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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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February Kick-Off: Branch Highlights New School Tdap Law

The Immunization Branch has launched ShotsforSchool.org, a new website dedicated to informing schools, parents, and health care providers about California



immunization requirements. A focus is the 2011 implementation of the new pertussis vaccination law (known as [AB 354, statutes of 2010](#)). This law requires all incoming 7th through 12th graders to be vaccinated against pertussis before school entry in the fall.

The new Tdap vaccination requirement comes at a time of widespread pertussis in California. More than 8,000 pertussis cases, including 10 infant deaths, were reported in 2010 —the most since 1947.

Preteen Vaccine Week (February 13-19) will highlight AB 354 information for many audiences. Launching on February 15, a free webcast: [Clinicians' Role in California's New Tdap School Requirement for 7th -12th Graders](#), features Immunization Branch colleague, Robert Schechter, MD. The program will be [archived for on-demand viewing](#). Licensed professionals may apply for continuing education (CME).

Statewide Immunization Campaigns

Preteen Vaccine Week 2011

Preteen Vaccine Week (PVW) is being celebrated throughout California from February 13-19. This year's [campaign kit](#) is tailored to AB 354 [activities](#) and includes talking points, sample press releases, and other tools.



As Update goes to press, more than 15 local health departments (LHDs) had developed activities that highlight messages for AB 354. For example, some LHDs and coalitions are working with their district-level education offices to inform school administrators about new online resources. Others have offered hands-on training (e.g., how to fill out Blue Cards and use new Tdap stickers). Many have also reached out to providers to encourage them to stock up on Tdap vaccine and remind adolescent patients to come in for their Tdap shot. A new campaign partner, the San Mateo-based Preteen Alliance, is also promoting PVW to its membership.

PVW 2011 is the perfect opportunity to remind parents and providers about the new school immunization Tdap requirement for 7th - 12th graders. In addition to Tdap, ACIP recommends that 11- and 12-year olds receive these vaccines: meningococcal, annual influenza, the HPV series, and two doses of varicella. [Download resources about PVW](#) including templates and sample messages. For more information, contact Suzi.Bouveron@cdph.ca.gov

New Preteen Film: "One Shot Heroes"

Just in time for the Academy Award season, the Immunization Branch presents *One Shot Heroes*, a 15-minute digital video for preteens about the importance of immunizations. The film tells how friends of a teenage girl dying from meningitis travel back in time to convince her parents to immunize her at age 11 years. Returning to the present, the friends find the girl alive and well.

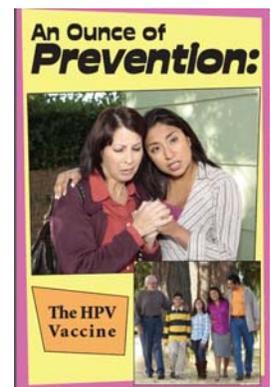


The video was developed with input from 11- and 12-year-olds and will be available on YouTube later this month. An associated lesson plan will be provided to middle schools. Local health departments and schools will be able to download the video from www.mybestshot.org. DVDs may be available to order; stay tuned for updates. For more information, contact Edgar.Ednacot@cdph.ca.gov.

Bilingual Fotonovela on HPV

Coming soon! The Immunization Branch's premiere "fotonovela" for Latina mothers of preteens. Similar to a comic strip, a fotonovela uses drama and a captivating storyline to teach readers about the Human Papillomavirus, HPV vaccine, and importance of regular Pap tests.

In "*An Ounce of Prevention*," a mother of two preteen daughters learns that an acquaintance has cervical cancer, which now can be prevented through immunization. The story encourages parents to talk to their children's doctors about HPV vaccine and reminds women that they also need pap test screening. The fotonovela addresses culturally-specific concerns about adolescent sexuality. The story was focus group-tested with the target audience to ensure that messages are appealing and clear.



The fotonovela will be available for download in late February 2011. In the coming months, the project will also be offered as a Spanish-only webnovela with audio voiceover on www.vacunasymisalud.org. For more information, contact Tammy.Pilisuk@cdph.ca.gov.

Flu Contest Winners Announced!



CDPH's second annual *Flu Film and Poster Festival* contest challenged Californians to create a short video or poster about influenza prevention in English or Spanish. Four winners in two language categories were selected through online voting from entries submitted from across the state. Each winner received a \$250 gift card from the non-profit California Immunization Coalition.

The videos and posters communicate basic methods of flu prevention – wash your hands, cough into your sleeve, stay home when you're sick, and get vaccinated. Visit www.cdphfilmfest.org to view the winning videos and posters.

