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The VICNetwork Virtual Voice

August 2012

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Save The Date

Tuesday, August 28, 2012
Next VICNetwork Webinar
Featuring Dr. Anne Schuchat

Mark your calendar and register today for the next VICNetwork webinar scheduled for **Tuesday, August 28, 2012 at 11:00 am PT/ 2:00 pm ET.**

This webinar will feature Anne Schuchat, MD, Director of CDC's National Center for Immunization and Respiratory Diseases, who will be speaking about preteen vaccinations, successes and challenges, and strategies for improving adolescent immunization rates.

More information coming soon!

Register now at <http://nphic-cic-events.webex.com>.

CALENDAR

August 7-9, 2012
National Conference on
Health Communication,
Marketing and Media
Atlanta, GA

August 16, 2012
CDC IZ Update

August 22, 2012
IZ Strategies

August 28, 2012
VICNetwork Webinar

September 12, 2012
Vaccine Education Center

September 22-23, 2012
Ethnic Physician Summit
Los Angeles, CA

Sept. 30-Oct. 3, 2012
NPHIC Symposium

August is National Immunization Awareness Month (NIAM)

August is National Immunization Awareness Month (NIAM) which highlights the need for improving immunization coverage levels across the lifespan and encourages everyone to protect their health by being immunized against infectious diseases.

Many state and local health departments and Coalitions use this month to promote back to school immunizations, remind college students to catch up their immunizations before they move away from home, and reminds everyone that the flu season is only a few months away.

For resources and materials, go to <http://www.cdc.gov/vaccines/events/niam/default.htm> and your state and local health department immunization program website.

CDC Immunization Update 2012

Washington, DC

October 27-31, 2012
APHA's 140th Annual
Meeting & Exposition
San Francisco, CA

November 2-4, 2012
Clinical Vaccinology Course

RESOURCES AND LINKS

[CDC Seasonal Flu Webpage](#)

[New Influenza
Recommendations from the
Advisory Council on
Immunization Practices \(ACIP\)](#)

[Flu.gov](#)

[National Influenza Summit
Website](#)

[Immunization Action Coalition
\(IAC's\) New and Information
Webpage](#)

[CDC Adolescent
Immunization Scheduler](#)

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Thursday, August 16, 2012 - 6 am PT / 9 am ET

Immunization Update is an annual presentation that highlights current and late-breaking immunization issues. Two presentations will air Thursday, August 16, 2012 as a webcast from 9:00 am to 11:30 am (ET)/ 6:00 am to 8:30 am (PT) then again from 12:00 noon to 2:30 pm (ET)/ 9:00 am to 11:30 am (PT).

This webcast is CDC's annual update on the most recent and significant developments in the rapidly changing field of immunization. Topics include Influenza, Pertussis Outbreaks and Tdap, ACIP Recommendations for Healthcare Personnel, Pneumococcal Conjugate Vaccine for Immunocompromised Adults, Vaccine Storage and Handling, Vaccine Information Statements, and Vaccine Briefs.

For additional webcast and continuing education information please go to: <http://www.cdc.gov/vaccines/ed/imzupdate/downloads/course-sheet.pdf>.

Pertussis Cases on the Rise in the United States

Due to the increase in pertussis cases this year, please find below CDC developed messages that may help you in the development of your communications materials. [Pertussis-in-the-US.pdf](#).

Some examples of pertussis activity in the US include:

- A pertussis epidemic was declared in Washington on April 3, 2012. There have been 3,180 cases reported statewide through July 21, 2012, compared to 230 reported cases in 2011 during the same time period. There were 965 cases reported statewide in 2011 compared to 608 reported cases in 2010. Visit the [Washington State Department of Health](#) for the most recent information.
- Minnesota is experiencing high rates of pertussis in 2012. As of June 30, 2012, 1,758 cases have been reported statewide. 661 pertussis cases were reported in 2011. Visit the [Minnesota Department of Health](#) for the most recent information.
- High rates of pertussis are being reported in Wisconsin. As of July 16, 2012, 3,169 cases have been reported. During 2011, 1,192 probable and confirmed cases were reported. Visit the [Wisconsin Department of Health Services](#) for the most recent information.

CDC Resources:

<http://www.cdc.gov/features/pertussis/>

Radio Ready PSAs

<http://www2c.cdc.gov/podcasts/player.asp?f=3057386>

Help Shot@Life Raise Funds in August

[Comments Count](#)

Shot@Life is a United Nations Foundation program that is creating a movement to protect children worldwide by providing life-saving vaccines where they are most needed. During the month August, Shot@Life kicks off **Blogust, the Blog Relay for Good!** Throughout

the month of August, 31 bloggers will lead a blog relay, with one blogger posting every day this month in support of Shot@Life.

For every comment made on a Blogust blog post throughout the month, \$20 will be donated to Shot@Life. \$20 is the cost to immunize a child with four life-saving vaccines, so your comments will help save lives.

Follow the blog schedule at blogust.org and keep up by following [@shotatlife](https://twitter.com/shotatlife) on Twitter and [Facebook](https://www.facebook.com/shotatlife) for the latest updates and posts. And please, comment every day if you can, tell your friends, and enjoy the stories of Blogust!

Latest VICNetwork Webinar: Influenza Outlook for 2012-13 Now available On-line

For those of you that missed the webinar, **Influenza Outlook: Strategies and Plans for the 2012-13 Flu Season** that aired on July 25, 2012, you can listen to an archived recording and download the slides from the VICNetwork.org website.

