READY. SET. VACCINATE!

NATIONAL CONFERENCE FOR IMMUNIZATION COALITIONS AND PARTNERSHIPS

MAY 25-27, 2016

INDIANAPOLIS, INDIANA

More
A
Your
family's
Health
V
Sad

The fall of PBEs in California

Lessons from the SB 277 campaign

Overview

- Review of the legislative effort
  - Timeline
  - Support and Opposition
  - The Legislative Process
- Lessons learned

Campaign Timeline

- AB 2109 (Pan) – 2012 - Required a parent or guardian seeking an exemption to show evidence that they had received information from a health care practitioner about the benefits and risks of the immunization, as well as the risks of the diseases a child could contract.

Before SB 277…

Measles 2014-15

February 4, 2015

Legislation Announced

Will eliminate the personal beliefs exemption option from school immunization law and also require the governing board of a school district to notify parents or guardians of a school's immunization rates

SB 277 – School Immunizations and Public Health (as introduced, February 19)

SB277 CA Senate Judiciary Committee April 28, 2015

Committee Hearings

Average of 5 hours each

Votes

APRIL

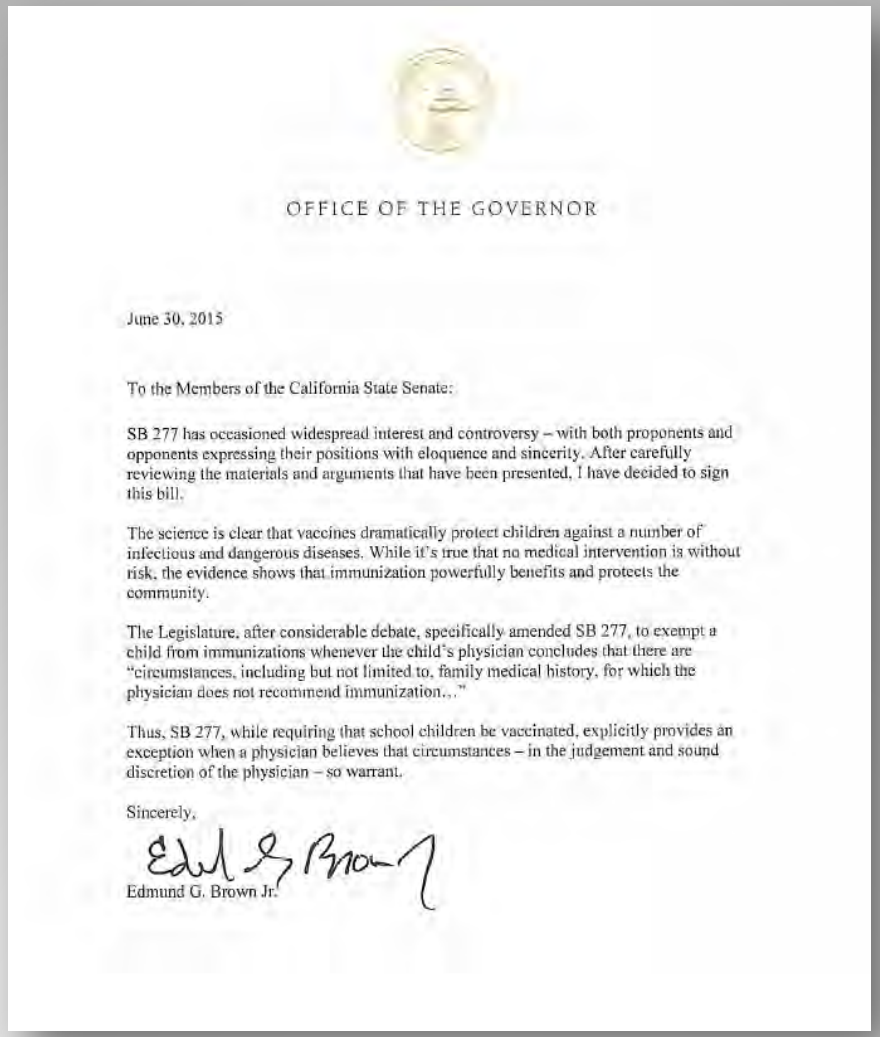
- 9: Senate Health - 6-2
- 15: Senate Education- Testimony Only
- 22: Senate Education – 7-2
- 28: Senate Judiciary – 5-1

May

- 14: Senate Floor – 25-11

June

- 10: Assembly Health – 12-6
- 25: Assembly Floor – 46-31
- 29: Senate Floor – concurrence – 24-14



OFFICE OF THE GOVERNOR

June 30, 2015

To the Members of the California State Senate:

SB 277 has occasioned widespread interest and controversy – with both proponents and opponents expressing their positions with eloquence and sincerity. After carefully reviewing the materials and arguments that have been presented, I have decided to sign this bill.

The science is clear that vaccines dramatically protect children against a number of infectious and dangerous diseases. While it's true that no medical intervention is without risk, the evidence shows that immunization powerfully benefits and protects the community.

The Legislature, after considerable debate, specifically amended SB 277, to exempt a child from immunizations whenever the child's physician concludes that there are "circumstances, including but not limited to, family medical history, for which the physician does not recommend immunization…"

Thus, SB 277, while requiring that school children be vaccinated, explicitly provides an exception when a physician believes that circumstances – in the judgement and sound discretion of the physician – so warrant.