Shot By Shot: More Recognition, More Stories

This past January, the Shot By Shot (SBS) project received national attention when it was featured in a webinar on [Storytelling: A Tool for Effective Communication](#), sponsored by the Virtual Immunization Communication Network. The webinar introduced new features on the SBS site and shared examples of how organizations are using personal stories to educate their communities.



The [SBS website](#) continues to expand its story gallery. With six new stories added in recent months. Immunization advocates are encouraged to visit the site to see these new story additions:

- [Kristen's story](#) (cervical cancer)
- [Summer's story](#) (cervical cancer)
- [Maya's story](#) (Hepatitis B)
- [Joey's story](#) (influenza)
- [Tony's story](#) (influenza)
- [MaryJo's story](#) (meningitis)

NIIW/TIM 2011: Immunize to Stay on Track!



National Infant Immunization Week (NIIW) and Toddler Immunization Month (TIM) promote the benefits of immunizations for the youngest members of our communities. This year's NIIW is April 23-30 and TIM is observed throughout the month of May. Across California, approximately 30 local health departments and coalitions are expected to host activities featuring the campaign slogan "Immunize to Stay on Track!" In light of California's ongoing pertussis epidemic, events will emphasize the importance of DTaP vaccines for infants and Tdap boosters for close contacts of infants.

Immunization advocates may also use NIIW to spread the news about [text4baby](#), a health message texting service for new and expecting moms. The campaign is supported by the US Department of Health and Human Services and other partners.

Check online for updates on [NIIW resources](#) including a 2011 campaign kit to assist with planning, promoting, and implementing successful NIIW/TIM activities. For more information, contact Jenny.Bare@cdph.ca.gov.

VPD Update

CDC Recommends Best Practices on PCR Testing for Pertussis

On February 16th, the Centers for Disease Control and Prevention (CDC) issued information about how DNA from pertussis vaccine can potentially lead to falsely positive pertussis tests; Pentacel[®], Daptacel[®], and Adacel[®] vaccines (sanofi-pasteur) contain small amounts of pertussis DNA that, by contaminating health care settings, can be transferred via the hands or gloves of health care workers to the shaft of diagnostic testing swabs. The vaccine DNA can then wash off into the liquid medium that is sometimes used in transporting swabs for PCR testing, possibly causing false-positive results.

Providers do not need to change which vaccines they use. Instead, this problem can be avoided by taking precautions with testing for pertussis, vaccine preparation, administration, and infection-control. Clinicians who administer pertussis vaccines and who submit specimens for pertussis testing are directed to the [CDC - Pertussis: Best Practices for Health Care Professionals on the use of Polymerase Chain Reaction \(PCR\) for Diagnosing Pertussis](#) for specific guidance. We have updated the [CDPH pertussis laboratory testing information](#) online to reflect this information.

California Pertussis Outbreak Data

Need to stay up-to-date with California's continuing pertussis epidemic statistics? [Pertussis case data](#) are being updated monthly on the CDPH Immunization Branch website.

Assessments

2010 Assessment Results Out Soon, Other Assessment Highlights

Immunization Branch's 2010 *Child Care Assessment Results* and *Kindergarten Assessments Results* will be posted [online](#) shortly. These reports, based on annual fall survey data, monitor compliance with California school immunization law, including rates of personal belief exemptions (PBEs).

Currently, the Immunization Branch and California Immunization Coordinators are preparing for a new *Selective Review and Kindergarten Retrospective Study* using the Branch materials distributed recently to assist schools. All school site visits are to be completed by March 15th. Coordinators should also stay tuned for the new online portal for reporting the new Tdap requirement for 7th through 12th grades this fall. The reporting website will be available for testing in the coming months. For more information, contact Teresa.Lee2@cdph.ca.gov or Renee.Mehra@cdph.ca.gov.

Branch Staff Updates

Lee St. Pierre, MFS, MPH joined the Branch as a Graduate Student Professional Worker, assisting with documentation of pertussis outbreak data. Lee worked previously with the Contra Costa Mosquito and Vector Control District and as an H1N1 Hotline operator for CDPH. Prior to that, she spent two years as a Global Health Program Assistant in Ethiopia and Tanzania. Lee has an MPH with a specialization in global health and a Master's degree in Forensic Science.

Vicki Descalzo has joined the Branch as a Research Assistant, also working on pertussis and other diseases. Prior to this position, Vicki worked as a business analyst for health care software implementation and upgrades. She has a BA in physiology from San Francisco State University and a certificate of project management from UC Berkeley.

Vaccine News

ACIP General IZ Recommendations Released!

