
Oregon's vaccine safety campaign: leveraging resources and partnerships to get the most bang for your buck

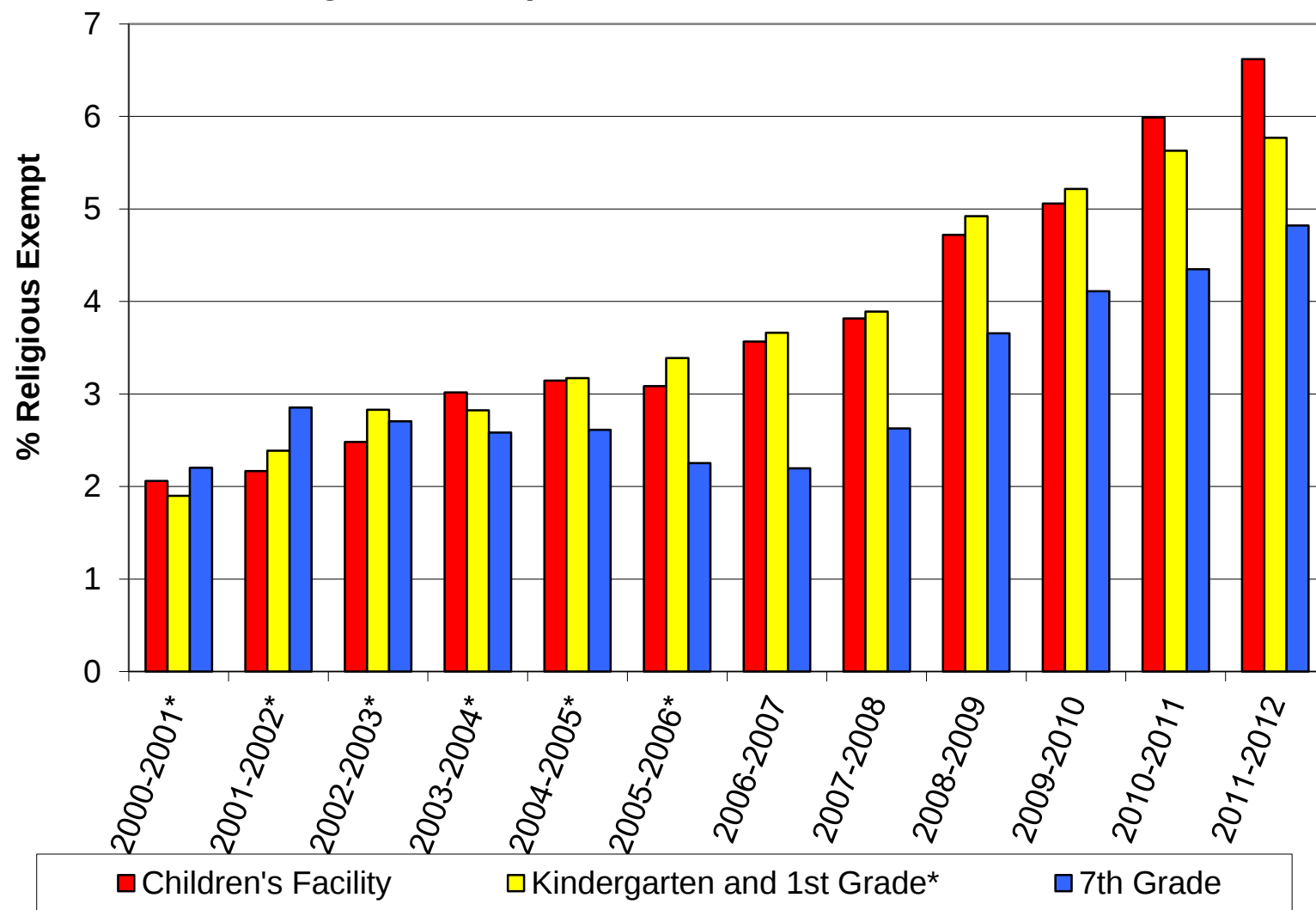


NCIHC

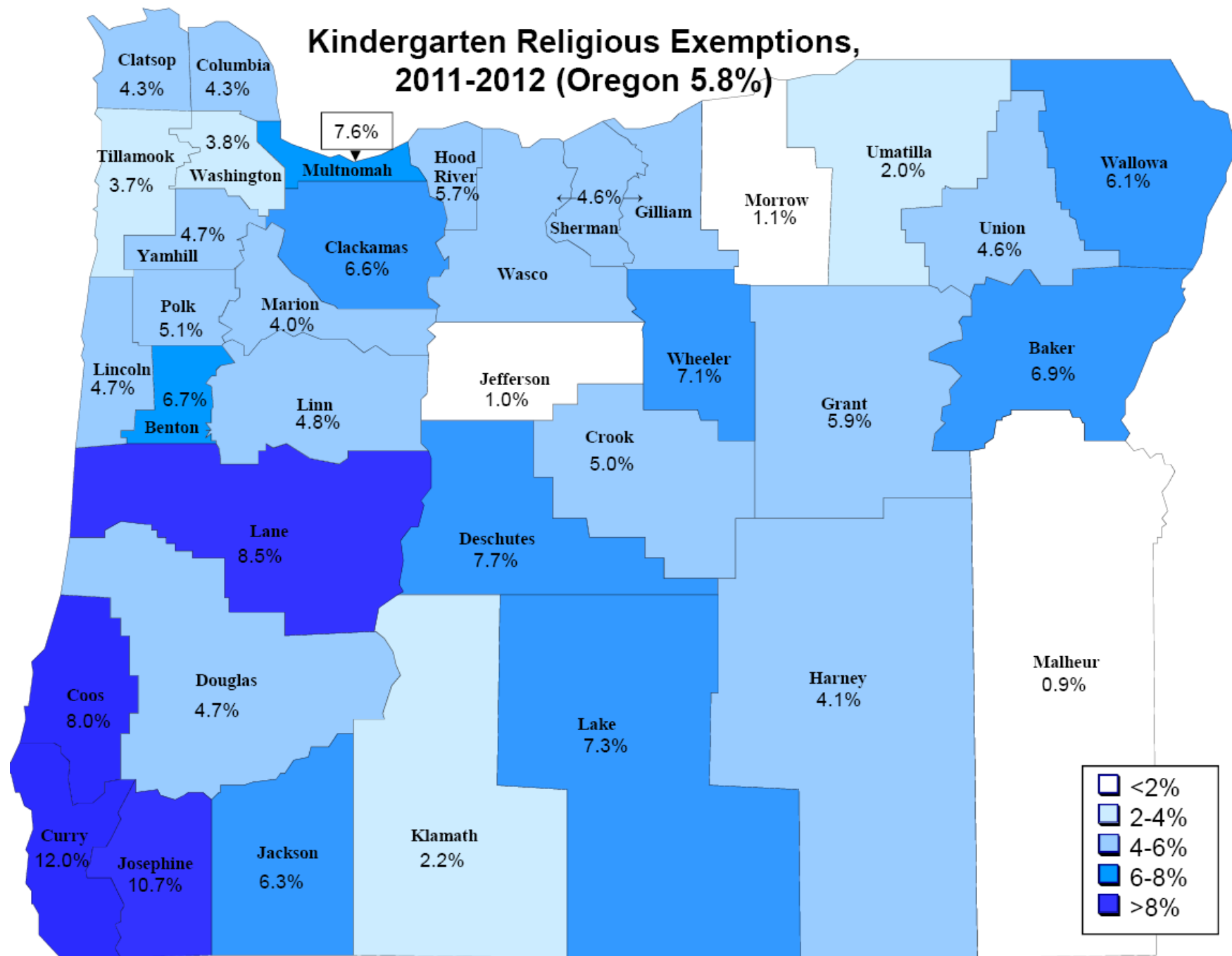
May 2012

Oregon
Health
Authority

Religious Exemption Rates, 2000-2012



Kindergarten Religious Exemptions, 2011-2012 (Oregon 5.8%)



SMWG



PARTNERSHIPS



ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS



Oregon
Partnership
to Immunize
Children



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Strategies:

Parents

- Interactive technologies
- Reinforce norms
- Truth & Consequences

Providers

- Don't reinvent the wheel
- Provider training
- Partnerships

For Parents:

Interactive Technologies:





Get the facts before you vaccinate

Learn everything you need to know about vaccine safety.



