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The VICNetwork Virtual Voice

July 2012

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Influenza Outlook: Strategies and Plans for the 2012-13 Flu Season

Register Today for Next VICNetwork Webinar

Mark your calendar and register today the next VICNetwork webinar scheduled for Wednesday July 25, 2012 at 11:00 am PT/ 2:00 pm ET.

Influenza Outlook: Strategies and Plans for the 2012-13 Flu Season will feature three great presenters from the CDC who will provide updates on the upcoming flu season, share campaign plans for promotion efforts for the 2012-13 influenza vaccination season and review ways to use traditional and new media to promote and coordinate influenza vaccination activities and messaging.

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

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.

CALENDAR

July 5, 2012
APHA Webinar

July 18, 2012
ACP online

July 19, 2012
IZ Partnership Webinar

July 25, 2012
VICNetwork

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

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

Sept. 30-Oct. 3, 2012
NPHIC Symposium
Washington, DC

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

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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APHA Webinar: The Supreme Court's Decision on the Affordable Care Act: Implications for Prevention and Public Health July 5, 2012 - 12:00 noon (PDT) / 3:00pm (EDT)

The American Public Health Association (APHA), the Public Health Institute, the Prevention Institute, Trust for America's Health, PolicyLink, and leading public health law experts from the National Health Law Program, the Network for Public Health Law, and the George Washington University are presenting a webinar on July 5 (3:00 pm EDT) which will feature an analysis and discussion of the Supreme Court's decision upholding the constitutionality of the Affordable Care Act, and what that decision means for the public health and prevention provisions of the ACA. Register today at <https://cc.readytalk.com/cc/s/showReg?udc=bvefno0jw0a3>.

Presentations from the 2012 National Adult Immunization Summit and 2012 National Influenza Vaccine Summit now online

The 2012 National Adult Immunization Summit (NAIS) and the 2012 National Influenza Vaccine Summit (NIVS) were held in Atlanta on May 15-17.

This inaugural meeting of the NAIS was co-hosted by the American Medical Association, CDC, and National Vaccine Program Office. According to the meeting agenda, "NAIS is charged to contribute to increasing immunization rates of ACIP-recommended vaccines and reducing the burden of vaccine-preventable diseases by identifying specific actions that will lead to increased vaccine coverage in adults." [The slide presentations](#), which are now posted online, furnish detailed information on the steps NAIS is taking to meet these goals.

This year's NIVS focused on a review of the 2011-2012 influenza season; the benefits of current influenza vaccines, future directions, and optimizing strategies for reaching high-priority groups, according to the 2012 meeting agenda. [The slide presentations](#), which are posted online, indicate the scope of the discussions and provide examples of programs that have been successful in increasing influenza vaccination coverage.

American College of Physicians Webinar Series

Learn how you and your staff can become advocates in helping patients navigate the relationship between the goals of public health and individual benefit and risk. Wednesday, July 18, 2012 at 12 noon, EDT. For more information: http://www.acponline.org/clinical_information/resources/adult_immunization/webinars.htm.

Immunization Partnership Webinar

The Texas Immunization Partnership's Summer Webinar Series continues with a panel of experts will present ideas and strategies, and answer your questions.

Tools for Effectively Engaging Coalition Members and Stakeholders

Thursday, July 19th, 2012

11:00am - 12:30pm CT

Speakers: Fran Butterfoss, CoalitionsWork & Anita Colbert, Immunization Collaborative of Tarrant Co.

REGISTER HERE: <https://cc.readytalk.com/r/5zyucjz6ne3g>.

An archive is available for the June Webinar:

Vaccine Safety Concerns and How to Respond to Vaccine-Hesitant Parents held on June 12, 2012.

Speakers: Dr. Julie Boom, Texas Children's Hospital, Rachel Cunningham, Texas Children's Hospital, and Alison Singer, Autism Science Foundation.

Archive and more information is available at www.immunizeUSA.org.

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

The National Conference on Health Communication, Marketing, and Media brings together academia, public health researchers and practitioners from all levels of government and private sectors, and provides a forum for cross-disciplinary dialogue. Come meet with colleagues and shape the practice of health communication, marketing, and media.

Early registration ends July 9 and regular registration continues through July 30th. To learn more go to <http://www.cdc.gov/nchcmm/overview.html>.

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>.

The National Conference of Immunization and Health Coalitions Highlights

The National Conference of Immunization and Health Coalitions (NCIHC), held in New Orleans, Louisiana May 23-25, drew 275 participants from across the United States and Canada. Representatives of immunization and other health coalitions, public health programs and local and national health organizations gathered in "the Big Easy" to attend workshops on topics including cultivating new energy for their coalitions, effective media relations, improving adult vaccination rates and coalition fundraising.

The opening session "***Twenty Years and Beyond: How Far Have We Come and Where Are We Going***" featured Amy Pisani of Every Child By Two who along with Debbie McCune Davis led a roll call of immunization coalitions, several of which have been in existence for 20 years! Over the three days, attendees had the opportunity to attend workshops on coalition capacity building, communication and fundraising and enjoyed a wonderful reception honoring one of Every Child By Two's co-founders, Mrs. Betty Bumpers.

The closing plenary had a large and enthusiastic audience for "Lessons from The Panic Virus" by best-selling author Seth Mnookin. Materials and all presentations from the three day meeting can be downloaded from the Louisiana Shots for Tots website,

at <http://www.shotsfortots.com/html/10thNCIHCpresentations.html> or Immunization Action Coalition website at <http://www.izcoalitions.org/presentations/NCIHC-2012/>.

AAP-CA Archived Webinars

The program sponsored by the American Academy of Pediatrics - California District IX in collaboration with the California Immunization Coalition and held on June 5, 2012 and June 26, 2012 are now available.

Time-Efficient Skills to Address Vaccine-Hesitant Parents: Focus Group Results and Best Practice was held on June 26, 2012 and presented by: Kris Calvin, CEO of the AAP-CA; Dean Blumberg, MD FAAP; Wilbert Mason, MD, FAAP.

How Health Care Providers Can Engage the Media to Communicate Positive & Accurate Vaccine Messages held on June 5, 2012 and presented by two media experts: Ari Brown, MD, FAAP and Val Ulene, media experts and authors: Ari Brown, MD, FAAP and Val Ulene, MD, Preventive Medicine.

Download the slides and/or view the Webinar:

<http://www.vicnetwork.org/category/events/partner-events/archived-events/>

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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