



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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California Gets Ready for New Tdap Law – Optional Grace Period

August is National Immunization Awareness Month (NIAM)! This year, The Immunization Branch is using NIAM to promote greater awareness of California’s new Tdap law for 7th to 12th graders. Resources for local health departments and coalitions include NAIM [community outreach ideas](#) and templates for [messages](#) and [social media](#) posts.

In late July, Governor Brown signed SB 614, an [amendment to the Tdap law](#) that gives schools the option to offer a grace period of up to 30 days to students who have not yet completed the new vaccination requirement.



[Information about the new grace period](#) has been shared with schools, local health departments, and the public and is posted on the [ShotsForSchool.org](#) website. Watch CDPH’s new [Tdap PSA](#) and check ShotsForSchool.org for the most current information.

Statewide Immunization Campaigns

Bilingual Fotonovela on HPV Now Available!

CDPH's fotonovela for Latina mothers of preteens is now available in print! Titled ***An Ounce of Prevention***, the bilingual full-color booklet encourages parents to talk to their children's doctors about the HPV vaccine. It also reminds mothers to seek Pap tests.

The story dispels common myths about the HPV vaccine and addresses parental fears about adolescent sexuality and vaccine safety. The story was tested with focus groups in the target audience to ensure clear and persuasive messages.

Health care providers, community groups, and promotoras serving the Latino community are encouraged to share it with their clients and networks.



Interested persons can [download the fotonovela](#) or order copies (reference IMM-1049) from a [local health department](#). In addition, a [Spanish-only webnovela](#) with audio voiceover is available to link to any website that serves Spanish-speakers—especially parents of preteens. For more information or ideas to promote this resource in local communities, contact Rebeca.Boyte@cdph.ca.gov.

Shot by Shot - 100 Stories and Counting!

Congratulations to the California Immunization Coalition's Shot by Shot (SBS) project, which reached a milestone of 100 stories and PSAs this summer! These touching stories offer first-hand accounts of vaccine-preventable diseases. Among the new additions are SBS' very first measles story. See all new stories:

- [Emily and Zack's story](#) (pertussis)
- [Rachel's story](#) (measles)
- [Kaela's story](#) (meningitis)
- [MaryJo's story](#) (meningitis)
- [Dr. Offit's story](#) (Rotavirus)
- [Flood Twins' story](#) (polio, written)



It's easy to "like" SBS on [Facebook](#) and help promote the site. Anyone who knows someone who has experienced a VPD may contact Amanda.Roth@cdph.ca.gov.

Vaccine News

Hib Vaccine Child Care Requirements Restored

In July, the Immunization Branch informed [health care providers and child care centers](#) that the Hib vaccine requirements for admission to licensed child care centers have been restored to the standard in place prior to the shortage that began in 2008. This letter encourages providers to complete Hib immunization series and outlines how to catch-up children who may have missed a dose during the shortage period.

Expanded Licensure for Zoster Vaccine

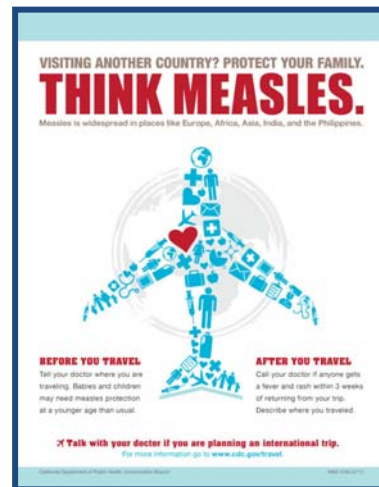
Recently, the Food and Drug Administration (FDA) licensed Zostavax® vaccine to prevent shingles in persons 50 years and older, an expansion from ages 60 years and older. More information is on the [FDA website](#). Due to a short supply of the vaccine, ACIP has not yet made a recommendation.