Interested in the quality of your water system?

Find out more.



Find out if your favorite fishing spot has an advisory



What you used to think about birth control may no longer be true

Find out what's new and which method is right for you.



Welcome to our site!

Most popular

How do I?

Welcome to our site!

The Oregon Public Health Division website has been updated to make it easier for you to find the information you need.

Read our [Help Resources](#) to learn more about the changes and how to use our new site.



What does public health do?



Latest News

- Public health officials promote water awareness as algae bloom season approaches (pdf) 05-23-2011
- National open government leader joins Oregon Health Authority (pdf) 05-19-2011
- Oregon hospitals reduce rate of central line infections by 40 percent (pdf) 05-18-2011

Ready to **Quit Tobacco?**
Learn more →





Vaccines and Immunization



Immunization is the safest and most effective public health tool available for preventing disease and death. Thanks to vaccinations, we have not seen or experienced many of the infectious diseases that gripped past generations such as polio, measles, rubella, diphtheria and tetanus. Vaccinating our families according to the Centers for Disease Control and Prevention (CDC) recommended immunization schedules not only protects our loved ones, but our entire community as well.

The [Oregon Immunization Program](#) strives to reach and maintain high immunization rates through many partnerships and programs including [Vaccines for Children](#), the [Oregon Adult Immunization Coalition](#) and the [Oregon Partnership to Immunize Children](#). We also administer school immunization requirements and keep track of rates through a lifespan registry, the [ALERT Immunization Information System \(IIS\)](#).

[Learn about vaccine safety.](#)



See Also

- [Strategic National Stockpile](#)



Vaccine Safety

Learn everything you need to know to make an informed decision about immunization



Oregonians share their stories

These people believe immunization is one of the best ways to keep your family and community healthy.



On the bookshelf

Find the latest books on immunization and vaccine-preventable disease.



Open letter to Oregonians

Health care providers, organizations and individuals ask Oregonians to immunize their families to keep our communities safe.

Should you vaccinate?

- [Introduction](#)
- [Most Oregonians do](#)
- [Protect yourself and your loved ones](#)
- [Protect your community](#)
- [Help create a healthier world](#)

Get the facts!

- [Do vaccines cause autism?](#)

THINK SHE'S
PROTECTED?



SHE'S NOT VACCINATED

It's your choice. Get the facts.

