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The VICNetwork Virtual Voice

September 2011

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STAY CONNECTED

What's New With The Flu? Recap!

Thank you to everyone who attended the VICNetwork's recent webinar What's New With the Flu featuring Litjen (L.J.) Tan, M.S., PhD., Director, Medicine and Public Health, American Medical Association, Co-Chair National Influenza Vaccine Summit.

If you were unable to attend the webinar or would like share the information with a friend or colleague please visit the [VICNetwork website](#) where an archived version of the webinar is now available.

As always, we'd like to hear from you. If you have any comments, feedback or suggestions for how to make the VICNetwork webinars even better, please let us know! Just send an email to info@vicnetwork.org and let us know what you think.

Busy Month for Every Child By Two (ECBT) ECBT Celebrates their 20th Anniversary and Hosts Two upcoming Webinars

October marks the 20th Anniversary of [Every Child By Two](#). Congratulations to Every Child By Two for twenty years of diligent support and advocacy work devoted to childhood immunizations and eradicating vaccine preventable diseases. Over the past twenty years ECBT has developed helpful resources such as their [website](#), daily newsletter, and blog [shotofprevention.com](#) which continue to provide crucial information to help healthcare workers, coalition members and parents stay informed about developments and discussions that effect childhood immunizations.

In addition to celebrating their anniversary, ECBT is staying very busy over the next few months hosting two webinars in September and one in October. The webinars are free to attend however, all attendees MUST pre register. Please do so by following the registration links listed below.

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Webinar 1: How to Use the Media to Communicate Vaccine Messages: A Training Workshop for Vaccine Advocates

Date & Time: Tuesday, September 27, 2011, 2:00 PM EDT

Registration Link:

<https://cc.readytalk.com/r/au2sn14ca79x>

Participants will learn about crafting vaccine messages, vaccine-preventable diseases and how to communicate with the media through print and televised interviews, quotes, letters to the editor and op-eds. This workshop will be co-presented by ECBT Executive Director [Amy Pisani](#) and [William Pierce](#), Senior Vice President at [APCO Worldwide](#), a global communications and public affairs consultancy based in Washington, D.C.

Webinar 2: Autism 101 for Immunization Advocates

Date & Time: Friday, October 14, 2011, 2:00 PM Eastern Daylight Time

Registration Link: <https://cc.readytalk.com/r/gmrshog3I58>

[Alison Singer](#) from the [Autism Science Foundation](#) will present an overview of autism including the very latest research regarding early diagnosis, interventions and potential causes. She will also review the CASE Method, which combines emotional and scientific talking points aimed at swaying parent's emotional response regarding vaccines and help them face the issue more logically.

2011-2012 Influenza Vaccine Resources

News, information and resources for the 2011-2012 influenza vaccination season have been recently released!

For helpful information about the upcoming season:

- Visit flu.gov and cdc.gov/flu for the latest information from the Centers for Disease Control and Prevention (CDC).
- [Click here for some Key Points](#) and quick information about vaccine effectiveness from the CDC.
- Make sure to check out the new [ACIP influenza recommendations](#) (published online on August 19 and in print on August 26) for additional information and to learn how people can protect themselves from influenza during the 2011-2012 season.
- And don't miss the [The National Influenza Summit](#) website. The site is sponsored by the American Medical Association and offers terrific links and updates for healthcare workers, professionals, and coalition members.

Stay connected throughout the 2011-2012 influenza vaccination season to the [National Public Health Information Coalition](#) and the [VICNetwork](#) for continuous updates, links and resources.

Stay Up to Date with Immunize.org's

Vaccine News and Information Web Section

The [VICNetwork](#) is excited to share another helpful resource from Immunization Action Coalition (IAC)! Stay current on the latest immunization news and activities through IAC's [News and Information web section](#). This easy to access web page provides healthcare workers, professionals and the general public with the most up-to-date information from the federal government, professional societies, national and international organizations, as well as specialized and mainstream media. Also make sure to visit the [News and Information home page](#) which features live feeds from IAC's tweets on Twitter and Google News.

You can access the News and Information web section from the central feature box on the www.immunize.org home page.

American Academy of Pediatrics Statement on HPV Vaccine

In response to erroneous statements made within and following a recent presidential campaign debate, the American Academy of Pediatrics issued the following statement:

By: O Marion Burton, MD, FAAP, president, American Academy of Pediatrics

"The American Academy of Pediatrics would like to correct false statements made in the Republican presidential campaign that HPV vaccine is dangerous and can cause mental retardation. There is absolutely no scientific validity to this statement. Since the vaccine has been introduced, more than 35 million doses have been administered, and it has an excellent safety record.

"The American Academy of Pediatrics, the Centers for Disease Control and Prevention, and the American Academy of Family Physicians all recommend that girls receive HPV vaccine around age 11 or 12. That's because this is the age at which the vaccine produces the best immune response in the body, and because it's important to protect girls well before the onset of sexual activity. In the U.S., about 6 million people, including teens, become infected with HPV each year, and 4,000 women die from cervical cancer. This is a life-saving vaccine that can protect girls from cervical cancer."

Epidemiology & Prevention of Vaccine- Preventable Diseases Annual Conference

Join [Immunize Nevada](#) and the Centers for Disease Control and Prevention (CDC) on November 2-4, 2011 at the Eldorado Hotel and Casino in Reno, Nevada for the Epidemiology & Prevention of Vaccine-Preventable Diseases Annual Conference. The conference will feature exciting speakers in the world of immunizations who will be sharing the most current vaccine information, tools for educating patients and techniques for increasing immunization rates within any immunization setting, provider office or clinic. In addition, this opportunity seeks to

improve public health as a whole by promoting collaboration and partnerships in the fight against vaccine-preventable diseases.

*For the conference agenda and registration information please visit
[Immunize Nevada](#).*

Vaccine Updates for Healthcare Providers - Newsletter from Children's Hospital Philadelphia

Another great resource for healthcare providers recently introduced is the Vaccine Update for HealthCare Providers newsletter is compiled by the [Vaccine Education Center at Children's Hospital Philadelphia](#). This newsletter includes updates, resources and upcoming events. If you are interested in subscribing, send an e-mail with your title, name, practice name, practice address, and e-mail address to vacinfo@email.chop.edu.

Join the Fun - 'Orange Nose Day' is October 5

Orange Nose Day, October 5 is an annual, daylong celebration of the top five steps to good health. Healthcare professionals, public health educators, nonprofit staff, first responders, and others participate by wearing an orange foam clown nose, sharing the five steps of disease prevention through various activities, and disseminating educational tips to everyone they encounter throughout the day.

The Orange Nose Day messages are: Wash hands, Get immunized, Eat colorful foods, Exercise, Avoid body fluids.

Health educators need a simple, multi-message campaign for their arsenal of prevention communications to improve the overall health of the public. Orange Nose Day, a celebration of the top five steps to good health, does just that.

This educational program raises awareness of multiple disease prevention methods among all age groups. Anyone can wear an orange nose and spread the messages, but we expect physicians and nurses as well as other health educators to be the primary wearers of the noses on Orange Nose Day. To learn more go to www.orangenoseday.org.

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