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# The VICNetwork Virtual Voice

September 2012

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## CALENDAR

September 18, 2012  
[Get Ready Day](#)

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

November 2-4, 2012  
[Clinical Vaccinology Course](#)

December 2-8, 2012  
[National Influenza Week](#)

## RESOURCES AND LINKS

[CDC Seasonal Flu Webpage](#)

## More VICNetwork Webinars 2012 - 2013!

The VICNetwork staff, CDC partners and other stakeholders are busy putting together the next series of immunization communication webinars. We will keep you updated via this newsletter 'The Virtual Voice', via Twitter @VICNetwork, our Facebook pages and partner websites. To receive communications directly, contact us at [info@vicnetwork.org](mailto:info@vicnetwork.org).

## Sept. 18 is Get Ready Day!

Help spread the message of preparedness Sept. 18 in celebration of [Get Ready Day](#). Held each year on the third Tuesday in September, American Public Health Association's (APHA) Get Ready Day is timed to coincide with National Preparedness Month.

To take part, send a tweet about preparedness today with the [#GETREADYDAY](#) hashtag, post a message on facebook or share a link to the Get Ready site. You can also print one of our many great [fact sheets](#) and post it on your office bulletin board or home refrigerator.

Visit the [Get Ready Day website](#) for more event ideas.

## Latest VICNetwork Webinar: Tweens, Teens and Vaccines: Can't Live With Them; Can't Live Without Them? Now available On-line

For those of you that missed the webinar, Tweens, Teens and Vaccines: Can't Live With Them; Can't Live Without Them? that aired on August 28, 2012, you can listen to an archived recording and download the slides from the [VICNetwork.org](http://www.vicnetwork.org) website.

The webinar featured presenters from the CDC (Dr. Anne Schuchat and Jill Roark) who provided data and information about the vaccination status of our nation's teens and tweens and discuss upcoming campaigns to promote vaccination of this sometimes hard to reach population and their parents.

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

**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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## National Public Health Information Coalition (NPHIC) Symposium

**It's time to register - don't delay!** The centerpiece of this year's symposium is Crisis and Emergency Risk Communication by CDC risk communication expert Dr. Barbara Reynolds. Also on tap, NPHIC's Awards for Excellence in Public Health Communication, a Strategic National Stockpile (SNS) interactive game, and a facilitated discussion with some of the brightest public health minds in the nation - NPHIC's new Thought Leaders Advisory Group. There will be some great opportunities to improve your job skills with sessions on pertussis prevention, immunization, tribal health, communication with migrant and homeless populations and more. **Click here to register now.**

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## Immunization Action Coalition - Your Go To Resource for Immunization Materials

The Immunization Action Coalition (IAC) has recently released its August issue of **Needle Tips**, for healthcare professionals who administer vaccines. Also available is **Vaccinate Adults**, a shortened version of Needle Tips, modified for those who work only with adult patients. Both are available for downloading, printing, and reading.

You can also link directly to the PDFs of the publications: **Needle Tips** and **Vaccinate Adults**.

These publications contain ready-to-print educational materials for healthcare professionals and their patients, vaccine news highlights, and IAC's popular "Ask the Experts" Q&A column with answers by CDC experts Andrew Kroger, MD, MPH; Donna Weaver, RN, MN; and Iyabode Akinsanya-Beysolow, MD, MPH.

*Needle Tips* and *Vaccinate Adults* are available exclusively online. Current and past issues of *Needle Tips* are available at [www.immunize.org/nt](http://www.immunize.org/nt) and *Vaccinate Adults* at [www.immunize.org/va](http://www.immunize.org/va).

To receive direct notification when new issues are published, subscribe at [www.immunize.org/subscribe](http://www.immunize.org/subscribe). You can also subscribe to IAC's free weekly email news service, IAC Express, which keeps you up to date on immunization news between issues of IAC's periodicals.

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## 2012-2013 Flu Season Recommendations

The 2012-2013 flu season is just around the corner. Now is the time to prepare for vaccinating our communities. Let's take a look at what we are facing for this new flu season.