Visit HealthOregon.org/imm



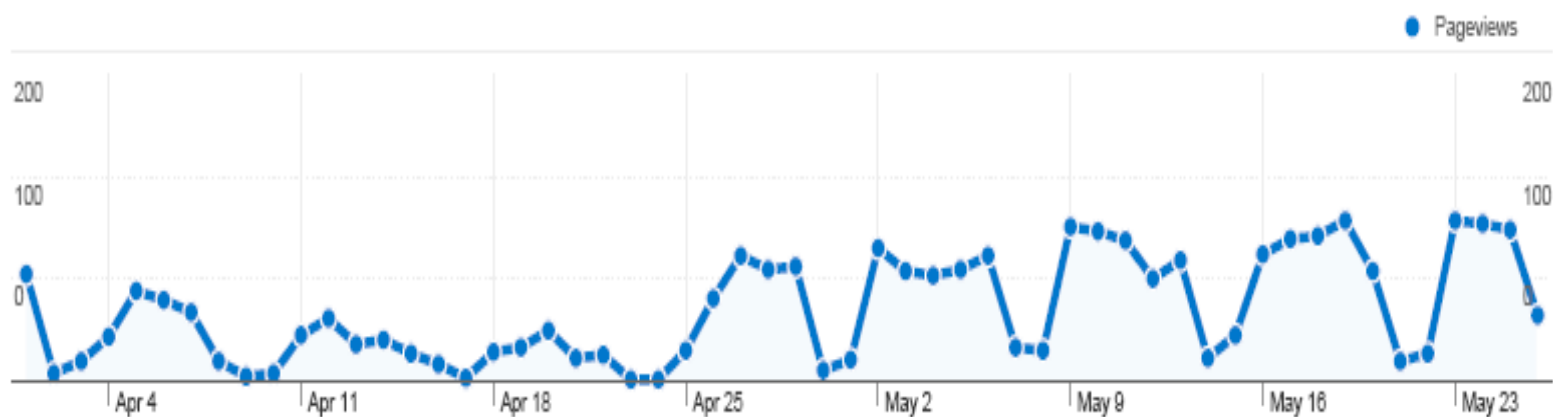
public.health.oregon.gov

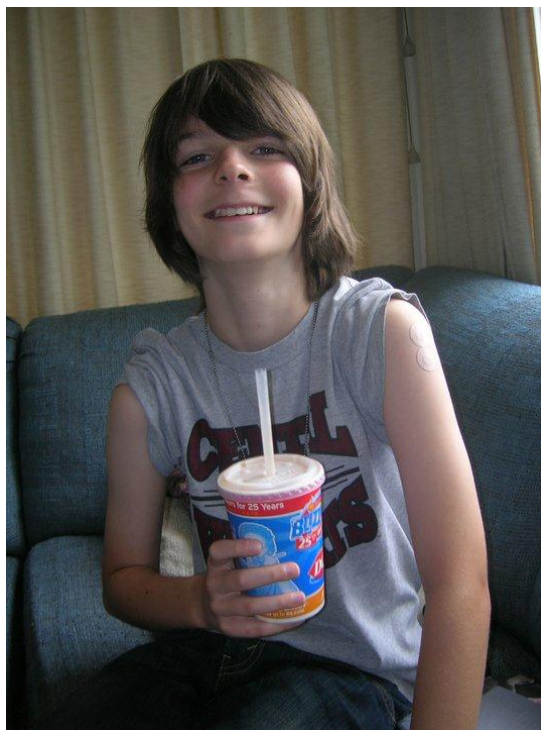
Content Detail:

/PreventionWellness/VaccinesImmunization/Pages/index.aspx

Apr 1, 2011 - May 26, 2011

Comparing to: Site





Reinforce Norms



Wall

- Hidden Posts
- Info
- Friend Activity (1+)
- Photos
- Discussions
- Favorite Pages
- EDIT

About

[Edit](#)

Provided by the Oregon Health Authority Providing leadership to prevent and...

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Oregon Immunization Program

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Wall

Oregon Immunization Program · **Everyone (Most Recent)**Share: **Status** **Photo** **Link** **Video** **Question**

Oregon Immunization Program

Oregonian: Get your flu shots y'all!!!



With Oregon's first influenza hospitalization, a reminder to get a flu shot
www.oregonlive.com

Oregon health officials reported the first confirmed influenza hospitalization of the season -- a 61-year-old Lincoln County woman who has recovered.

Like · Comment · Share · Friday at 2:27pm ·



Oregon Immunization Program

Rock the flu shot!!!



Friday Flu Shot: Flupalooza
shotofprevention.com

One of the latest and greatest achievements to gain recognition at Vanderbilt University was not academic...or was it? Just this past Wednesday, the Vanderbilt University Medical Center offe...

Like · Comment · Share · Friday at 12:36pm ·



Oregon Immunization Program

Live in Lincoln County? Here's where you can get your flu shot!

<http://www.bit.ly/LincolnCountyflushots>
flu.oregon.gov

181 Impressions · 0% Feedback

Like · Comment · Share · October 12 at 1:51pm ·



Oregon Immunization Program

SJ Mercury News: Mumps outbreak at Cal-Berkeley swells to 44 cases. Please make sure your family is up-to-date on your immunizations!

State: Cal student picked up mumps overseas - San Jose Mercury News
www.mercurynews.com

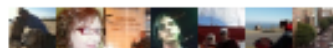
A traveling student apparently brought the disease to campus, where up to 44

Admins (3)[See All](#)

Use Facebook as Oregon Immunization Program

[Notifications](#)[Promote with an Ad](#)[View Insights](#)[Invite Friends](#)

You and Oregon Immunization Program



23 friends like this.