Sincerely,

Edmund G. Brown Jr.

June 30th – Governor Signs Bill

Support

California Medical Association – Sponsor
Vaccinate California - Sponsor

Partners

Vaccinate CALIFORNIA

Grassroots Support

Vaccinate California

California Medical Association

COUNTIES, CITIES, SCHOOL DISTRICTS, AND ELECTED OFFICIALS

Contra Costa County

California State Association of Counties (CSAC)

Los Angeles Unified School District

Santa Monica-Malibu Unified School District

Berkeley Unified School District

City of Berkeley

Santa Clara County

Alameda County

Santa Cruz County

Marin County

Los Angeles County

Sonoma County

Solano County

County & City of San Francisco

Yolo County

City of Tehachapi

City of Beverly Hills

City of Calabasas

San Dieguito Union High School District

San Francisco Unified School District

San Lorenzo Valley Unified School District

Solana Beach Unified School District

Washington Unified School District

Alameda Unified School District

[illegible] Unified School District

Dan Kalb, Oakland City Council

California Academy of Physician Assistants

California Society of Health System Pharmacists

American College of Emergency Physicians California

Children's Healthcare Is a Legal Duty (CHILD)

Monterey Bay Independent Physician Associa

EDUCATION ORGANIZATIONS AND

California School Boards Association

California School Employees Association

California Parent Teacher Association

California School-Based Health Alliance

UAW Local 5810-Union for Post-Doctoral Res
University of California

COMMUNITY ORGANIZATIONS / UN

AFSCME American Federation of State Munic
Employees

Secular Coalition for California

Cafe de California

National Coalition of 100 Black Women Sacra

Childcare Law Center

Silicon Valley Leadership Group

The Children's Partnership

Children's Defense Fund California

National Council of Jewish Women California

Alameda City Firefighters IAFF Local 689

POLITICAL ORGANIZATIONS

California Young Democrats

Orange County Democratic Party

[illegible] Democratic Party

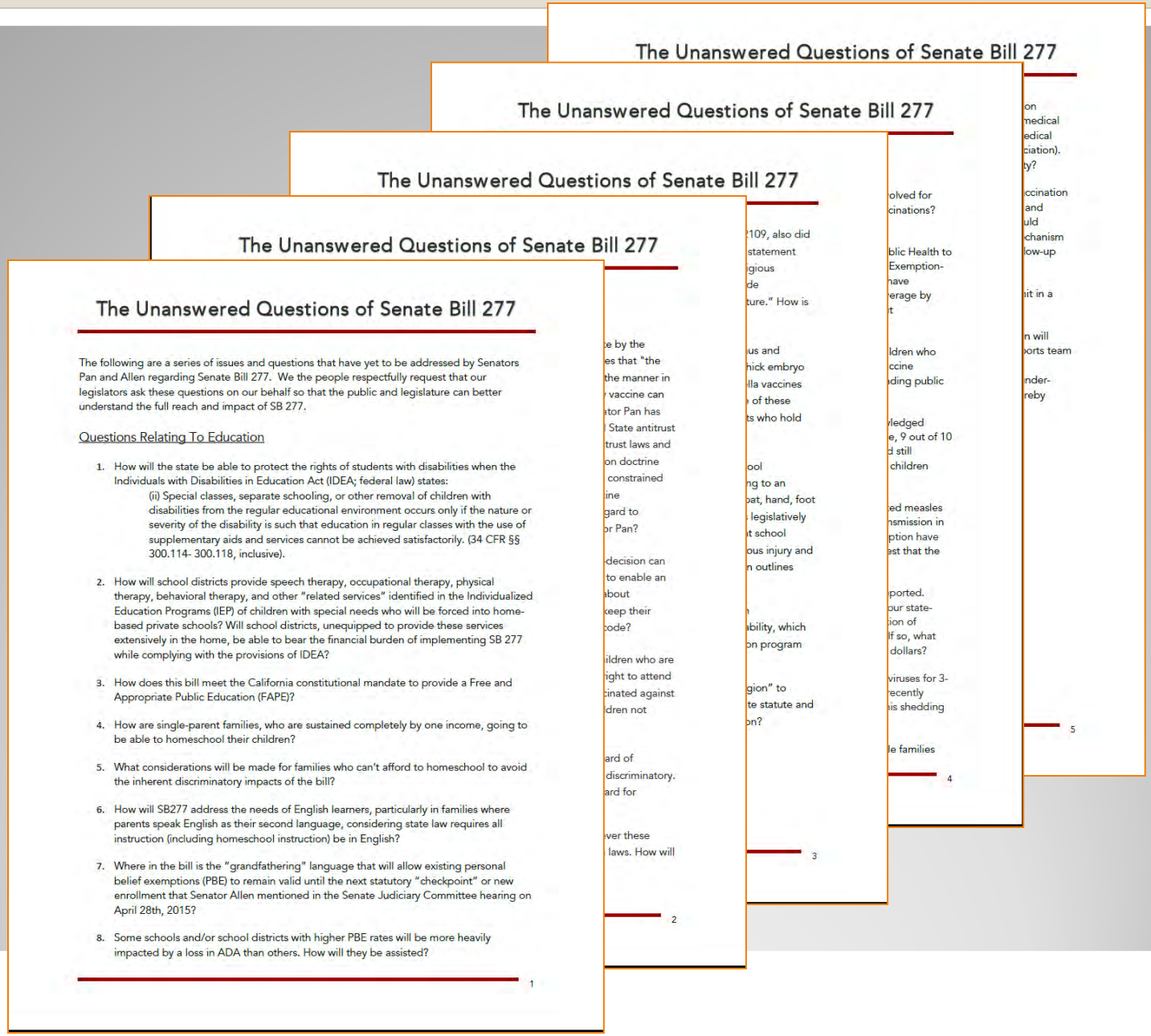
San Francisco Democratic County Central Cor

