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The VICNetwork Virtual Voice

January 2012

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CALENDAR

March 26- 28, 2012
National Immunization
Conference
Online

May 9-11, 2012
Health Literacy Conference
Irvine, CA

May 23-25, 2012
National Conference of
Immunizations and Health
Coalitions
New Orleans, LA

RESOURCES AND LINKS
[CDC Seasonal Flu Webpage](#)

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

[Flu.gov](#)

Nominate Your Immunization Champion

Nominations for CDC Childhood Immunization Champion awards are **due by next Friday, February 10**. It is a new awards program that will recognize individuals who make a significant contribution toward improving public health through their work in childhood immunization. Up to one Champion from each state and the District of Columbia will be honored each year.

Champions can include health care professionals (physicians, nurses, physicians' assistants, nurse practitioners, medical assistants, etc.), coalition members, parents and other immunization leaders. State immunization program managers, state and federal government employees (including contractors), and those affiliated with or employed by pharmaceutical companies are not eligible for the award. Nominations are to be submitted directly to your state's Immunization Program. Each state then will forward its selected nominee to the CDC, which will announce all awards during National Immunization Week in April.

Nomination forms must include a narrative up to 1,000 words, a photo and a biographical sketch. So if you haven't already, it's time to get cracking on nominating a worthy individual in your state. Here's the nomination form: <http://www.cdc.gov/vaccines/events/niiw/champions/downloads/nomination.pdf>.

Looking Ahead: Influenza Vaccine Resources 2012-2013

Although we encourage public health partners to continue recommending and administering influenza vaccination through the spring, it is not too early to start planning ahead for next season. Consider ordering materials early for the 2012-13 flu season to avoid planning around shipping time or facing potential shipping delays. Check out the CDC's Flu website: <http://www.cdc.gov/flu/>.

Flu resources are available FREE for order at <http://www.cdc.gov/pubs/ncird.aspx#Flu>.

For questions or potential partnerships relating to CDC's National Influenza Vaccination Campaign, including efforts to reach disparate populations, contact fluinbox@cdc.gov.

Vaccination Hesitancy, Misinformation and Public Policy

As public health communicators, educators and advocates we have made

National Influenza Summit Website

Immunization Action Coalition (IAC's) New and Information Webpage

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great strides in helping to educate parents, the public and the media about the significance of vaccines, vaccine safety and the importance of utilizing credible sources for vaccine information, we continue to spend a great deal of time in responding to misinformation and misunderstandings perpetuated through both informal and organized sources, particularly in the media.

The VICNetwork will be addressing some of the issues around vaccination hesitancy, the refusers and denialists and how we can work collaboratively to answer the concerns of parents, the public and the media. We are still putting the finishing touches on the announcement. Registration information coming soon!

Vaccine Injury Compensation Programs

For a great overview about vaccine injury compensation programs in the United States, including an introduction by Paul Offit, MD, who describes the safety monitoring systems in place for vaccines, go to [historyofvaccines.org](http://www.historyofvaccines.org). <http://www.historyofvaccines.org/content/articles/vaccine-injury-compensation-programs>.

This website continues to grow and provide great articles, photos and timelines. Check it out.

Twenty Eight More Healthcare Organizations Join Immunization Action Coalitions Honor Roll for Safety!

The Immunization Action Coalition (IAC) (www.immunize.org) encourages qualifying healthcare organizations to apply for its Honor Roll for Patient Safety. The honor roll recognizes hospitals, medical practices, professional organizations, and government entities that have taken a stand for patient safety by implementing mandatory influenza vaccination policies for healthcare workers. More than 170 organizations are now enrolled.

Visit IAC for specific information on the details of the enrolled organizations or to submit your organization's application for the honor roll. Subscribe to the Immunization Action Coalition's weekly newsletter the IAC Express at:

The Immunization Action Express issue # 975 is the source of this material. Link directly to this issue here: <http://www.immunize.org/express/issue975.asp>.

ShotatLife

Every child deserves a healthy shot at life - no matter where they live. That is the mission of a new collaboration called a Shot@Life www.ShotatLife.org. Shot At Life is building a movement to help ensure that children have access to life saving vaccines. Seventy five percent of all unvaccinated children live in just 10 developing countries and although these children may seem a world away they are no different and no less valuable than the children in our own lives.

In April 2012, Shot@Life will roll out a national campaign that will utilize grassroots campaign leaders around the country who will engage their families, book clubs, kids' sports leagues, and community associations to drive awareness, fundraise, and build advocates in support of global childhood vaccines.

To learn more about this movement, and be a child's shot at life, go to www.shotatlife.org.

Health Literacy Conference

Do you know that 88% of American adults have limited health literacy skills? They experience challenges in accessing, understanding, and applying even the most straightforward health messages and information. How can you ensure that your message is being understood correctly and being applied appropriately? Attend the Institute for Healthcare Advancement's Eleventh Annual **Health Literacy Conference, May 9-11, 2012**. Receive continuing education credits and attend up to 5 skill-building workshops on such topics as how to write for a low literate audience, designing an easy to use website, developing a program evaluation plan, usability testing, advanced social media strategies, and more! Save \$20 on registration when you use this code: CAIZ12. Visit www.iha4health.org, email mvilleire@iha4health.org or call (562) 690-4001, ext. 202 for more information.