Oregon Office of Multicultural Heal... Flu
 Oregon, BC Centre for Disease Control - Imm...

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Oregon Immunization...



The text of your ad will go here.

Like · Susan Widstrom likes this.

[Advertise Page](#)

Sponsored

[Create an Ad](#)

Daily Design Sales

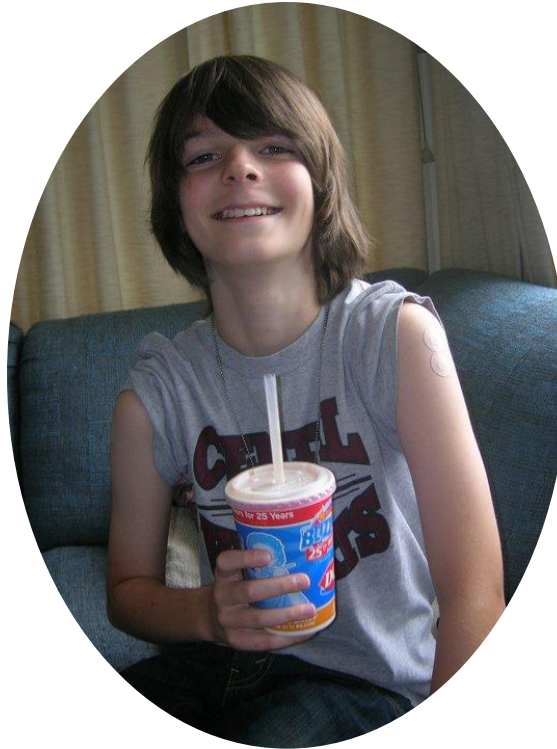
fab.com

Join Fab.com: Up to 70% off design objects not found on other private sales sites.

Dentistry for Children

behindthefile.com

Oregon
Health
 Authority



Fully Immunized Kids in Oregon!



Immunization Parent Advocates



By far, most Oregonians immunize their children. Share your healthy choice with others.

Circulate science-based vaccine safety information with other parents in your school and community. To learn about community education sessions in your area, please contact the Oregon Immunization Program: 971-673-0300.

Handout: ["What Parents Need to know about Immunization"](#)

Handout: ["Lo que los Padres Deben Saber Sobre las Vacunas"](#)

- DVD: ["How Safe are We?: How Vaccines Protect our Community"](#)
- PowerPoint Presentation:

[Vaccine Safety in Oregon](#)

Editorials

GUEST OPINION



Turn Exclusion Day into Inclusion Day

By **Jim Shames** and **Paul Cieslak**

February 11, 2011 2:00 AM

Southern Oregonians have it all: beautiful scenery, temperate weather, culture, recreation and a heightened sense of community. But one thing nobody wants is disease and illness; it's up to everyone to keep this region healthy and safe.

As parents, doctors and public health advocates, we know that immunization is one of the most important ways we can protect our children from serious diseases. Immunizations are so basic to a healthy community that every state in the nation has laws requiring vaccinations for children who attend school.

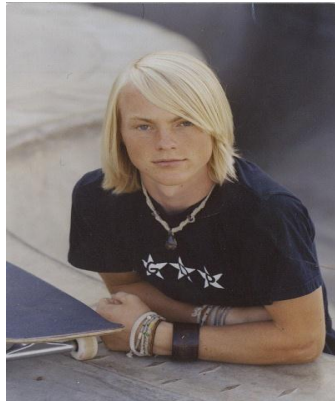
Like most people in Oregon, we immunize our children as part of a healthy lifestyle. But we know that some parents have questions about the safety and efficacy of vaccines. We want everyone to get the facts they need to make informed decisions about immunization, especially when Exclusion Day draws near.

Exclusion Day this year is Feb. 16, when Oregon children must either have up-to-date immunization

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Truth and Consequences



What parents need to know about vaccines

Immunization is a preventive measure that can protect people against serious diseases. Parents naturally have many questions about vaccines, so we've collected the most common questions and provided up-to-date answers. For more information on immunizations and vaccine safety, please visit www.healthoregon.org/imm.



How do vaccines prevent disease?