Organizational Support

Media Support

Opposition

KILL
SB277
4
CINES
CREATED
with
ABORTED
FETAL CELLS
IGNORE YOUR RIGHTS
AND THEY'LL GO AWAY
#NoOnSB277
FORCED
VACCINATION VIOLATES
my freedom of religion
HEALTH
CHOICE
SB277
MY GRANDCHILD
HAD A VACCINE
REACTION
Teachers
for
Informed
Consent
NO SB277



The Unanswered Questions of Senate Bill 277

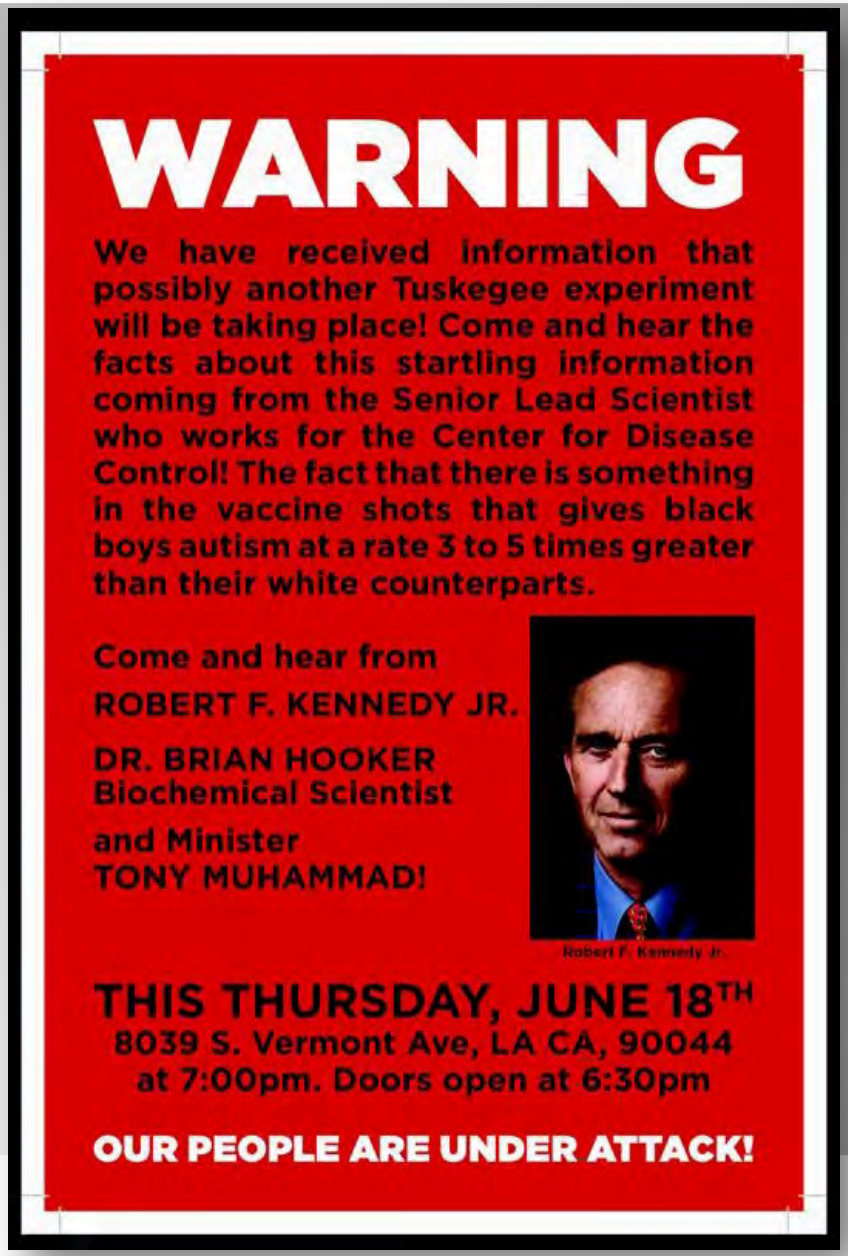
The following are a series of issues and questions that have yet to be addressed by Senators Pan and Allen regarding Senate Bill 277. We the people respectfully request that our legislators ask these questions on our behalf so that the public and legislature can better understand the full reach and impact of SB 277.