VPD Update

California Epi Update

Measles

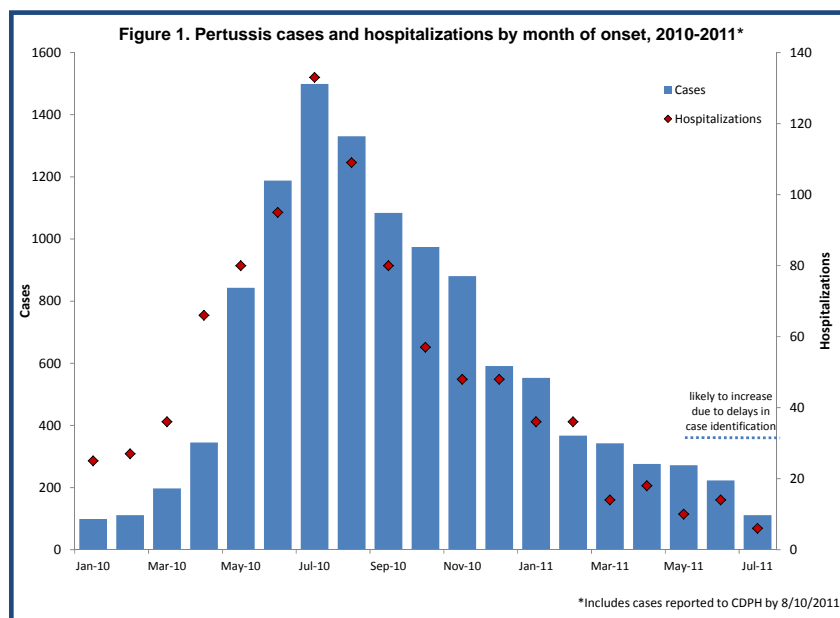
California is on high-alert for measles. This year, the Immunization Branch sent out a measles advisory about cases in California associated with travel overseas. To date, the Branch has confirmed 20 cases of measles in 2011. [Measles advisory airport posters](#) have been provided to California airports with international flights. The Branch also sent out smaller [downloadable posters for health care providers](#) and [emergency rooms](#) to alert staff and patients about the symptoms of measles. As a highly contagious disease, the best way to stop the spread of measles is to keep our communities fully vaccinated.



Pertussis

After record numbers of pertussis last year, 2011 continues to see high rates of pertussis. As of August 10, more than 2,100 pertussis cases had been reported by California health departments. Fortunately, no deaths have occurred to date this year.

The Immunization Branch is working with local health departments, health care providers, schools, and other stakeholders to raise awareness and protect Californians against pertussis. The Branch is hopeful that the new Tdap school requirement for 7th-12th graders will enhance immunity across the state.



New Cases of Vaccine-Preventable Pneumococcal Disease

The Immunization Branch is alerting pediatric providers to immunize young children with the 13-valent pneumococcal conjugate vaccine (PCV13), licensed in 2010. To date, at least 29 California children have fallen ill with the invasive [pneumococcal disease](#) (IPD). This summer, a young child died from a strain of the disease that could have been prevented by PCV13 but not by the older 7-valent pneumococcal conjugate vaccine (PCV7).

Health care providers should vaccinate children who have completed their age-appropriate PCV7 series with one additional dose of PCV13, including:

- **All children 14 - 59 months**
- **Children 60 - 71 months** with [specified underlying medical conditions](#)

In addition, children who did not complete a series with doses of PCV7 should complete their series with doses of PCV13. For more information about IPD and the PCV13 vaccine, visit the [December 2010 federal ACIP recommendations](#).

Providers should discontinue using PCV7. To dispose of remaining stock, contact the vaccine distributor or [California's VFC program](#).

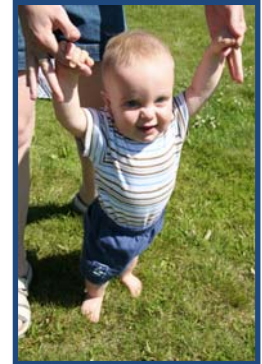
Assessments

Child Care, Kindergarten, and 7th-12th Grade Assessments

Looking for immunization assessment reports? Fall 2011 reporting of child care, kindergarten, and 7th - 12th grade immunization assessments have a new online home at www.ShotsForSchool.org. Assessment information should be available online early as mid-August.

Child Care Assessments

The Immunization Branch is mailing materials for child care reporting to Immunization Coordinators in August; contact the Immunization Branch if not received by August 19. Child care reports are due **October 1**.



Kindergarten and 7-12th Grade Assessments

The Immunization Branch is mailing materials for web reporting to public school districts and private schools in August. Similar materials went out to Immunization Coordinators and Field Representatives in July.

Schools have been instructed to contact the Branch's School Assessments Unit with any reporting questions. Nonetheless, IZ Coordinators may also receive calls. Coordinators are encouraged to familiarize themselves with www.ShotsForSchool.org and the new reporting pages.



These tips may help answer some common questions:

- The password for the kindergarten site and 7th-12th grade sites has been sent to public school districts and private school principals.
- Schools without Internet access can request a hard copy by mail.
- Schools may submit their data online only once.
- New schools and those not on the posted list should contact the Immunization Branch.
- Materials are online at www.ShotsForSchool.org/reportingtools.
- The deadline to submit reports is **October 15 for kindergarten** and **December 1 for 7th -12th grades**.