Vaccines protect people from disease by strengthening a body's immune response. A vaccine's antigens help a body make infection-fighting antibodies to combat disease invaders. Vaccines will make people immune to a disease without having to suffer through that disease.

Are these diseases really dangerous?

Yes. Many vaccine-preventable diseases, such as smallpox, are no longer around so we have forgotten how horrible they are. But up until the 1960s, parents were terrorized by polio, a devastating disease that struck healthy children and still exists in many parts of the world. With the development of vaccines, children are now protected from diseases that caused thousands of children to die. For example, since 1991 when children started receiving the Hib vaccine that prevents a serious bacterial infection, the rate of Hib-related diseases declined 99 percent, from 20,000 cases per year to approximately 35 cases.

Isn't it better for children to gain immunity naturally by getting the disease instead of the immunization?

Natural infection can come at a high price: Chicken pox or pneumococcus can lead to pneumonia; rubella can cause birth defects; Hib can cause brain damage; and children can die from any vaccine-preventable disease. A child may have a mild case or even no symptoms at all, but he or she could pass on the disease to a child who can't be immunized because of age or a medical condition.

Aren't infants too young to get shots?

No. Many of the diseases that vaccines prevent occur in very young infants. Fortunately, most babies are born with sturdy immune systems that are very capable of making a protective immune response to vaccines. Vaccines don't weaken the immune system — they boost it.

Oregonians Speak

Do you have an immunization story to tell?



The Ottleys:
Meningitis

Late September is a bittersweet time in Oregon. Summer is ending and students are heading off to school; the sun hangs a bit lower and the wind blows a bit colder. For one McMinnville mother, September is the month in which her boy Drew was born. Holly Burch often goes to the skateboarding park he loved, early in the morning before the skaters get there, and thinks about the beautiful strong child that she lost to a vaccine-preventable disease. [Read the rest of the story...](#)



The Hernandezes:
Immunizations for pregnant women and infants

Veronica Hernandez is convinced that immunizations are important for infants. When this Gresham mom became pregnant in 2009, a misinformed friend told her the H1N1 influenza vaccine could be dangerous for her baby. But the H1N1 vaccine was manufactured the same way as the seasonal flu vaccine, and proven to be safe and effective. Pregnant women were over four times more likely to be hospitalized for the flu in Oregon than non-pregnant women in the same age group. "My doctor convinced me it was much safer to get the H1N1 flu vaccine than not get one," says Veronica. [Read the rest of the story...](#)



The Evans:
Whooping cough (pertussis)

When Jill Evans' gave birth to a baby girl in mid-January 2009, she was elated, yet concerned. Baby Grace had arrived a few weeks early and was on the small side, but she thrived until she was about four weeks old. "She suddenly seemed sort of lethargic, sleeping a lot," says Jill, a mother and schoolteacher who lives in Winston, outside of Roseburg. "Then she started coughing, it almost sounded like she was choking." [Read the rest of the story...](#)



The Thompsons:
Revaccination

Zachary Thompson is a busy 10-year-old boy. He likes games, reading, riding his bike and playing with his friends. He participates in Scouts, sports, school choir and plays. But in February 2011, Zachary prepared to do something most fifth graders never do: testify in front of a state legislative committee. Zachary lives with his family in Monmouth, and his mother Dana takes all three of the kids in for regular immunizations as part of a healthy lifestyle. [Read the rest of the story...](#)

Would you like to share your immunization or vaccine-preventable disease story? Email susan.d.wickstrom@state.or.us

Oregonians Speak

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The Bevins:
Rotavirus

Charlie Bevins is an above-average Portland 12 year old. He is an excellent student who plays hockey and helps take care of his younger brother. His friends love him for his wacky sense of humor as well as his loyalty. To see him today, it's hard to imagine how ill he had been when he was just 3. "He had a fever with vomiting and diarrhea for two days," says his mother Katie. [Read the rest of the story...](#)



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Would you like to share how vaccines benefit your family and your community? Email susan.d.wickstrom@state.or.us