Questions Relating To Education

1. How will the state be able to protect the rights of students with disabilities when the Individuals with Disabilities in Education Act (IDEA; federal law) states:
   (ii) Special classes, separate schooling, or other removal of children with disabilities from the regular educational environment occurs only if the nature or severity of the disability is such that education in regular classes with the use of supplementary aids and services cannot be achieved satisfactorily. (34 CFR §§ 300.114- 300.118, inclusive).
2. How will school districts provide speech therapy, occupational therapy, physical therapy, behavioral therapy, and other "related services" identified in the Individualized Education Programs (IEP) of children with special needs who will be forced into home-based private schools? Will school districts, unequipped to provide these services extensively in the home, be able to bear the financial burden of implementing SB 277 while complying with the provisions of IDEA?
3. How does this bill meet the California constitutional mandate to provide a Free and Appropriate Public Education (FAPE)?
4. How are single-parent families, who are sustained completely by one income, going to be able to homeschool their children?
5. What considerations will be made for families who can't afford to homeschool to avoid the inherent discriminatory impacts of the bill?
6. How will SB277 address the needs of English learners, particularly in families where parents speak English as their second language, considering state law requires all instruction (including homeschool instruction) be in English?
7. Where in the bill is the "grandfathering" language that will allow existing personal belief exemptions (PBE) to remain valid until the next statutory "checkpoint" or new enrollment that Senator Allen mentioned in the Senate Judiciary Committee hearing on April 28th, 2015?
8. Some schools and/or school districts with higher PBE rates will be more heavily impacted by a loss in ADA than others. How will they be assisted?

1

Vaccine Conspiracy Event- Scientology Community Center in Los Angeles with Nation of Islam and Robert F. Kennedy, Jr.



Sacramento Bee – Week of June 22, 2015

Ads from "A Voice for Choice, Inc"

Arguments of Opposition

- Constitutionality – Legality of mandatory vaccination
- Right to education issues
- Volume of confusing information
- Vaccine safety
- Downplaying /denial of disease risk

Amendments

- Exclude children who are home schooled and independent study off school campus from vaccination requirements
- Require PBEs for those vaccines added through administrative action
- Restatement of fact that state law does not trump federal special education law
- Medical Exemption – inclusion of “family medical history” language

Summary of Law

SB 277:

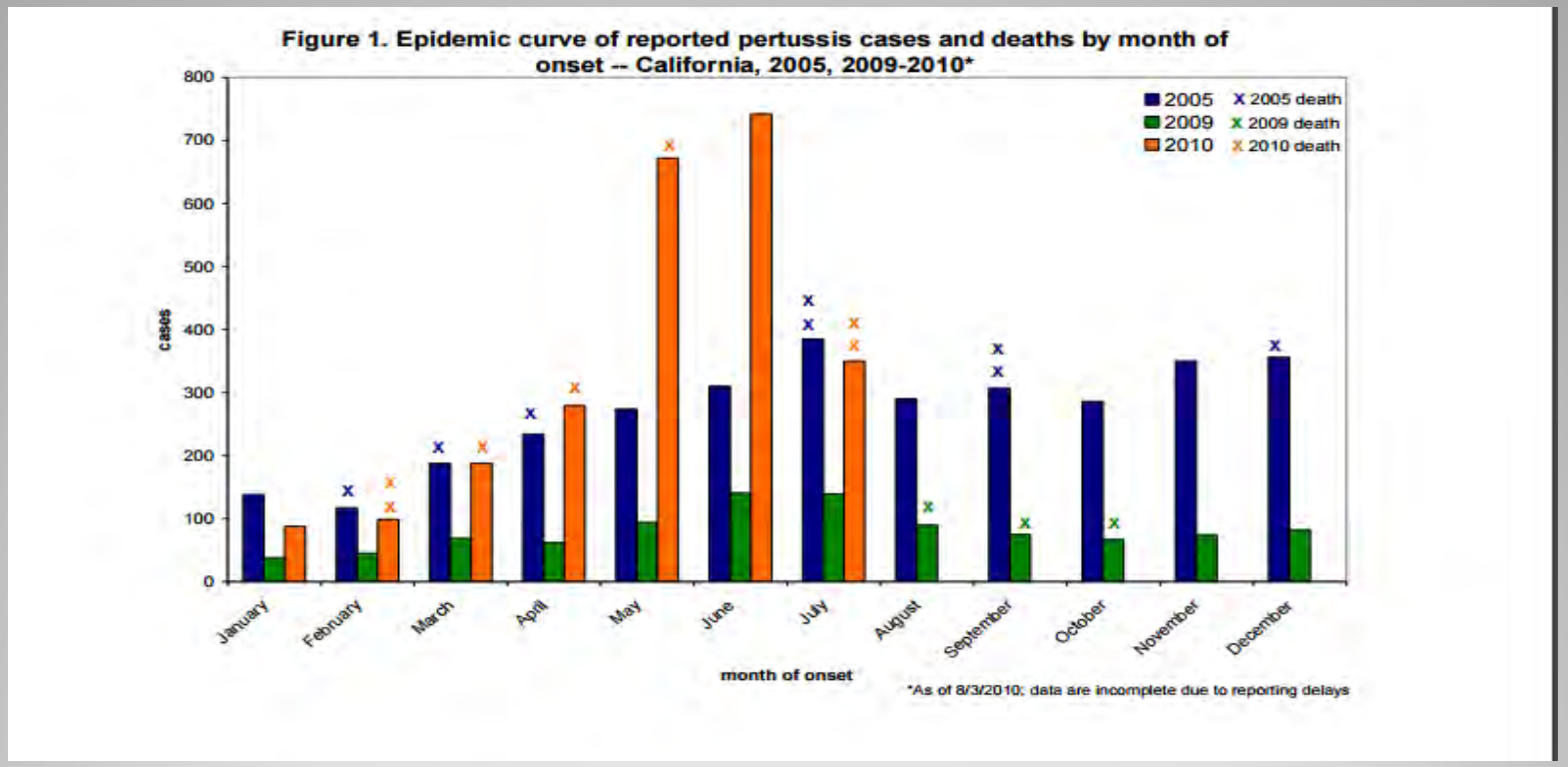
- No longer permits immunization exemptions based on personal beliefs for children in child care and public and private schools
- Permits personal belief exemptions submitted before January 1, 2016 to remain valid until a pupil reaches kindergarten or 7th grade;
- Immunization not required for:
  - Students in home-based private schools
  - Students enrolled in an independent study program who do not receive classroom-based instruction
  - Access to special education and related services specified in an individualized education program

