



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

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

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New Tdap School Law Signed by Governor



On September 29th, during California's worst pertussis epidemic in more than 60 years, Governor Schwarzenegger signed [AB 354 - Chapter 434, 2010](#) requiring Tdap booster vaccination for California students. Under the new law, all 7th-12th grade students in school year 2011-12 will need to have received a dose of Tdap before starting classes. In subsequent years, the requirement will apply only to 7th graders. The law is a welcome tool in preventing future outbreaks of pertussis in California.

CDPH sent out an [Early Alert to Providers](#) and an [Early Alert to Schools](#) on September 30. The alerts emphasize that all children 10 years and older should receive a dose of Tdap, if they haven't already, to get protection against pertussis disease and meet the future school requirement.

Over the coming months, CDPH will offer communication guidance, templates, and technical assistance to help health care providers, school personnel, and parents meet the new requirements. Initial materials include [Frequently Asked Questions for schools](#) and [parents](#), phone script templates for schools and providers, and educational flyers. Branch staff are developing forms and State regulations to assist schools with new documentation requirements.

Stay tuned for details on a December 8th webinar for school nurses and school personnel. More informing activities will kick off during Preteen Vaccine Week February 13-19. To keep current on informing materials, visit the Immunization Branch's [School Requirements page](#) or the [EZIZ website](#).

CAIR Surviving State Budget Cuts



The State budget announced in late October has resulted in the loss of over half of the annual budget for the California Immunization Registry (CAIR). Although the cuts require a dramatic reduction in recruitment, all CAIR users will continue to have Help Desk and technical support, including increased online training materials. For additional information, contact

Roberta.Lewis@cdph.ca.gov.

Statewide Immunization Campaigns

Don't be Left Out! Flu Vaccine Finder Now Live

This year, the American Lung Association and Google have teamed up again to offer the online [Flu Vaccine Finder](#). The Finder uses Google technology to help the public find where to get flu vaccine. By entering a zip code or city, the Finder lists dates, times, addresses, phone numbers, and maps for the nearest flu vaccine clinics.



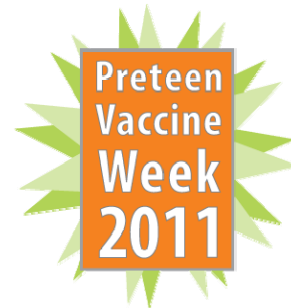
Although participation is voluntary, CDPH encourages interested local public and private providers of flu vaccine to post their flu clinic location information online at no cost. Once entered online, the vaccine clinic information goes live instantly and can be updated at any time. Note that a [Google email address](#) is required to participate. For detailed instructions, visit the [Flu Vaccine Finder Help Center](#).

CDPH has linked the [Flu Vaccine Finder widget](#) to its home page, and you can too. The widget allows website visitors to enter their zip code or city into the locator box to get flu clinic locations. For more information on adding the widget to a website, visit [flu.gov](#).

The Immunization Branch encourages all vaccinators to help promote local immunization efforts through the use of tools like Flu Vaccine Finder. For additional information, contact flu-vaccine-finder-support@google.com or Jenny.Bare@cdph.ca.gov.

Preteen Vaccine Week 2011

Preteen Vaccine Week (PVW) will be celebrated from February 13-19, 2011. The 2011 observance will promote the preteen doctor visit to deliver adolescent immunizations—including Tdap to meet the new 2011-12 school entry requirement (AB 354). The [2011 Preteen Vaccine Week Kit](#) contains letters for schools, template press releases and other materials to assist local health departments and coalitions.



Those interested in learning more about the campaign and available resources can join the PVW planning team conference calls. For more information, contact Rebeca.Boyte@cdph.ca.gov or Suzi.Bouveron@cdph.ca.gov.

2010 CDPH Flu Film & Poster Festival – Deadline Extended to November 30th!

It's BAAAAACKK!! Once again, CDPH has partnered with the California Immunization Coalition (CIC) to sponsor the **2010 Flu Film & Poster Festival** contest to promote awareness of seasonal flu prevention methods. The 2009 contest received more than 100 video entries. This year, in addition to videos, the 2010 contest also includes poster design categories and Spanish-only entries.



California residents age 14 and older can submit an original Public Service Announcement (PSA) video and/or an original design poster that promotes at least one of these four messages:

- Get vaccinated!
- Stay home if you're sick!
- Cover your cough or sneeze!
- Wash your hands often!

Awards will be given in four categories:

- 1) **Video PSA: English**
- 2) **Video PSA: Spanish**
- 3) **Poster Design PSA: English**
- 4) **Poster Design PSA: Spanish**

Each winner will receive a \$250 VISA gift card. The submission deadline has been extended to November 30th. Groups, such as schools, clubs, coalitions, or associations are encouraged to enter. The public-at-large will vote on the final winners via the contest website. For more information, or to enter the contest, visit www.CDPHfilmfest.org or email videocontest@cdph.ca.gov.