Engage the Media

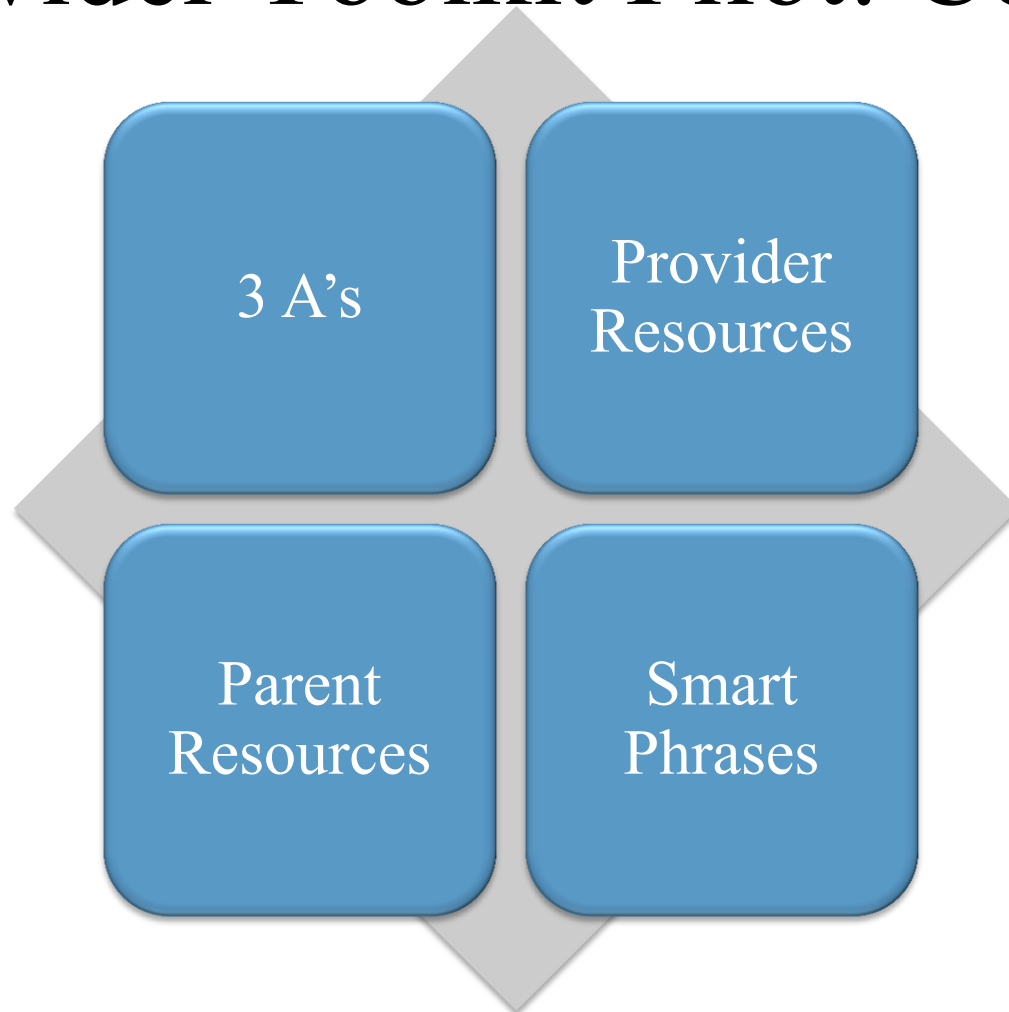
- Oregonian
- Portland Tribune
- Eugene Register Guard
- The Lund Report
- Bend Bulletin
- The Umpqua Post
- KBND
- KEX

- KGW
- Corvallis Gazette Times
- Central Oregonian
- Ashland Tidings
- Medford Mail Tribune
- Portland Monthly
- Salem Statesman Journal

Provider Training and Tools:



Provider Toolkit Pilot: Content



From Washington State

Providers

Talk to your patients about vaccine safety.



- [Answers to the questions parents ask most!](#)



- [CDC vaccine conversation tools for providers](#)



- [Personal stories resonate.](#)



- [Join us! Endorse our open letter to Oregonians about the importance of immunization.](#)



- [Immunizations work! See the disease rates before and after vaccines. \(pdf\)](#)



- [On the journal shelf...](#)
- [Find credible, science-based resources to help advocate immunization.](#)



- [An immunized community is a healthy community. How does your county stack up?](#)



- [Look at the current number of vaccine-preventable diseases in Oregon and neighboring states.](#)



CDC Provider Vaccine Conversation Tools



Use these Centers for Diseases Control and Prevention (CDC) resources for conversations with parents about vaccines

Making time to talk with parents about vaccines during the well-child visit may be challenging.