Summary of Law

- Students in the above categories still need to provide immunization records to their schools before entry, and schools will still need to report immunizations to CDPH
- Allows medical and personal beliefs exemptions from any new immunization requirement initiated by CDPH for attendance at school or child care.

Context for Lessons

- Worked in public health policy for almost a decade
- BUT first foray into vaccine policy was AB 2109 implementation
- Mother of a daughter born in 2010



California Department of Public Health, Pertussis Report, August 3, 2010.

2014-15 Kinder Vaccination Rates

- DTP - 76%
- Polio - 82%
- MMR - 74%
- HepB - 87%
- VAR - 90%

2015 – Welcome to Kindergarten

Lessons Learned

1. Messengers Matter

State Senator
Richard Pan

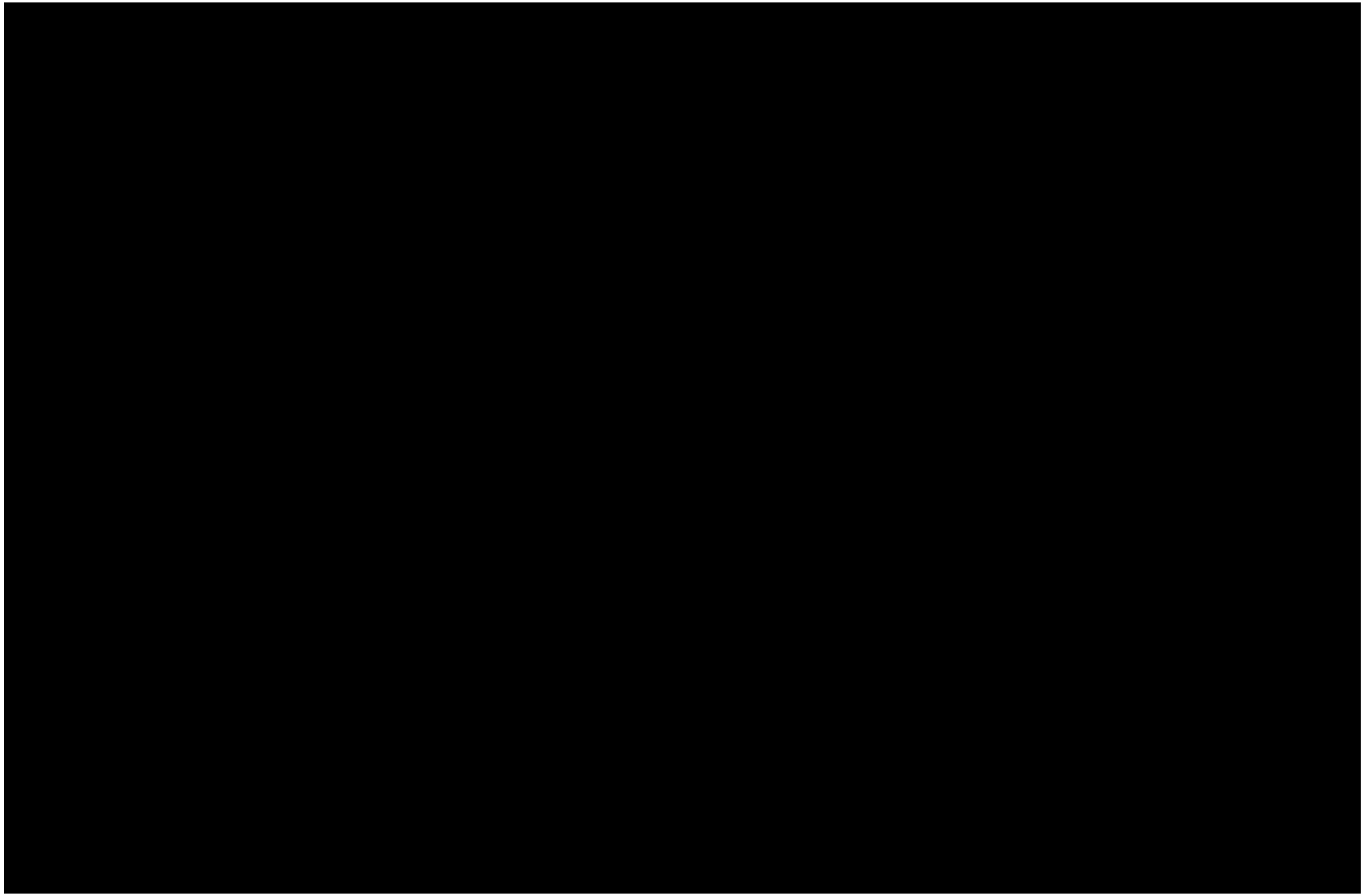
State Senator
Ben Allen

"In medical school, we studied photos of measles. The professors told us we'd likely never see the disease in person, but I did," said Pan, who will turn 50 this fall. "It was awful."

- Dr. Richard Pan

"State Sen. Pan praised by colleagues over vaccine bill," Los Angeles Daily News, July 7 2015.

Legislators' Personal Connections



1. Messengers Matter
2. Timing, Timing, Timing
3. Prepare champions for the vitriol

4. Stay above the fray and on message

5. Don’t forget education laws

6. TRUST

Contact information

Alecia Sanchez
California Medical Association
916.444.5532
asanchez@cmanet.org

Indiana University

School of Public Health-Bloomington

Preventing Disease, Promoting Health, Improving Quality of Life

Rapid Response Public Health Advocacy: Indiana's HPV Letter

Beth Meyerson, MDiv., PhD

Assistant Professor of Health Management & Policy
Co-Director, Rural Center for AIDS/STD Prevention

- The letter
- The response
- The response to the response
- Take homz

Overview

Indiana State Department of Health

Michael R. Pence, Governor
Jerome M. Adams, MD, MPH, State Health Commissioner

Dear Parent or Guardian:

