



Coalitions: The Power of Connections



Immunizeca.org

HOME ABOUT CIC WHAT WE DO VACCINE INFO RESOURCES CONTACT/JOIN US DONATE

Follow @immunizeca



CALIFORNIA
IMMUNIZATION
COALITION



Our Mission

The California Immunization Coalition is a public-private partnership dedicated to achieving and maintaining full immunization protection for all Californians to promote health and prevent serious illness.

2014 CALIFORNIA
IMMUNIZATION
COALITION
SUMMIT

May 4-5, 2014
Sacramento, CA



Harnessing the Power of Community

2014 California Immunization Coalition Summit

Harnessing the Power of Community is the theme of this year's California Immunization Coalition Summit and invites all physicians, nurses, health communication specialists and other healthcare providers to join us in Sacramento on May 4-5, 2014 as we share best practices from some of the people and projects that utilize community energy and resources to improve vaccination rates across the lifespan in California and beyond. The Coalition is pleased to welcome keynote speakers, **Melinda Wharton, MD, MPH**, Acting Director for the National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention, and **Samuel So, MD**, Director of the Stanford based Asian Liver Center. Other presentations and workshops will focus on communicating about vaccine safety, disease surveillance and immunization advocacy efforts in California. Registration information available here: [2014 California Immunization Coalition Summit](#). Find [FINAL AGENDA](#) along with Hotel directions on our [Summit home page here](#).

More Highlights

Search CIC Site

🔍 Type keywords and press Enter.

Stay Connected

Enter your email here

Subscribe

Privacy by SafeSubscribeSM

Shop at AmazonSmile
and Amazon will make
a donation to:
**California Immunization
Coalition**

Get started

amazon**smile**

Vaccine Booster



Social Media -

Follow us on Twitter @Immunizeca

Like us on Facebook - ImmunizeCa



California Department of
Public Health



- CDPH Immunization Branch
- CDPH Office of Public Affairs
- Social Media Networks
- Local HD and Coalitions



[Kaliah's Story](#)



[Rachel's Story](#)



[Gavin's Story](#)



[A Rotavirus Story](#)

Spotlight

April 2012

Please [vote for Shot By Shot](#) in PKIDs Awesome Disease Prevention Project Contest. You can vote every day. Your vote counts!

NIW 2012 is April 21-28. Show [A Hib Story](#) at a Provider Appreciation event to illustrate the importance of their work!

A number of states are sponsoring pediatric outbreaks. Check [Kaliah's Story](#).

SHARE A
STORY

USE A
STORY



Story Gallery

Cervical Cancer and HPV (human papillomavirus)



[Laura and Audra's Story](#)



[Tricia's Story](#)



[Susan's Story](#)



[Quila's Story](#)



[Maggie's Story](#)



[Joalyn's Story](#)



[Lisa's Story](#)



[HPV Stories](#)



[Selinda's Story](#)



[Devin's Story](#)



[Heather's Story](#)



[Pelly's Story](#)



[Summer's Story](#)



[Kristin's Story](#)



[Susie's Story](#)



[Shelley's Story](#)



[Katrina's Story](#)



[Carmen's Story](#)

Jump to Category

[Cervical Cancer and HPV](#)
[Chickadees](#)
[Hepatitis B](#)
[Hib](#)
[Influenza](#)
[Measles](#)
[Meningitis](#)
[Pertussis](#)
[Pneumococcal Disease](#)
[Polio](#)
[Rotavirus](#)
[Rubella](#)
[Shingles](#)
[Story Collections and PSAs](#)

[More information about these diseases](#)

[More information about vaccines](#)

[Request a story](#)