In January 2011, the federal Advisory Committee on Immunization Practices (ACIP) published its revised [General Recommendations on Immunizations](#), which contain a wealth of information on vaccination timing, contraindications, vaccine storage and handling, and much more.

Meningococcal Vaccine, Second Dose

ACIP has modified its recommendations for immunization with meningococcal conjugate vaccine (MCV4). Because antibody levels from a first dose of MCV4 diminish over time, ACIP now recommends a second dose of MCV4 for:

- **High-risk children**, including those with persistent complement component deficiency, anatomic or functional asplenia, HIV infection, or sickle cell disease. These children should receive a second dose of MCV4 at either three or five years after their first dose depending on their age.
- **Adolescents**, particularly college freshmen living in dorms, are recommended to get a booster dose of MCV4 at age 16 years (for those who received their first dose at the preteen—age 11 or 12) visit. Teens who received their initial dose at ages 13 to 15 years should get a booster dose five years after that first dose. Note: All adolescents were already recommended to receive one dose of MCV4 at age 11 or 12 years (or at 13-18 years if not previously vaccinated).

Updated Tdap Recommendations

ACIP also has aligned its national recommendations with many of California's state 2010 expanded recommendations. A Tdap booster shot is now recommended by ACIP:

- With no minimum interval after prior Td vaccination.
- For adults 65 and older (e.g., grandparents, child care providers, and health care workers) if they have close contact with an infant less than 12 months old and have not previously received Tdap.
- For under-vaccinated children ages 7-10 who have no contraindications to pertussis vaccine.

In its February 2011 meeting, ACIP is expected to review the use of Tdap in pregnant women and issues of chemoprophylaxis of immunized health care workers.

HPV Vaccine Licensed to Protect Against More Cancers

The Food and Drug Administration (FDA) has expanded the indications for which the quadrivalent HPV vaccine (trade name Gardasil®) is licensed in the United States. New indications include protection against vulvar, vaginal and anal cancer.

The vaccine remains licensed for use by both males and females ages 9-26. The [full list of FDA-approved indications for Gardasil](#) are on the FDA website. The Immunization Branch has updated its [HPV provider brochure](#) to reflect this new information about benefits of immunization of males as well as females.

CAIR News

The California Immunization Registry (CAIR) bids a fond farewell to its retiring State Program Manager, Roberta Lewis. Ms. Lewis has been at the helm of CAIR for the past seven years as it has grown from 10 regional registries into a more cohesive statewide immunization program. The Immunization Branch is currently recruiting for her replacement.



Provider Education

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
March 28-31 Washington DC	National Immunization Conference (NIC) <i>Achieving Monumental Vaccine Coverage</i>	Centers for Disease Control and Prevention (CDC)	www.cdc.gov/vaccines/events/nic/default.htm
April 18 Los Angeles	California Immunization Coalition Summit 2011 <i>Immunizations: A Lifetime Connection</i>	California Immunization Coalition	www.immunizeca.org/about/cic-summit
April 23-20	National Infant Immunization Week (NIIW)	CDC	www.cdc.gov/vaccines/events/niiw/default.htm
April 27-28 Emeryville	California IZ Coordinators Meeting	CDPH Immunization Branch	Details TBD
May 24-25	VIC Virtual <i>Simposium</i>	National Public Health Information Coalition (NPHIC)	http://vicnetwork.org/?m=20110524&cat=7
June 19-20 San Francisco	Western Regional Maternal and Child Health Epidemiology Conference	Local/Tribal MCH Epidemiology Committee	https://reg.abcsignup.com/reg/event_page.aspx?ek=0009-0007-6655143237d44e05ab5a876684306e5e

New Educational Materials and Online Resources

Print Materials	Type of resource
Recommended Immunization Age 7-18	Chart (B&W)
Recommended Immunizations, Birth Through Age Six	Chart (full color)
Recommended Adult Immunization Schedule	MMR report with full color table
Immunization Schedule with Combination Vaccines	One-page guide (full color)
Communicating Effectively about Vaccines: New Resources for Health Officials	Online manual
CDC's Update on Immunization Registries, 2009 (released Jan 2011)	Report
Webinars and Multimedia Resources	
Mobile Learning - Who, Where, When, What, Why, and How! (register now to view program on February 24 at 11:00am)	Webinar sponsored by Element K
Tools for Digital Story telling (aired initially in January 2011, now archived for on-demand viewing)	Webinar presented by TechSoup
Story Telling: A Tool for Effective Communication (aired originally in January 2011, now archived for on-demand viewing)	Webinar presented by the VIC Network
100 Ways to Use Stories for Learning (aired initially in January 2011, now archived for on-demand viewing)	Webinar presented by Training Games Network