Indiana Code 20-34-4-3 requires the Indiana State Department of Health to provide information on the link between cancer and the human papillomavirus (HPV) and the vaccination that can protect your child from HPV related cancers later in life. Each year, HPV causes more than 29,000 new cases of cancer in both men and women. HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The Centers for Disease Control and Prevention (CDC) has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their life-time.[1] Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women. HPV also causes genital warts.

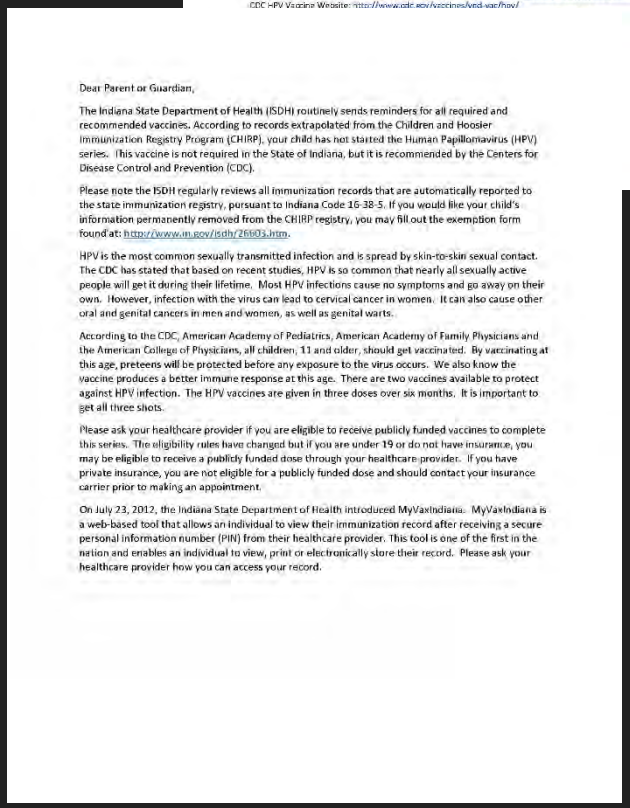
Vaccination is the best way to prevent HPV infection and associated cancers that present later in life. According to the Centers for Disease Control and Prevention, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all boys and girls ages 11 or 12 years should get vaccinated.[2,3] By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. We also know the vaccine produces a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots. The HPV vaccine is safe to give at the same time as other recommended vaccines. Older teens and young adults can receive the vaccine through age 26.

The HPV vaccines are very safe and highly effective. Both vaccines offer protection against HPV types 16 & 18. The vaccine is 93% effective in preventing precancers of the cervix caused by these types of HPV. One of the vaccines also offers protection from genital warts. The vaccines offer long-lasting protection from HPV. Current studies show that HPV protection from the vaccine lasts at least eight years. There is no evidence of waning protection after that time. These vaccines have also been studied very carefully for safety. Preteens and teens should always sit or lie down for about 15 minutes after receiving any vaccines to prevent fainting.

The vaccine does not protect against all types of HPV known to cause cervical cancer. It is important that women continue to receive routine cervical cancer screenings (pap test). It is also important to follow-up on all abnormal results. The Pap test can find abnormal cells on the cervix, so that they can be removed before cancer develops. There are no tests currently available to find HPV in other parts of the body.