American Medical Association Journal of Ethics | virtualmentor.org

American Virtual Mentor is the American Medical Association's online ethics journal. and the January edition of Virtual Mentor presents Vaccines and Ethics, (www.virtualmentor.org). Please take a look at the list of expert contributors and the table of contents, attached. Or visit their home page at <http://virtualmentor.ama-assn.org/>. They will be grateful for your help in spreading the word about this new issue.

Among the highlights this month:

- A clinical case concerning HPV vaccine
- A consideration of how American society has handled its vaccine controversies, co-authored by Art Caplan
- Ethical implications of current research into a possible stress vaccine
- A contribution from researchers at the Jenner Institute, Oxford, about vaccine research ethics
- A look at residents' role in adult immunizations on the "front lines" by Jay Jacobson, MD

The web site is free and open to the public. If you'd share this content with interested colleagues, they will appreciate that, along with any notice you can provide to other health professionals via your social media, e-news, or other publications in the early part of January. This issue will be live for the month of January, and then archived on the site.

Partner Spotlight: Arizona Partnership for Immunization

Protection against vaccine-preventable diseases doesn't stop at the border. Since 1993, Arizona has had a strong immunization coalition, the Arizona Partnership for Immunization, or TAPI. TAPI is a non-profit statewide coalition with more than 400 members. TAPI was formed because only 43% of Arizona's two-year-olds were fully immunized against preventable childhood diseases like measles, mumps, polio and whooping cough. Through the efforts of TAPI's partners from both the public and private sectors, immunization coverage rates in Arizona improved dramatically, with nearly three in four children fully immunized by age two. Unfortunately, the challenge never ends. Each year in Arizona almost 90,000 babies are

born, and none arrive immunized. TAPI's mission is to foster a comprehensive, sustained community program for the immunization of Arizonans. TAPI members do this by promoting on-time childhood immunizations, and by encouraging appropriate immunizations through the lifespan.

TAPI promotes immunizations through a variety of national and local initiatives. In 2011 Arizona had the unique honor of being chosen as the launch state for the NIIW campaign. Each spring, TAPI hosts Big Shots for Arizona, a celebration that recognizes organizations and individuals who have improved the health and wellness of Arizona's communities through increasing immunization rates. In addition, TAPI offers a number of immunization trainings and resources for parents, providers and the community. To learn more about TAPI's projects and campaigns, visit their website at www.TAPI.org and 'friend' them on Facebook.

New HPV Information Site from CHOP

January is Cervical Cancer Awareness month and a new resource launched this month by Children's Hospital of Philadelphia (CHOP) highlights stories and resources that you will want to see and share: www.prevent-hpv.com.

The site features a video of Dr. Offit as well videos of families discussing their decision to get the HPV vaccine. There are also links to additional information, questions and answers, and opportunities to share via social media.

Check it out and spread the word by sharing this newsletter and the CHOP website with your colleagues.

VICNetwork Partnership Continues

NPHIC's highly successful partnership with the California Immunization Coalition to improve communication has been renewed for another year, but with a new funding stream.

Launched two years ago with funding from the American Recovery and Reinvestment Act, the partnership created a Virtual Immunization Communication Network, an active Twitter account, a popular Facebook page and a monthly newsletter called Virtual Voice. The VIC Network hosted six webinars and a four-hour virtual immunization symposium that were "successful beyond our wildest dreams," said NPHIC's Ken August, who moderated all the webinars.

The webinars typically focused on communication tools, resources and strategies to spread the message that vaccines are safe and effective. Collectively they were attended by more than 13,000 people from the U.S. and abroad. Each webinar received "Good" or "Excellent" ratings of between 92% and 99% from participants.

The partnership proved too valuable to be left to dissolve with the expiration of its ARRA funding at the end of the 2011 Federal fiscal year. Therefore the CDC agreed to continue funding through its new cooperative agreement with NPHIC.

The renewed partnership began holding biweekly teleconferences on Jan. 6 and agreed to produce three webinars this year while continuing the VIC Network's website, database, monthly newsletter and social media accounts.

The first webinar will take place in early spring and focus on the promotion of National Infant Immunization Week in April. The partnership also intends to promote other campaigns of the National Center for Immunization and Respiratory Diseases via its various Web and social media outlets.

"One important benefit of the VIC Network has been the nurturing of relationships among immunization coordinators and PIOs," remarked Ken. "Promoting immunizations is one of the core activities of health departments, but in most the PIO and the immunization staff don't work all that closely together. The VIC Network has tried to change that."

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

The Virtual Immunization Communication (VIC) Network is a project of the National Public Health Information Coalition (NPHIC) and the California Immunization Coalition.

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