Brief Me on HPV Contest Winner!

Over 6,000 people voted on the winning entry for CDPH's "Brief Me on HPV" t-shirt design contest aimed at raising awareness of HPV among 18-26 year olds. The winner, Juliane Nguyen of Garden Grove, was selected from over 80 submissions. The contest was developed by the CDPH Immunization Branch in partnership with the CDPH STD Control Branch and the California Immunization Coalition. The contest integrated social networking and other media including, web radio, college events, and outreach to college student groups and sororities. For more information about the contest and entries, contact Kerdlyn.Henry@cdph.ca.gov.



New Videos on Shot By Shot!

The [award-winning Shot By Shot website](#) has added 13 new testimonial videos about vaccine-preventable diseases in the past 3 months! A new site upgrade gives viewers the ability to link directly to any story, making it easy to share or post individual videos. Latest video additions are listed below.

❖ Pertussis

[Natalie's Story](#)

❖ Influenza

[Joey's Story](#)

❖ Cervical Cancer and HPV

[Katrina's Story](#)

[Shelley's Story](#)

❖ Meningitis

[Meningitis Overview](#)

[Ashley Lee's Story](#)

[Erin's Story](#)

[Adrienne's Story](#)

[Robert's Story](#)

[John Kach's Story](#)

[Carl's Story](#)

[Nick Springer's Story](#)

[Jessica's Story](#)



Immunization advocates have started to incorporate using these stories locally. For example, the San Francisco Department of Public Health (SFPDH) launched a story-based *IMMUNITY* campaign, aimed at increasing awareness on the importance of adult vaccination. CDPH applauds the creative use of these videos to reach local audiences. For more information, visit www.VaccinesForAdults.org.

Now is a great time to encourage people in communities across California to contribute a story to the [Shot by Shot website](#). Pertussis and influenza stories are particularly timely this fall. For assistance in getting started, contact Amanda.Roth@cdph.ca.gov.

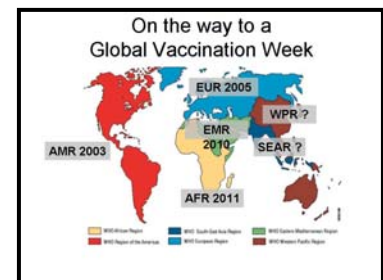
It's Time to Start Planning NIIW/TIM 2011

National Infant Immunization Week (NIIW) in April and Toddler Immunization Month (May) are annual observances in California. They serve as opportunities to hold events and capture media attention highlighting the importance of infant and toddler immunizations. Local Health Departments, coalitions and community groups have successfully collaborated each year to host creative events and activities. California's high number of pertussis hospitalizations and deaths in 2010 disproportionately affected infants. The 2011 NIIW/TIM campaign will be an especially important time to encourage infant and toddler immunizations. The first 2011 NIIW/TIM planning call will be Wednesday, December 1st at 2:00pm. Contact Jenny.Bare@cdph.ca.gov to be added to the meeting notification list.

IZ Branch News and Honors

Vaccination Week is Going Global

National Infant Immunization Week (NIIW) is going global. The World Health Organization (WHO) reports that, in 2010, 113 countries in the Americas, Europe, and Eastern Mediterranean held Vaccination Week activities. In 2011 the WHO Africa Region, with almost 50 countries, will join the movement...with some help from Immunization Branch staff!



Last September, WHO and Ministry of Health staff from more than a dozen African countries, representatives from the US, PAHO, WHO/EURO, and WHO/EMRO met in Accra, Ghana to strategize the roll out of "Vaccination Week" throughout Africa. Suzi Bouveron, Immunization Branch Health Educator, and Michelle Basket, CDC Communications Specialist shared their experiences with planning NIIW/Vaccination Week in the Americas (VWA) in the US and on the US/Mexico border.

The two-day workshop focused on a strategic framework to assist African countries in starting their Vaccination Week observances. Most importantly, participating countries began pooling resources and coordinating efforts to create synergy. Participants returned to their countries armed with tools and resources they will use to plan and launch activities.

The Immunization Branch is proud to have been able to share expertise with international colleagues in planning this historic public health initiative. For 2011, California immunization advocates can truly "think global" as they plan innovative local NIIW activities that, if successful, could be adopted worldwide.