### Vaccine Strains for the 2012-13 Influenza Season

For starters the vaccine this year has a different formulation. While the H1N1 virus used to make the 2012-2013 flu vaccine is the same virus that was included in the 2011-2012 vaccine, the recommended influenza H3N2 and B vaccine viruses are different from those in the 2011-2012 influenza vaccine for the Northern Hemisphere:

- an A/California/7/2009 (H1N1)pdm09-like virus;
- an A/Victoria/361/2011 (H3N2)-like virus;
- a B/Wisconsin/1/2010-like virus (from the B/Yamagata lineage of viruses).

For the 2012-2013 season, manufacturers have projected that they will produce between 146 million and 149 million doses of flu vaccine. During 2011-2012, 132.8 million doses of flu vaccine were distributed in the United States.

### **Recommendations for Vaccination**

Routine annual influenza vaccination is recommended for all persons aged  $\geq 6$  months. To permit time for production of protective antibody levels, vaccination optimally should occur before onset of influenza activity in the community. Therefore, vaccination providers should offer vaccination as soon as vaccine is available. Vaccination should be offered throughout the influenza season (i.e., as long as influenza viruses are circulating in the community).

For children aged 6 months through 8 years need only 1 dose of vaccine in 2012-13 if they received a total of 2 or more doses of seasonal vaccine since July 1, 2010. Children who did not receive a total of 2 or more doses of seasonal vaccine since July 1, 2010, require 2 doses in 2012-13. (There is more detail to the 6 months-8 years recommendation; see <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a3.htm> for more information. Following the recommendation above, endorsed by the AAP will cover this age group.)

Many clinics have already received their shipment of influenza vaccine. Begin administering vaccine as soon as the vaccine is available at your site. For questions, consult your local Health Department, or go to [www.cdc.gov](http://www.cdc.gov).

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## **Key Points from 2011 NIS-Teen Data**

CDC published National and State Vaccination Coverage Among Adolescents Aged 13-17 Years-United States, 2011 in the August 31 issue of MMWR (pages 671-677).

### **Summary of main points:**

The 2011 NIS-Teen coverage data show that national vaccination rates in adolescents have continued to improve for tetanus-diphtheria-pertussis (Tdap) vaccine and for meningococcal conjugate vaccine (MCV4).

National Tdap coverage rates for teens 13 through 15 years old met the Healthy People 2020 objective of 80 percent for the first time. (Note: In California, Tdap coverage was reported at 82.5 percent). While this is an important milestone, the more than 22,000 cases of pertussis seen in the United States through August 11th, 2012 remind us of how important it is to vaccinate all preteens with Tdap. Improving Tdap coverage in preteens and teens is especially important for protecting infants too young to be fully immunized.

Most concerning however, is that HPV vaccination rates among girls continue to plateau and only half of U.S. girls are getting the human papillomavirus (HPV) vaccine. This is a life-saving vaccine that can protect them against cervical cancer. HPV vaccine coverage has not demonstrated the same strong and steady increases over time like the increases we have seen following the introduction of other vaccines. In fact, for the third year in a row, the increase in coverage for HPV vaccine

is half of the increases seen for Tdap and MCV4 vaccine coverage.

Immunization partners can make HPV and other recommended vaccinations a priority and help educate their community on the importance of getting teens vaccinated at the recommended ages to prevent HPV-related cancer and other diseases. Visit

[www.cdc.gov/vaccines/who/teens/index.html](http://www.cdc.gov/vaccines/who/teens/index.html).

### **Background on the NIS-Teen**

- The National Immunization Survey on teen vaccine immunization coverage rates (also called NIS-Teen) provides us with a "report card" to let us know how well we are doing in protecting our nation's teens.
- The NIS-Teen is a random-digit-dialing telephone survey of more than 39,000 parents of teens 13-17 years old. It is followed by verification of records with healthcare professionals.
- The NIS-Teen includes immunization coverage estimates for three vaccines recommended at 11 or 12 years of age. These vaccines are Tdap (tetanus-diphtheria-pertussis), MCV4 (meningococcal disease) and HPV vaccines (to protect against infection with HPV and HPV-related cancers and disease).
- Starting in 2011, NIS-Teen estimates are based on adolescents identified from both land-line and cell phone sampling frames. Previously only landline sampling frames were used. As an increasing number of families no longer have land-line telephones and are moving to cell phones only, this will help keep a nationally representative sample.