Here's some help: CDC, AAP, and AAFP created these materials to help you assess parents' needs, identify the role they want to play in making decisions for their child's health, and then communicate in ways that meet their needs. These resources are collectively called *Provider Resources for Vaccine Conversations with Parents*.

For You And Your Practice

[Talking to parents about vaccines](#)

[Understanding vaccines and vaccine safety](#)

[Vaccine-preventable diseases](#)

[Immunization schedules](#)

American Academy of Pediatrics (AAP) has developed a series of risk communication [videos](#) using the CASE model to talk to parents about vaccine safety. There is also an immunization office [training guide](#) designed to help pediatric office staff in all aspects of immunizing patients.

To Share With Parents

[If you choose not to vaccinate](#)

[Vaccine-preventable disease factsheets](#)

[Childhood immunization schedule](#)

[More resources](#)

For Communities:

Assistance and support



LHD communications plans

- Assessment
 - Existing resources
 - Barriers
- Ideas
- Site visit
- Plan

Case Response Plan



Meningococcal Talking Points (internal use) Revised 11/21/11

AUDIENCE: Media

Issue Description: There have been four cases of meningococcal disease reported in Crook County since March 2011. Of these cases, three were serogroup C and one was Y; both serogroups are vaccine preventable. People 11–18 years of age are recommended to receive meningococcal vaccine, which prevents disease by four types of meningococci (serogroups A, C, Y, and W-135). It does not protect against serogroup B, which causes about half the cases in Oregon. Additionally, individuals 2–55 years of age are advised to receive this vaccine if they are at higher risk for meningococcal disease. People can ask their health care provider about getting a meningococcal vaccine, which costs about \$100 plus administrative and office fees. The Vaccines for Children program can provide immunizations for children through age 18 who are uninsured, enrolled in Medicaid/Oregon Health Plan or American Indian/Alaskan Native. Uninsured adults can get the vaccine at their local health department for the cost of the vaccine plus an administration fee. In the event of a CDC-defined outbreak, the Oregon Immunization Program will investigate ways to provide meningococcal vaccine to uninsured adults at no charge.

KEY MESSAGES:

- Meningococcal disease is caused by bacteria that are present in the throats or noses of about 10 percent of the population. It isn't highly contagious and the person usually doesn't get ill. Rarely, the disease becomes serious if the bacteria crosses the protective mucus membrane and enters the bloodstream. Then, the disease is very rapid and severe.
- The hallmark symptoms of meningococcal meningitis are high fever, headache and a stiff neck. Some patients do not get meningitis but are afflicted with meningococcemia, which causes fever and a rash that develops quickly. Symptoms usually appear about 3 to 4 days after exposure, but may range from 2 to 10 days.
- In Oregon, there were 32 cases of meningococcal disease reported during 2010---about 1 case for every 125,000 Oregonians---and three people died (all females between the ages of 32 and 75; one from serogroup B, the others from Y). The 2010 mortality rate was 0.08 per 100,000, which is slightly higher than the national average. Overall, about 7% of reported cases in Oregon over the past several years have been fatal. The incidence of meningococcal disease in Oregon has declined 76 percent since 1994.

OREGON PUBLIC HEALTH DIVISION CONTACTS:

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Office: 971-673-1111, paul.r.cieslak@state.or.us

Lorraine Duncan, Oregon Immunization Program Manager
Office: 971-673-0283 Cell: 503-849-0320, lorraine.duncan@state.or.us

In the works.....



Plan: School information sessions



- Recruit and train parent advocates
- Develop discussion guide for information sessions
- Work with local health departments to target high exemption rate schools.

COMING SOON!!!!!!

- Measles model to show what an outbreak in a school or community might look like.
- Prenatal plan to help parents decide about immunization.

Healthoregon.org/imm



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