The webinar featured presenters from the CDC (Dr. Lisa Grohskopf, Teresa Smith, and Yvonne Garcia) who provided updates on the upcoming flu season, shared campaign plans for promotion efforts for the 2012-13 influenza vaccination season and reviewed ways to use traditional and new media to promote and coordinate influenza vaccination activities and messaging.

Go to <http://vicnetwork.org>.

Immunization Strategies: Using the Evidence and What Works to Improve Practice - August 22, 2012 - 2pm ET

Join us for **Immunization Strategies: Using the Evidence and What Works to Improve Practice on August 22, 2012 at 2pm EDT** to increase your knowledge of evidence-based strategies to prevent vaccine-preventable diseases. This program is the first from Public Health Works, a new online training series offered by Public Health Foundation.

This case study will feature interviews and examples from the County of Los Angeles Department of Public Health, the Watts Healthcare Clinic, and the Los Angeles County Women, Infants, and Children's Program. Featured experts include:

- Dr. Jonathan Fielding, M.D., M.P.H, M.B.A, Director of Public Health and Health Officer for Los Angeles County
- Dr. Ray Strikas, M.D., M.P.H., Medical Officer with the CDC's National Center for Immunization and Respiratory Diseases
- Mrs. Lucy Wells, M.A.O.M, D.H.A. Candidate, Quality Manager with the Duval County Health Department in Florida

Register now for this course via **TRAIN** (course ID: 1034079) before the program air date on August 22nd. Please refer to the **Public Health Works** page or contact publichealthworks@phf.org for more details about the upcoming program, including registration or submitting questions.

Save the Date - National Public Health Information Coalition (NPHIC) Symposium and Crisis and Emergency Risk Communication Training

Join the nation's leading public health communications professionals at the **NPHIC Annual Symposium + Crisis & Emergency Risk Communication Training in Washington, D.C., Sept. 30-Oct. 3**. The symposium will showcase the eagerly anticipated debut of the CDC's Crisis and Emergency Risk Communication II, a critically important emergency preparedness training. In addition, the symposium will feature must-see presentations on topics that include a series of outbreaks of whooping cough in a half-dozen states, a new toolkit for communicators on cancer clusters and effective outreach to tribal communities. Register today at www.nphic.org.

Join NPHIC Now and Save 20%!

Know a communications professional who isn't a member of the National Public Health Information Coalition? Tell 'em now is the time to sign up! The NPHIC 2012 Membership Drive has begun with a **20 percent discount** on membership dues for first-time members. NPHIC is the nation's premiere organization of public health communications. Members share and exchange information, expertise and resources for the betterment of public health. Enroll today at the NPHIC website, www.nphic.org.

Vaccine Education Center Webinar September 12, 2012

The Vaccine Education Center (VEC) at Children's Hospital of Philadelphia will present a free one-hour webinar, beginning at noon (ET) on September 12. "**Current Issues in Vaccines-Fall 2012**" will feature VEC director Paul Offit, MD, discussing the following topics:

- Pneumococcus
- Pertussis
- Influenza
- Meningococcus
- HPV

Registration is required.

APHA's 140th Annual Meeting & Exposition Save the Dates - San Francisco, CA October 27-31, 2012

Prevention and Wellness Across The Lifespan is the theme of this year's APHA Annual Meeting & Exposition. This meeting is the oldest and largest gathering of public health professionals in the world, attracting more than 13,000 national and international physicians, administrators, nurses, educators, researchers, epidemiologists, and related health specialists. APHA's meeting program addresses current and emerging health science, policy, and practice issues in an effort to prevent disease and promote health.

The 2012 meeting will be held October 27-31 in San Francisco, CA.
Registration and more information:
<http://www.apha.org/meetings/AnnualMeeting>.

Clinical Vaccinology Course - National Foundation for Infectious Diseases

November 2-4 Miami, Florida and
March 8-10, 2013 Chicago, Illinois

The National Foundation for Infectious Diseases, the Emory Department of Medicine, Division of Infectious Diseases, and the Emory Vaccine Center are sponsoring a **Clinical Vaccinology Course**, which will be held in Miami on November 2-4 and in Chicago on March 8-10, 2013.

The course focuses on new developments and issues related to the use of vaccines. Expert faculty will provide the latest information on both current and prospective vaccines, updated recommendations for vaccinations across the lifespan, and innovative and practical strategies for ensuring timely and appropriate vaccination.

Early registration deadline is September 21 for November course (save \$100 on the registration fee!). Registrations are accepted online and by mail. Go to www.nfid.org for more information.

Every Child By Two (ECBT)

Summer is for traveling, and if you've been hitting the road lately, than perhaps you've seen these brilliant outdoor advertising images from **Every Child By Two (ECBT)**. If not, then be on the lookout, because for each summer sighting you can be entered to win a \$25 Amazon gift card.

Every Child By Two (ECBT) has teamed up with the Outdoor Advertising Association of America (OAAA) to put a clever spin on their **Vaccinate Your Baby** campaign. Recently, billboards and bus shelter ads that communicate the importance of timely immunizations and the concept of "cocooning" infants through adult vaccination, are being spotted all across the United States.

Follow this link to see all their ads and enter the sighting contest to win..... <http://shotofprevention.com/2012/07/06/summer-sightings-see-it-share-it-win-it/>.

The **VIC Network** is a nationwide "virtual immunization community" of health educators, public health communicators and others who promote immunizations to exchange and share resources, materials and the best practices. This monthly e-update is designed to promote programs and events that will strengthen and build the network.

For more info or to submit an event or program e-mail
info@vicnetwork.org