NPHIC Awards: California Brings Home Gold, Silver, and Bronze



And the winner is...California! During its 2010 annual conference in San Diego, the National Public Health Information Coalition (NPHIC) presented the CDPH Immunization Branch with four awards for excellence in public health communication. The California Immunization Coalition also picked up two NPHIC awards for projects developed in partnership with CDPH. All 2010 immunization-related NPHIC awards are listed below:

❖ Immunization Branch

- **Stop H1N1 Text Campaign Gold award** (social media category)
- **Immunization Techniques: Best Practices with Infants, Children and Adults Silver award** (outsourced production category) Available from California [local health departments](#).
- **H1N1 Pregnancy Flyer Silver award** (brochure, in-house production category)
- **Storing Vaccine: Web-based training Bronze award** (website category)

❖ California Immunization Coalition

- **Shot by Shot Stories of Vaccine-Preventable Disease Gold award** (website category)
- **VacunasYMiSalud.org Bronze Award** (website category)

Assessments

Kindergarten and Child Care Assessments, December Deadlines

The deadlines for reporting child care and kindergarten assessment information are in December:

- **By December 1st, child care centers and Head Start centers** must complete online reporting for the *Annual Immunization Report on Children Enrolled in Child Care Centers* (CDPH 8108).
- **By December 23rd, kindergartens** must have reported their assessment data online.

Immunization Coordinators are encouraged to refer to the lists of child care facilities and kindergartens in their jurisdiction to remind sites that have not yet reported about their upcoming reporting deadlines.

Complete information will ensure the accuracy of the 2010 *California Kindergarten Assessment Annual Report*. Additionally, an aggregate report of all child care centers by county (CDPH 8388) will be made available once all reports are received. For further assistance, contact RMehra@cdph.ca.gov or Teresa.Lee2@cdph.ca.gov.

Local Spotlight

San Diego IZ Coalition's Community Parent Forums

How can public health advocates engage parents with concerns about immunization? In a friendly group setting! Since 2008, the San Diego Immunization Coalition (SDIC) has pioneered a "forum" that brings parents and experts together to discuss immunization questions and misconceptions in a respectful dialogue—an alternative to solo research on the Internet. The events have been held in a variety of locations to better reach diverse audiences, including parents of autistic children.

Everything you
wanted to know
about the
safety of
Childhood
Vaccines
but were
afraid to ask!



To develop this program, SDIC worked with two exceptional local speakers: infectious disease specialist and pediatrician, Dr. Mark Sawyer, and acclaimed autism researcher Dr. Eric Courchesne. Event organizers emphasize that speakers' empathy for parents is equally as important as their expertise for connecting with their audience.

In September 2010, SDIC held its sixth forum in El Cajon where 60 parents packed the local community center. Onsite child care made it easier for busy parents to attend. New this time was outreach to the local Arab population and provision of simultaneous Arabic translation. Previous events have offered Spanish translation and Somali translation, sometimes purchased, sometimes donated.

SDIC staff shared their model at the National Conference on Immunization and Health (NCIH) in Chicago earlier this year. Trend evaluations indicate that some parents have a more favorable attitude towards immunizations after participating in a forum. The program is designed to be adaptable and replicable.

How can a local coalition establish their own parent forum series? The California Immunization Coalition has just released [Answering Vaccine Questions at Community Parent Forums: A How-To Guide](#), which addresses tips for locating expert speakers, finding a location, cultivating community partners, and templates for promoting and evaluating the event. The Immunization Branch applauds this model program and encourages its use in California. For more information, contact Tania.Farley@sdcounty.ca.gov or Tammy.Pilisuk@cdph.ca.gov.

Fresno County's Pertussis Epidemic Response



Local health departments bear primary responsibility for monitoring vaccine-preventable disease in California. This year, as of November 2, Fresno had reported 505 pertussis cases, including an infant who died, with other cases still under investigation. Here, Fresno County Public Health Department (FCPHD) staff describe their response.

Routine county surveillance activities identified an increase in confirmed pertussis cases between January 1 through April 7, 2010. FCPHD officials reacted quickly, sending out a news release that encouraged the public to get immunized against pertussis if immunizations were not up-to-date. The Department also provided detailed guidance to school districts, medical professionals, clinics, and hospitals.

FCPHD staff fielded a steady stream of media inquiries. On July 23, New America Media held one of three statewide Pertussis Roundtable events in Fresno. The event attracted all major local television, radio, and print outlets. Dr. Edward L. Moreno, FCPHD Director and Health Officer, and Dr. Juan Ruiz from CDPH gave presentations, which became key resources for the media. Pertussis became the leading news story, with FCPHD staff interviewed 22 times in English, Spanish, and Hmong.

FCDPH staff took full advantage of the Tdap Expansion Program to conduct eight Tdap clinics, coordinated by a mass-vaccinator. Those clinics alone have provided nearly 500 doses to date—about one-sixth of those given by FCHPD this year. Three more Tdap clinics are planned before the end of 2010.

Fresno's experience highlights the critical roles of communication, partnership, and coordination. The Immunization Branch thanks the FCPHD for sharing their strategies and insights. For more information, visit www.fcdph.org.

