 calls.
- Despite delays in vaccine production, within a matter of months, over 16 million doses of H1N1 flu vaccine were distributed to California providers. Nearly 11 million Californians have received H1N1 vaccine to date.
- Working as partners, CDPH and local health departments (LHDs) reacted quickly. Weekly State-LHD calls allowed everyone involved to stay abreast of the latest information and adapt to new information.
- Centralized ordering offered unprecedented contact with California vaccinators who had never before been reached by the Immunization Branch. The Branch looks forward to new opportunities to offer up-to-date information and education to vaccinators not affiliated with the public health sector or the VFC program.
- Flu materials, updated to reflect two separate flu vaccines for the 2009-10 influenza season, will once again be revised to reflect one seasonal flu vaccine for the 2010-2011 flu season. Updated flu materials are expected to be available in late summer.

### Web Stats At-A-Glance January - March 2010

[www.CalPanFlu.org](http://www.CalPanFlu.org)

- 1,206,441 hits

[www.EZIZ.org](http://www.EZIZ.org)

- 512,492 hits

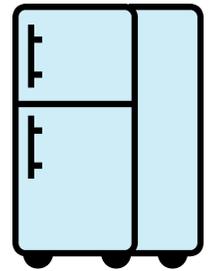
[EZIZ Training Modules](#) (no. users completed)

- 4,315 (Preparing Vaccines)
- 4,340 (Administering Vaccines)
- 2,971 (Storing Vaccines)

## Provider Education

### VFC Refrigerator Vaccine Storage Capacity Expansion Program Ends June 1!

California providers enrolled in the Vaccines for Children (VFC) program can still receive \$250 for purchasing a *VFC-approved refrigerator-only* unit. The completed [application](#) must be submitted to VFC's Vaccine Storage Capacity Expansion Program (VSCEP) no later than **June 1, 2010** (see application for instructions).



To date, the VSCEP has received and processed hundreds of applications. Many providers have reported that, coupled with manufacturer or store rebates, the \$250 from VSCEP enables some approved models to be acquired at little or no cost.

By facilitating the replacement of older and non-standard refrigerators that can damage vaccines, the rebate program helps providers protect their costly vaccine inventory and their patients. For additional information, contact the VFC program office at 877-243-8832 or a local VFC program representative.

### The IZ Branch Presents ... at NIC

This year's National Immunization Conference (NIC) was held in Atlanta in April. CDPH Immunization Branch staff presented on timely immunization topics. All presentations are available to view online.

- [Communicating with H1N1 Vaccinators: California's CalPanFlu.org Messaging](#)  
Poster authored by Tammy Pilisuk and Jenny Bailey
- [Educational Resources for Medical Assistants in VFC Offices](#)  
Poster authored by Natalie Nakahara Preas, Sandra Jo Hammer, and Suzi Bouveron
- [How Easy It Is To Freeze Vaccine During Transport? Very Easy!](#)  
Poster authored by Leslie Heyden, Natalie Nakahara Preas, and Sandra Jo Hammer
- [Vaccination Status of California Kindergarten Personal Belief Exemptors \(PBEs\)](#)  
Oral presentation authored by Teresa Lee, Madina Sharifi, and Steve Nickell

## CAIR Update

### Vaccine Inventory Updates, New Data Entry Guide

The California Immunization Registry (CAIR) is pleased to announce the addition of the new Cervarix<sup>®</sup> and Prevnar 13<sup>®</sup> to its available vaccine inventory selections. The CAIR application has updated the inventory, vaccine recommendations, and the "Quick" screen. In addition, a new pop-up message now helps ensure that males receive the correct type of HPV vaccine.

CAIR users and trainers will want to make use of the newly completed [CAIR Data Entry Guide](#). This seven-page guide helps walk CAIR users through the basic screens, providing information to help ensure that data entered into CAIR are accurate and complete. This and other materials are available online on [CAIRweb.org](#).

## Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
May 26-28 Chicago, IL	National Conference on Immunization Health Coalitions	Hosted by the Chicago Area Immunization Campaign	<a href="http://www.ilmaternal.org/ncihc/registration.html">www.ilmaternal.org/ncihc/registration.html</a>
Month of August	National Immunization Awareness Month	Centers for Disease Control and Prevention (CDC)	<a href="http://www.cdc.gov/vaccines/events/niam/default.htm">www.cdc.gov/vaccines/events/niam/default.htm</a>
November 6-10 Denver, CO	Annual APHA Meeting and Exposition	American Public Health Association	<a href="http://www.apha.org/meetings/highlights/denver.htm">www.apha.org/meetings/highlights/denver.htm</a>

## New Educational Materials and Online Resources

Resource	Type of resource
<a href="#">Pertussis is Peaking: Take Action!</a>	Poster
<a href="#">Shot By Shot Interviewer's Kit</a>	Guide
<a href="#">Shot by Shot Tell Your Own Story Kit</a>	Guide
<a href="#">Shot By Shot Videographer's Kit</a>	Guide
<a href="#">Shot by Shot Promotional Flyer</a>	Flyer
<a href="#">Interim PCV VIS</a>	Vaccine Information Statement
<a href="#">Updated HPV VIS (English) and <a href="#">Spanish</a></a>	Vaccine Information Statement
<a href="#">CAIR Data Entry Guide</a>	Guide
<a href="#">Brief Me on HPV</a>	Postcard
<a href="#">Frontline: The Vaccine War</a>	1-hour Documentary on DVD (\$25)
<a href="#">Protect Tomorrow PSAs</a>	Online Video PSA
<a href="#">Communicating Good Science Under a Cloud of Doubt</a>	Webinar (archived online)
<a href="#">Vaccination Delivery by Chain Pharmacies in California: Results of a 2007 survey</a>	Journal Article