whyichoose.org

whyichoose.org



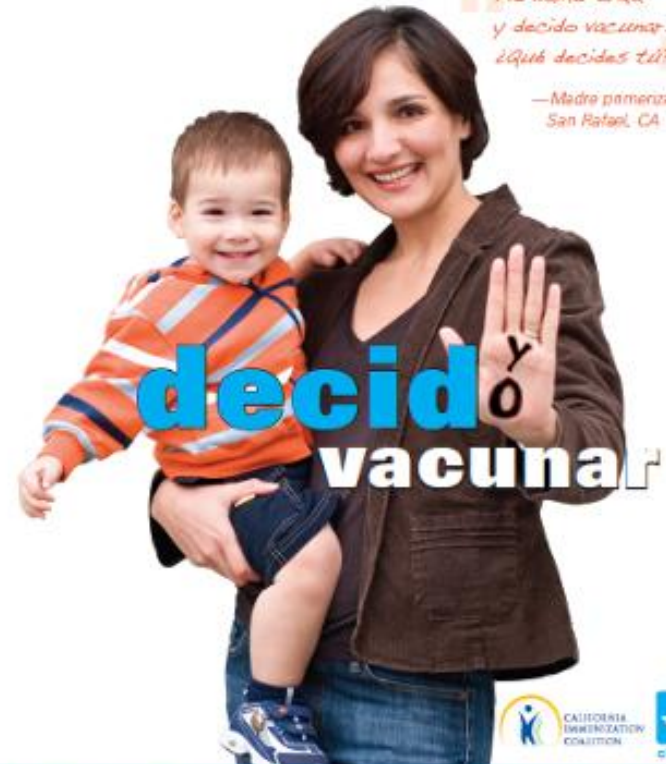
*"We choose to immunize.
What do you choose?"*

For more information, go to www.whyichoose.org

MM-019-0101



VacunasyMiSalud.org



"Mantener a nuestros hijos al día con sus vacunas es lo mínimo que nosotras las madres podemos hacer por ellos. ¡Las vacunas los protegen contra enfermedades serias para vivir la vida a lo máximo!"
Para más información, visite www.VacunasyMiSalud.org

MM-019-0101





- home
- gallery
- vaccine info
- resources
- get involved



Hear from people like you about their choice to immunize.

Making the decision about whether or not to immunize is a huge responsibility and at i choose, we believe it's most important you make an informed choice. Whatever your current views are about immunizations, this site is designed to serve as a resource for you...(more)



GALLERY

Vaccine Safety Info

Learn about [vaccine basics](#), [vaccine safety](#), [vaccine - preventable-disease](#) and the [vaccine schedule](#); things to keep in mind if you are considering not vaccinating.

Resources & Links

Stories of Vaccine-Preventable-Diseases

See [videos](#) from people like you who have been affected by vaccine-preventable-diseases (VPD's).

Get Involved

I Choose News

- Study: More Parents Refusing or Delaying Vaccinations
- Not enough kids vaccinated

UPLOAD
YOUR
PHOTO

follow
us on
twitter

VICNetwork.org



[>> Join Us](#) [>> Contact Us](#)

[Home](#)

[Who We Are](#)

[Events](#)

[Resources](#)

[Blogs](#)



Our Mission

To educate local and national health organizations, coalitions, and public health departments about current issues, effective communication strategies, and the importance of utilizing new media technologies to convey consistent immunization messages and reach audiences across the lifespan.

Adults Need Vaccines Too? Strategies to Increase Immunization Awareness and Vaccination Rates

Posted on April 16, 2014

Please look under – Events – Archived Events for a list of our latest webinars.

Thank you and Stay Tuned.

Posted in VICNetwork Blog, Webinars | [Comments Off](#)

EVENT CALENDAR

May 2014						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

UPCOMING EVENTS

May 13, 2014:

- [National Adult and Influenza Immunization Summit Meeting - May 13-15, 2014 - Atlanta, GA \(all day\)](#)

May 21, 2014:

- [National Conference on Immunization and Health Coalitions - Seattle, WA - May 21-23, 2014 \(all day\)](#)

August 19, 2014:

- [National Conference on Health Communication, Marketing, and Media - August 19-21, 2014 - Atlanta, GA \(all day\)](#)

October 20, 2014:

- [Nevada Health Conference, set for Oct. 20-22 in Reno, Nevada \(all day\)](#)

Whooping Cough Kills 5 in California; State Declares an Epidemic

By **JESSE MCKINLEY**
Published: June 23, 2010

The New York Times

Los Angeles Times

Crime | Government | Medical marijuana | Education | Prop 8 | Traffic |
« Previous | L.A. NOW Home | Next »

Ninth infant confirmed dead from whooping cough state epidemic

September 14, 2010 | 5:56 pm (0) (221) Comments

A ninth baby in California has died from whooping cough, state officials said Tuesday.

The death of the infant, who lived in San Bernardino County and was less than 2 months old, made this year's epidemic more deadly than 2005's. Eight infants were killed by the bacterial infection last year, the most recent severe whooping cough season, said Ken August, a spokesman for the California Department of Public Health.

It's San Bernardino County's second death this year due to whooping cough, also known as pertussis. Los Angeles County has recorded four deaths.