ACIP News

ACIP Recommendations from October 2010

At its late October meeting, the federal Advisory Committee on Immunization Practices passed the following recommendations:

▶ Updated Tdap Recommendations

- Adolescents or adults who have not received a dose of Tdap (or for whom vaccine status is unknown) should be immunized as soon as feasible.

Adolescents

- Tdap may be administered regardless of interval after the last tetanus or diphtheria containing vaccine. This is now consistent with our CDPH July 2010 Pertussis Recommendations.
- ACIP continues to recommend routine adolescent immunizations at age 11 to 12 years of age.

Seniors

- Adults age 65 and older who have, or anticipate, close contact with an infant <12 months of age (e.g., grandparents, great-grandparents, child care providers, and health care workers) are recommended to receive a single dose of Tdap.
- Adults age 65 and older may be given a single dose of Tdap vaccine in place of a tetanus and diphtheria toxoids (Td) vaccine, for those who have not previously received Tdap.

Under-Vaccinated Children Ages 7-10

- Children ages 7-10 who aren't fully immunized against pertussis (and who do not have a contraindication for pertussis vaccine) should receive a dose of Tdap. If additional doses of tetanus and diphtheria toxoid-containing vaccines are needed, then children in this age range should be vaccinated according to catch-up guidance. Note: Guidance on re-vaccinating children who received Tdap prior to age 11 is forthcoming.

▶ Meningococcal Conjugate Vaccine Updates

Adolescents

- ACIP continues to recommend meningococcal conjugate vaccine at age 11-12 years. A booster dose of meningococcal conjugate vaccine is recommended for all adolescents at age 16 years.
- For adolescents who are first vaccinated between 13 and 15 years of age, a booster dose is recommended 5 years after the first dose through age 21.

High-Risk Persons

- ACIP recommends a two-dose primary series of meningococcal conjugate vaccine for high risk persons (e.g., asplenia, persistent complement deficiency, HIV infection) followed by a booster dose at the recommended interval. For additional details see the [ACIP website](#).

IZ Branch Staff Update

Renee Mehra recently joined the Branch's Registry and Assessment section as a Population Assessment Coordinator. For the past three years, Renee worked with the Stanford Division of Hematology in clinical research. She received her Master of Science in Epidemiology from the London School of Hygiene and Tropical Medicine.

Provider Education

New EZIZ Training and Tools on Temperature Monitoring

Stay tuned! Two new online, interactive EZIZ lessons, **Monitoring Refrigerator Temperatures** and **Monitoring Freezer Temperatures** are scheduled for release by the end of November. These lessons provide practical, step-by-step guidelines to help medical assistants and other clinical personnel accurately read and record temperatures in their vaccine refrigerator and freezer units. The training is a new tool to help clinic staff safeguard their valuable vaccines and protect their patients.

New job aids relating to these lessons are available now, including:

- [recording refrigerator temperatures](#) and [recording freezer temperatures](#)
- newly-revised [refrigerator temperature log](#) and [freezer temperature log](#)



Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
December 3, 2010	NIC Abstract Submission Deadline	Centers for Disease Control and Prevention	www.cdc.gov/vaccines/events/nic/
January 2011	Cervical Cancer Prevention Month	National Cervical Cancer Coalition	www.nccc-online.org/community/awareness.html
February 13-19, 2011	Preteen Vaccine Week	California Department of Public Health	www.cdph.ca.gov/programs/immunize/Pages/PreteenVaccineWeek.aspx
March 28-31, 2011 Washington DC	National Immunization Conference	Centers for Disease Control and Prevention	www.cdc.gov/vaccines/events/nic/

New Educational Materials and Online Resources

Print Resources	Type of Resource
Flu Materials	
2010-11 Seasonal Flu Vaccine Dosing Guide	Chart
Influenza Vaccine Identification Guide	Full Color Guide with images
Campaign and Coalition Materials	
Preteen Vaccine Week Kit	Manual
Answering Vaccine Questions at Community Parent Forums: A How-To Guide	Manual
App for Child Vaccine Schedule (Immunization Action Coalition)	Online tool
CAIR Materials	
How CAIR Works with an EMR	Chart
What do I do After I Sign the CAIR Agreement?	Flow Chart
CAIR Provider Account Form	Form
Temperature Monitoring Materials	
Recording Refrigerator Temperatures	Job aid
Recording Freezer Temperatures	Job aid
Refrigerator Temperature Log	Form
Freezer Temperature Log	Form
On-Demand Webinars	
Addressing an Epidemic: Clinicians' Role in Preventing Pertussis	1-hour CDPH webinar for clinicians
Making the CASE for Vaccines: Communicating About Vaccine Safety	1-hour VICNetwork webinar
Protecting Your Vaccines, Protecting Your Patients	1-hour University of Albany webinar