Please contact your healthcare provider if you have questions about the HPV vaccine. Questions may be directed to the Indiana State Department of Health Immunization Program at (800)701-0704.

For more information on HPV and the vaccine, please visit:
Centers for Disease Control & Prevention (CDC) HPV website: http://www.cdc.gov/std/hpv/default.htm
CDC HPV Vaccine Website: http://www.cdc.gov/vaccines/vpd-vac/hpv/



Dear Parent or Guardian,

The Indiana State Department of Health (ISDH) routinely sends reminders for all required and recommended vaccines. According to records extrapolated from the Children and Hoosier Immunization Registry Program (CHIRP), your child has not started the Human Papillomavirus (HPV) series. This vaccine is not required in the State of Indiana, but it is recommended by the Centers for Disease Control and Prevention (CDC).

Please note the ISDH regularly reviews all immunization records that are automatically reported to the state immunization registry, pursuant to Indiana Code 16-38-5. If you would like your child's information permanently removed from the CHIRP registry, you may fill out the exemption form found at: http://www.in.gov/isdh/26603.htm.

HPV is the most common sexually transmitted infection and is spread by skin-to-skin sexual contact. The CDC has stated that based on recent studies, HPV is so common that nearly all sexually active people will get it during their lifetime. Most HPV infections cause no symptoms and go away on their own. However, infection with the virus can lead to cervical cancer in women. It can also cause other oral and genital cancers in men and women, as well as genital warts.

According to the CDC, American Academy of Pediatrics, American Academy of Family Physicians and the American College of Physicians, all children, 11 and older, should get vaccinated. By vaccinating at this age, preteens will be protected before any exposure to the virus occurs. We also know the vaccine produces a better immune response at this age. There are two vaccines available to protect against HPV infection. The HPV vaccines are given in three doses over six months. It is important to get all three shots.

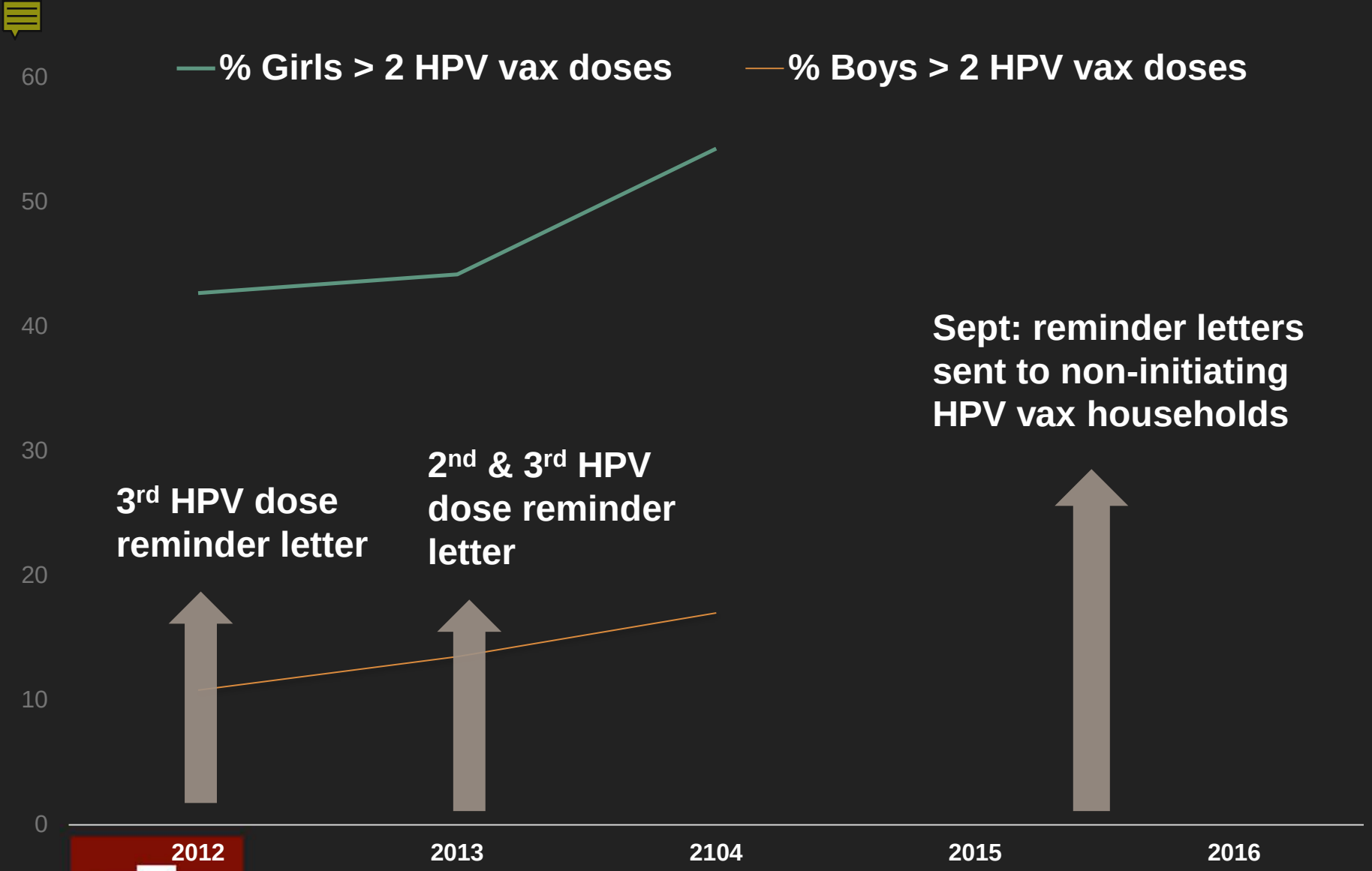
Please ask your healthcare provider if you are eligible to receive publicly funded vaccines to complete this series. The eligibility rules have changed but if you are under 19 or do not have insurance, you may be eligible to receive a publicly funded dose through your healthcare provider. If you have private insurance, you are not eligible for a publicly funded dose and should contact your insurance carrier prior to making an appointment.