**The detailed information for both the NIS and NIS-Teen data for 2011 are available:**

<http://www.cdc.gov/vaccines/stats-surv/nis/nis-2011-released.htm>.

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## **Flu Finder**

The web-based Google "Flu Finder" program, previously used to promote nationwide flu vaccine locations, is no longer available. You can now promote your flu clinic using the "HealthMap Vaccine Finder", a public health service based at Children's Hospital Boston and in partnership with the U.S. Department of Health and Human Services (HHS).

If you would like your vaccination location information publicized in HealthMap's Flu Vaccine Finder, please sign up at:

<http://flushot.healthmap.org/admin/signup/>.

Contact the HealthMap team at [vaccine@healthmap.org](mailto:vaccine@healthmap.org) with any questions regarding this program.

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## **Shot by Shot**

New stories have been uploaded onto the [shotbyshot.org](http://shotbyshot.org) website.

Anthony's Story. Hepatitis B. From San Francisco Immunization Coalition.  
<http://shotbyshot.org/hepatitis-b/anthonys-story/>.

Ramona's Story. Pertussis. From Indian Health Service.

<http://shotbyshot.org/pertussis/ramonas-story-video/>

<http://shotbyshot.org/uncategorized/ramonas-story/>.

Tdap Vac and Friends Visit the Classroom. Tdap PSA for preteens. From Tdapvac.com.

<http://shotbyshot.org/story-collections-and-psas/tdap-vac-friends-visit-the-classroom/>.

ShotbyShot.org is designed to facilitate video sharing via Facebook, Twitter, blogs, etc. Video sharing exponentially extends the reach of the stories and their messages as you share them with your friends, and colleagues - and encourage them to keep sharing!

You may also want to consider using a Shot by Shot story in a lecture, presentation or training to make your data more meaningful and memorable. Use it as a learning tool for students of all ages, as well as for medical schools and other allied medical professional training programs.

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## National Influenza Vaccination Week - December 2-8, 2012

National Influenza Vaccination Week (NIVW) is an observance that was established to highlight the importance of continuing influenza vaccination and promote use of flu vaccine after the holiday season into January and beyond. This year NIVW will be held Dec. 2-8. CDC's NIVW web page, <http://www.cdc.gov/flu/nivw>, will have information about this year's observance including posters, fliers and updates for providers.

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## Early Registration Deadline is Approaching Clinical Vaccinology Course - National Foundation for Infectious Diseases

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](http://www.nfid.org) for more information.

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## Top 8 Reasons to Join NPHIC

There are a host of reasons to join NPHIC. They are the premier organization for public health communicators. The networking opportunities membership provides is reason enough on its own to join. But you'll get a lot more out of joining NPHIC than that. Here are few of the benefits.

### Membership Directory

This list service is an effective networking tool providing current contact

information, biographical sketches and top areas of expertise.

### **NPHIC.org**

Our Web site is a key reference point for public health communicators. The NPHIC website has the most up-to-date information on the latest health issues, access to a discussion board, a comprehensive pandemic flu library and other valuable resources.

### **NPHIC News**

The bi-monthly e-newsletter brings members interesting articles and information about the latest public health issues.

### **Public Health Campaigns and Projects**

Members have numerous opportunities to work on important state and national public health campaigns.

### **CDC Epi-X Forum**

Access to a Web-based information exchange system established by the CDC for public health professionals that allows information to be shared quickly and securely. Through NPHIC Epi-X Forum, the CDC can notify participants of breaking health events.

### **Annual Conference**

The annual conference is held in the fall and is always informative and practical featuring top notch speakers and valuable training, and showcasing members' current work. NPHIC members attend at a discount!

### **The Media and You**

Each new member receives a complimentary copy of this basic survival guide to media relations for public health communicators.

### **CDC / NPHIC Conference Calls**

NPHIC members participate in bi-weekly conference calls between the CDC and NPHIC on such topics as pandemic flu preparedness, H1N1, New Media, Health Literacy, Immunization, etc.

### **Join Today!**

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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\*\*](mailto: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.