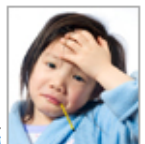
Infants face the greatest risk of dying from whooping cough because they are too young to be fully inoculated. In addition, their initial symptoms are so mild that physicians may not suspect pertussis until it is [too late to save the infant's life](#). Physicians have urged increased vigilance because of the epidemic, warning that the best way to protect babies is ensuring everyone in contact with them has been vaccinated.

"This sad case reminds us that the best way to prevent pertussis is to get vaccinated," said Dr. Ma Ohikhuare, San Bernardino County's health officer, in statement released late last week. "Immunity from pertussis vaccine or disease wears off, so most adults are susceptible to pertussis and should

2010

Whooping Cough Epidemic Hits California 6 Infant Deaths in California; South Carolina Also Sees Cases Rise

By **Daniel J. DeNoon** Reviewed by **Laura J. Martin**
WebMD Health News



July 21, 2010 -- Six infants have died in California in what looks like the state's worst [whooping cough](#) epidemic in 50 years.

To date, the CDC says South Carolina is the only other state where whooping [cough](#) cases have exceeded the "epidemic threshold" -- a statistical measure that means there are significantly more cases than usual for the time of year.

WebMD
Better information. Better health.

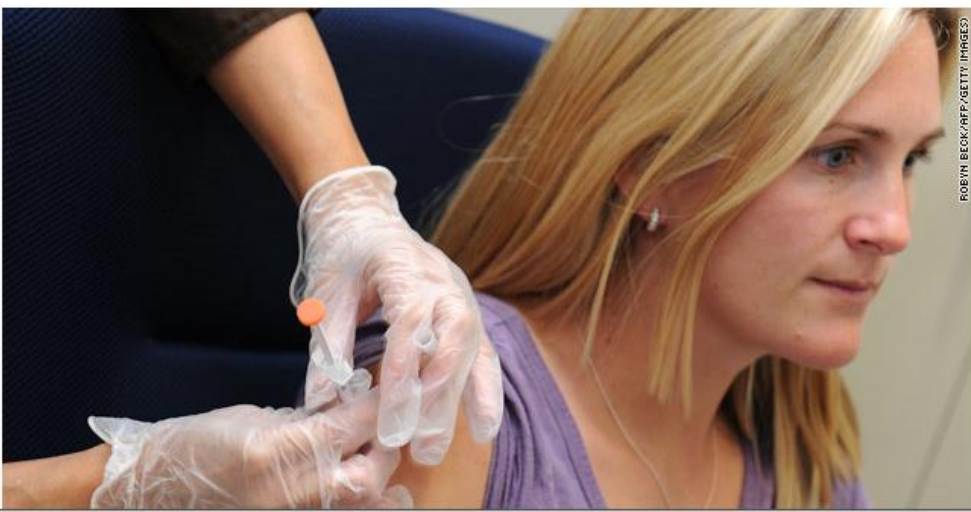
EDITION: U.S. | INTERNATIONAL | MEXICO
Set edition preference

CNN Health

Home | Video | NewsPulse | U.S. | World | Politics | Justice | Entertainment | Tech | Health |

10 infants dead in California whooping cough outbreak

From **Miriam Falco**, CNN
October 20, 2010 10:10 p.m. EDT



ROBIN BECK/AFP/GETTY IMAGES

Communication Goals

- Provide information and resources to providers
- Support media/ marketing efforts of the Immunization Branch
- Direct media and public to credible, consistent resources
- Educate opinion leaders and legislative staff

Legislative Activities

Recent

- Pertussis Mandate 7th Grade (AB 354)
- Personal Belief Exemptions (AB 2109)

Also involved

- Minor consent law (prevention)
- Healthcare worker flu vaccination

Pertussis Mandate 7th Grade (AB 354)

Challenges

- Low number of students that had Tdap booster
- Providers not fully aware of recommendations – may be giving Td instead
- How to reach all providers - not just Chief of Staff, Clinic Administrator
- Many districts ($> 1/2$) have no school nurses
- How to review and interpret IZ records
- Complex IZ waiver issues



Ready For 7th Grade?

You'll need proof of a whooping cough shot
ShotsForSchool.org



2012 – AB 354 – Pertussis

- Billboards
- Webinars
- Social media messages



Shots for School

Google™ Custom Search

Search

Home

7TH to 12TH Grade
Tdap Law

Tools for Schools

Provider Info

Parent Info

Immunization
Laws

Información
para padres

2

Months

4

Days

Until School's Out
(May 31, 2011)

Welcome

to California's website
about immunizations
required for school entry.



