

From: [VICNetwork](#)  
To: [Sabrina Torres-Royal](#)  
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# The VICNetwork Virtual Voice

July 2014

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## RESOURCES AND LINKS

[CDC Seasonal Flu Webpage](#)  
[Flu.gov](#)  
[National Influenza Summit Website](#)  
[Immunization Action Coalition \(IAC's\) New and Information Webpage](#)  
[CDC Adolescent Immunization Scheduler](#)

## STAY CONNECTED



## JOIN OUR LIST

## National Immunization Awareness Month

Each year in August, National Immunization Awareness Month (NIAM) provides an opportunity to highlight the value of immunization across the lifespan. Activities focus on encouraging all people to protect their health by being immunized against infectious diseases. In 2014, the National Public Health Information Coalition is coordinating NIAM activities.

The **National Immunization Awareness Month Communication Toolkit**, developed by NPHIC in collaboration with CDC, focuses on four weekly themes:

- **A Healthy Start (Aug. 3-9)**
- **Back to School (Aug. 10-16)**
- **Off to the Future (Aug. 17-23)**
- **Not Just for Kids (Aug. 24-30)**

The toolkit includes key messages, sample media materials, social media content, and event ideas. You can also get eye-catching **NIAM logos and banners** for each weekly theme to place on your websites and social media platforms. These branding elements highlight your participation in NIAM. New this year is the opportunity to share your events with other advocates <http://www.nphic.org/niam-activities>. Check out the website and if you have any questions contact John Stieger at [jstieger@nphic.org](mailto:jstieger@nphic.org).

## Are You Ready for Flu? CDC's Recommendations and Communication Plans for the 2014-2015 Influenza Season

Wednesday, August 13, 2014  
11:00 am - 12:00 noon Pacific / 2:00 pm - 3:00 pm Eastern



Our August webinar will provide an overview of the 2014-15 influenza season and speakers who will share information on communication campaign plans for disparate populations and provide an overview of work with Hispanic and African American populations and the American Indian/Alaska Native populations.

Speakers to include: **Joseph Bresee, M.D., FAAP**, Chief of the Epidemiology and Prevention Branch, Center for Disease Control and Prevention Influenza Division; **Cindy Fowler**, Health Communication Specialist, Centers for Disease Control and Prevention; **Carlos Velázquez, MA**, Centers for Disease Control and Prevention Flu Disparities Project; and **Blake Harper, MPH**, Project Manager, Kauffman and Associates, Inc.

By attending this webinar, participants will gain increased knowledge of

- Influenza vaccination recommendations, formulations and supply 2014-2015 flu season;
- Key communication considerations and planned strategies for the 2014-2015 flu season;
- Grassroots approaches for effectively reaching disparate population with flu vaccination messages.

**Register Now**

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## July 30 ACOG Immunization Business Practices & Strategies Webinar

Register today for a free ACOG Immunization Business Practices & Strategies Webinar. The program is sponsored by ACOG's Immunization Program in collaboration with the American Academy of Pediatrics. This program will be of special interest to Ob/Gyns, staff working in an Ob/Gyn practices, health plan reps, vaccine reps, local health departments, and other health care professionals.

Topics covered will include:

- High-priority vaccines, relevance to their patient population, and guidelines for administration
- Role of an immunization champion, including their responsibilities for managing the office immunization program, and identify selection criteria for appointing a staff member for the role
- Strategies for coding/billing procedures, product ordering , and global fee negotiations
- Benefits of being connected to states' immunization registry and where to access additional information regarding specific state registries

For more information and to register, visit

<http://www.izsummitpartners.org/wp-content/uploads/2014/06/Immunization-Business-ACOG-AAP-Webinar-July-30-2014.pdf>

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## **Eighth Annual National Conference on Health Communication, Marketing, and Media**

**August 19 - 21, 2014  
Hyatt Regency  
Atlanta, GA**

Sponsored by The Centers for Disease Control and Prevention and  
The National Public Health Information Coalition.

This conference brings together individuals representing academia, public health researchers and practitioners from federal and state government and the private sector, and provides a forum for collegial dialogue within and across these disciplines. The conference is an excellent opportunity to learn, share knowledge, meet with colleagues and shape the future of health communication, marketing, and media practice.

There is still time to register - for more information:  
<http://www.cdc.gov/nchcmm/>.

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### **NOVA Scheduled to Air Amazing New Vaccine Documentary This Fall "Calling The Shots"**

PBS' award-winning science series, NOVA, has just announced plans to premiere the film **Vaccines - Calling The Shots** on September 10, 2014. The documentary, which features numerous experts in vaccines, social science, anthropology and autism, examines the science behind immunizations. Vaccines - Calling the Shots covers the how and why vaccines work; the biggest concerns and misperceptions about vaccines; and the risks to the child and society when people decide to forgo immunizations.

For more details and a preview of this amazing documentary please visit the [NOVA website](#).

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### **Vaccine Advocacy 101 - Voices for Vaccines' August Member Call**

You vaccinate your kids, and you hope that others vaccinate theirs as well. But what happens when you are confronted with anti-vaccine rhetoric? How do you assure friends and colleagues who are uncomfortable with immunization? How do you keep your community safe from the misinformation the anti-vaccine movement promotes and the disease that often follows their infiltration into your area?

Vaccine Advocacy doesn't have to be complex. VFV leader Karen Ernst will give you a few simple steps you can take to inoculate

your community against vaccine misinformation and protect your neighbors and your children from preventable disease. She will also tackle the myths that stump you and the situations that make you uneasy.

Call will take place on **Wednesday, August 6 at noon EDT (9 am Pacific)**. This call is appropriate for everyone, from the vaccinating parents who are just realizing that an anti-vaccine movement exists to the seasoned provider who sees vaccine hesitant parents regularly. To register for this call, you must email us at [info@voicesforvaccines.org](mailto:info@voicesforvaccines.org)

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## National Immunization Survey for Teens

*Latest vaccination coverage estimates for adolescents show only small increase for HPV vaccine*

CDC officials announced on Thursday that the number of girls and boys aged 13-17 years receiving human papillomavirus (HPV) vaccine remains unacceptably low despite a slight increase in vaccination coverage since 2012, according to data from CDC's 2013 **National Immunization Survey-Teen (NIS-Teen)** published in this week's **Morbidity and Mortality Weekly Report (MMWR)**.

As a public health advocates, we need to do better. For information and resources go to <http://www.cdc.gov/vaccines/who/teens/index.html>

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## National Immunization Conference (NIC)

The Centers for Disease Control and Prevention recently announced that the National Immunization Conference (NIC) will be held **September 29-30, 2014 in Atlanta, Georgia**. You can now register [here](#) for this exciting meeting which will bring together local, state, federal and private-sector immunization partners to look at a wide range of issues related to immunization and vaccine-preventable disease.

The NIC offers the opportunity to meet immunization experts and practitioners from throughout the nation and beyond, and to talk with them about what they are doing, what is working, and what may be in the planning stages. The conference this year will be smaller in scale than previous NIC meetings, with conference attendance limited to approximately 800 people, so early registration is strongly encouraged. The two-day conference will highlight communications with partners and the general public, issues related to the immunization of adults, current status of vaccine-preventable diseases in the United States, global immunization, HPV vaccine communication, science and safety, advances in information technology, improving vaccine management and accountability, and quality improvement in vaccine programs. For more information go to <http://www.cdc.gov/vaccines/events/nic/index.html>.

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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.

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California Immunization Coalition | 1331 Garden Highway | Sacramento | CA | 95833