The Branch thanks Coordinators and schools for their efforts. For additional information, contact Renee.Mehra@cdph.ca.gov or Teresa.Lee2@cdph.ca.gov.

Provider Education

Updated EZIZ Lessons

The first two [EZIZ lessons](#), *Preparing Vaccines* and *Administering Vaccines* have been updated for medical assistants and others interested in improving the immunization skills.

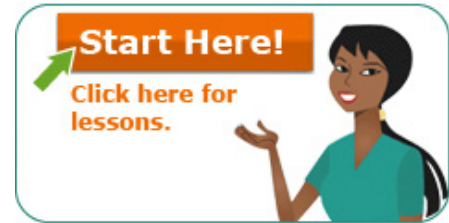
The newest versions of the lessons now contain updated video demonstrations of how to:

- Reconstitute “freeze-dried” vaccine
- Draw up vaccine
- Give intramuscular (IM) and subcutaneous (SC) injections

The EZIZ training has five interactive online lessons, all with downloadable job aids. Other topics include:

- *Storing Vaccine*
- *Monitoring Freezer Temperatures*
- *Monitoring Refrigerator Temperatures*

More than 12,000 people in all 50 states have used EZIZ lessons to date.

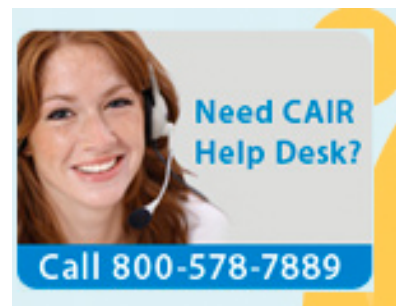


CAIR Update

CAIR Help Desk Ramps Up, New State Leadership

The California Immunization Registry (CAIR) now has a single toll-free number **(800) 578-7889** to assist most of California with customer service, troubleshooting, and account set up.

Users in three CAIR regions ([San Diego](#), [Greater San Joaquin](#), and [Imperial](#)) continue instead to use their regional Help Desks.



Every Thursday CAIR users can join a live instructor for free lunch-hour training sessions. Sign-up at [CAIRWeb.org](#) or by contacting the CAIR Help Desk. Online training resources include a series of self-paced [training modules](#).

CAIR also gained new leadership this summer. Michael Powell, MSc is now CAIR Manager after joining CAIR in 2010. He brings over 20 years in IT management experience and has degrees in Business and Information Systems and Computer Science.

Cecilia Sandoval, MPH, is now CAIR Provider Support Coordinator after joining CAIR in 2009. She worked previously as Registry Consultant for the San Francisco Immunization Coalition.

Upcoming Events, Conferences, and Observances

Date	Event	Partners/ Sponsors	Website/ Contact Info
August	National Immunization Awareness Month	Centers for Disease Control and Prevention	www.healthfinder.gov/nho/PDFs/AugustNHOtoolkit.pdf
Oct 29-Nov 2 Washington, DC	Annual Convention: "Healthy Communities Promote Healthy Minds and Bodies"	American Public Health Association	www.apha.org/meetings.htm
November 2-4 Reno, NV	Epi & Prevention of Vaccine-Preventable Disease	Immunize Nevada	www.immunizenevada.org/nile-conference

New Educational Materials and Online Resources

Materials	Type of resource
NIAM Template Messages	Guidelines
NIAM LHD Planned Activities	Guidelines
NIAM Communication Outreach Ideas	Guidelines
NIAM Template Blurbs	Guidelines
NIAM Template Tweet and Facebook Posts	Guidelines
Teen Pertussis Video Story	Video
Measles airplane poster (English) (IMM-1046)	Poster
Measles airplane poster (Spanish) (IMM-1046S)	Poster
Preteens and Teens Still Need Vaccines (new from CDC)	Website
HITECH Meaningful Use and Public Health: Funding Opportunities for State Immunization Registries	Policy paper
i choose summer blog	Blog series, summer 2011
An Ounce of Prevention (IMM-1049) (warning: large file)	Bilingual fotonovela
Webinars	
Speak Up! Virtual Immunization Symposium (VicNetwork, archived presentations now available)	Webinar
Getting Your Message Heard: Reaching Communities of Color Through Social and Ethnic Media (California Immunization Coalition, archived presentation)	Webinar
Preventing Cervical Cancer in Latinas: A New Resource (UC-TV in collaboration with CDPH)	Webinar