This site provides news and information for schools, parents, and healthcare providers about school immunization requirements in California.

New Law for 2011-2012!

[7th through 12th Grade Tdap Requirement](#). 7th through 12th graders need a [whooping cough \(pertussis\)](#) shot before starting the school year.

[Notice to California schools](#) from the State Superintendent of Public Instruction and the Director of the California Department of Public Health.

[Notice to California providers](#) from the California Department of Public Health, Immunization Branch.

Personal Belief Exemptions (AB 2109)

Bill injects mandatory vaccines into Calif. law

October 2, 2012 - By admin

Oct. 2, 2012

By Katy Grimes

California's kids receive more than 50 childhood vaccinations. However, not all parents agree with the aggressive **vaccination schedule** and opt out.



But this option will no longer be a choice, now

Bill injects mandatory vaccines into California law

There is a growing belief among parents that the dramatic rise in autism is **directly related** to the increase in childhood vaccinations. Many parents don't want the state taking the decision to vaccinate or not, away from them.

AB 2109 will require parents of public school children to either get their children vaccinated, or acquire a waiver from a doctor or nurse saying they have been counseled about the benefits and risks of immunization. But acquiring this waiver is not as easy as it sounds. Many parents testified at the legislative hearings that they had been "fired" by their pediatricians for daring to question the vaccinations.

The **Centers for Disease Control** admits that as many as 30,000 adverse reactions to vaccinations are reported every year. And between 3,000 and 4,500 severe vaccine reactions, up to and including death, occur every year in the United States. Some doctors say that the numbers of severe reactions to vaccinations are much higher than the CDC's numbers.

The committee hearings about AB 2109 were full of emotion and drama. Debate over the vaccine bill was highly contentious, with Democratic legislators largely ignoring parental concerns.

No vaccinations, no public school

AB 2109 is by Assemblyman Richard Pan, D-Sacramento, who is also a medical doctor.

News Archive

Archive By Categories

Budget and Finance

Education

Health care

Infrastructure

Inside Government

Life in California

Politics and Government

Public Safety

Transportation

Uncategorized

Weather

World

Yosemite

Other

Search

Tags

Categories

Archives

Pages

Comments

Links

Images

Audio

Video

Feeds

Privacy

Terms

by Month

Select Month



It's the principle of the thing. It's no one else's concern
because it's MY child's health



2013





Rob Schneider @RobSchneider

27 Jun

Today California passed a law to force parents to get a Doc's permission to not vaccinate their kids or they can't attend school! Nazi's

Collapse ↩ Reply ↻ Retweet ★ Favorite

22

RETWEETS

7

FAVORITES



11:35 PM - 27 Jun 12 via Twitter for iPhone · Details

Reply to @RobSchneider

Bipartisan Medical Choice Freedom Rally

Friday, September 28, 2012

12:00 pm—2:00 pm

Sacramento, CA — State Capitol, West Steps

Gov. Brown
VETO
AB 2109

TAKE ACTION!

Call & Fax DAILY until
Sept. 30th or a VETO!

T: 916.445.2841

F: 916.558.3160

Hosted by:
Californians Against AB2109
[Join us on Facebook](#) 

My Kids ♦ My Family
My Rights ♦ My Choice!

Vaccine Exemptions Protect

Parental Rights ♦ Religious Freedom ♦ Health Liberty

KEYNOTE SPEAKERS:

Rob Schneider
Actor/Comedian



Tim Donnelly
CA Assembly Member 59th District

Tony Amador
CA Assembly 9th District Candidate



Communication Strategies

- Keep partners in the loop
- Respectful and open
- No debate
- External celebration to a minimum



Implementation – PBE Law

- Insertion of religious exemption
- Final form released November 2013
- Implemented January 2014
- Impact → stay tuned
- Meanwhile - number of PBE's continue to rise

Future Legislative Activities

- Required immunization reporting
- Vaccination reporting at college admission





August 2014

www.nphic.org

#NIAM14



We need 'Buzz'...

- Include NIAM on websites
- Articles
- Blog posts
- Tweets
- Facebook
- Local stories
- List your organization as a supporter



Moving Forward

- Spend your time persuading people that are persuadable
- **Speak Up** - When you see, hear, read mistakes, distortions, errors, lies: **RESPOND**
- Understand difference between Respond and React
- Be an Ambassador for immunizations



Thank you !