On July 23, 2012, the Indiana State Department of Health introduced MyVaxIndiana. MyVaxIndiana is a web-based tool that allows an individual to view their immunization record after receiving a secure personal information number (PIN) from their healthcare provider. This tool is one of the first in the nation and enables an individual to view, print or electronically store their record. Please ask your healthcare provider how you can access your record.

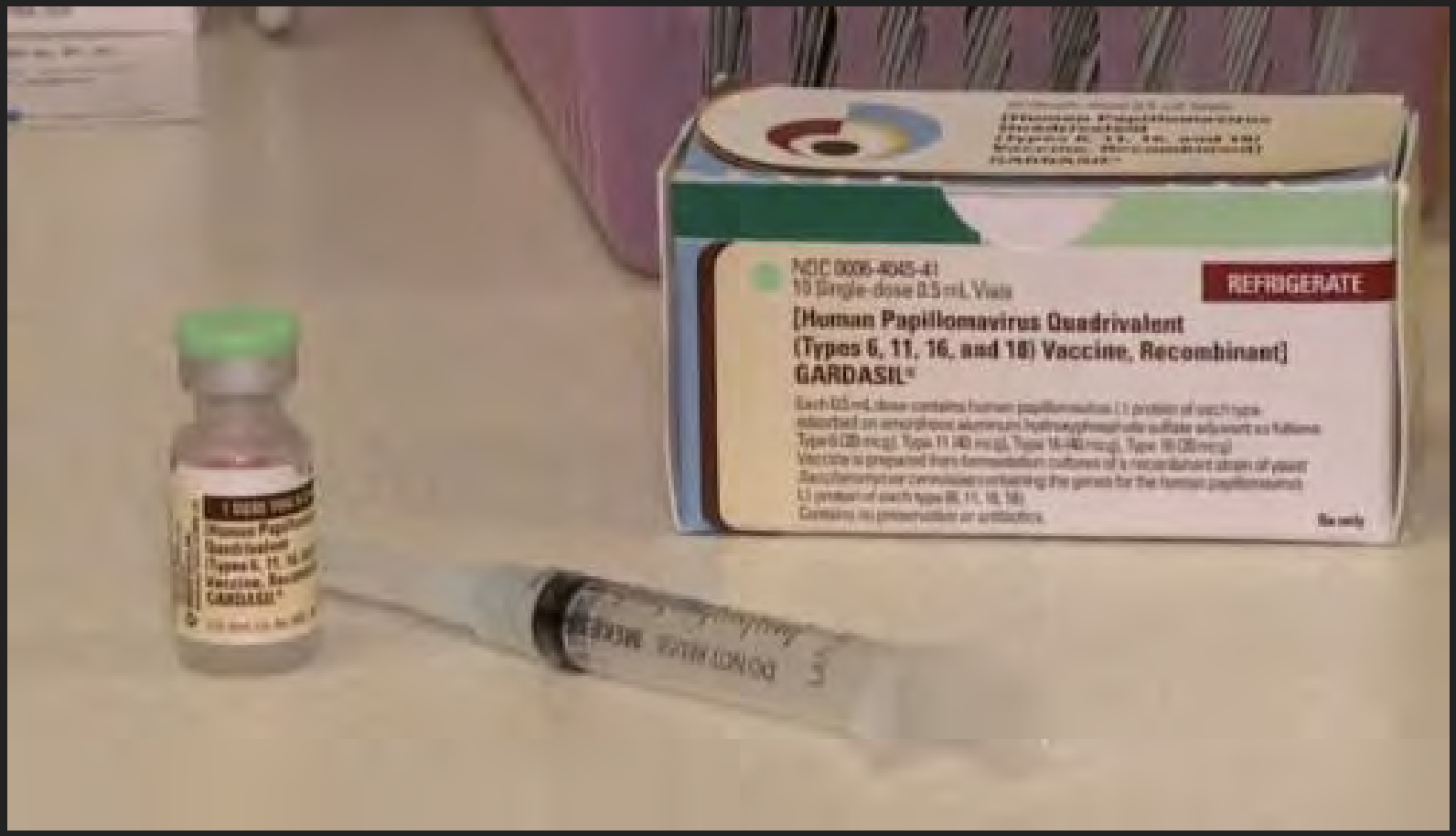
- Increases pediatric and adolescent vaccination completion (private practices, school health clinics)
- Cost effective

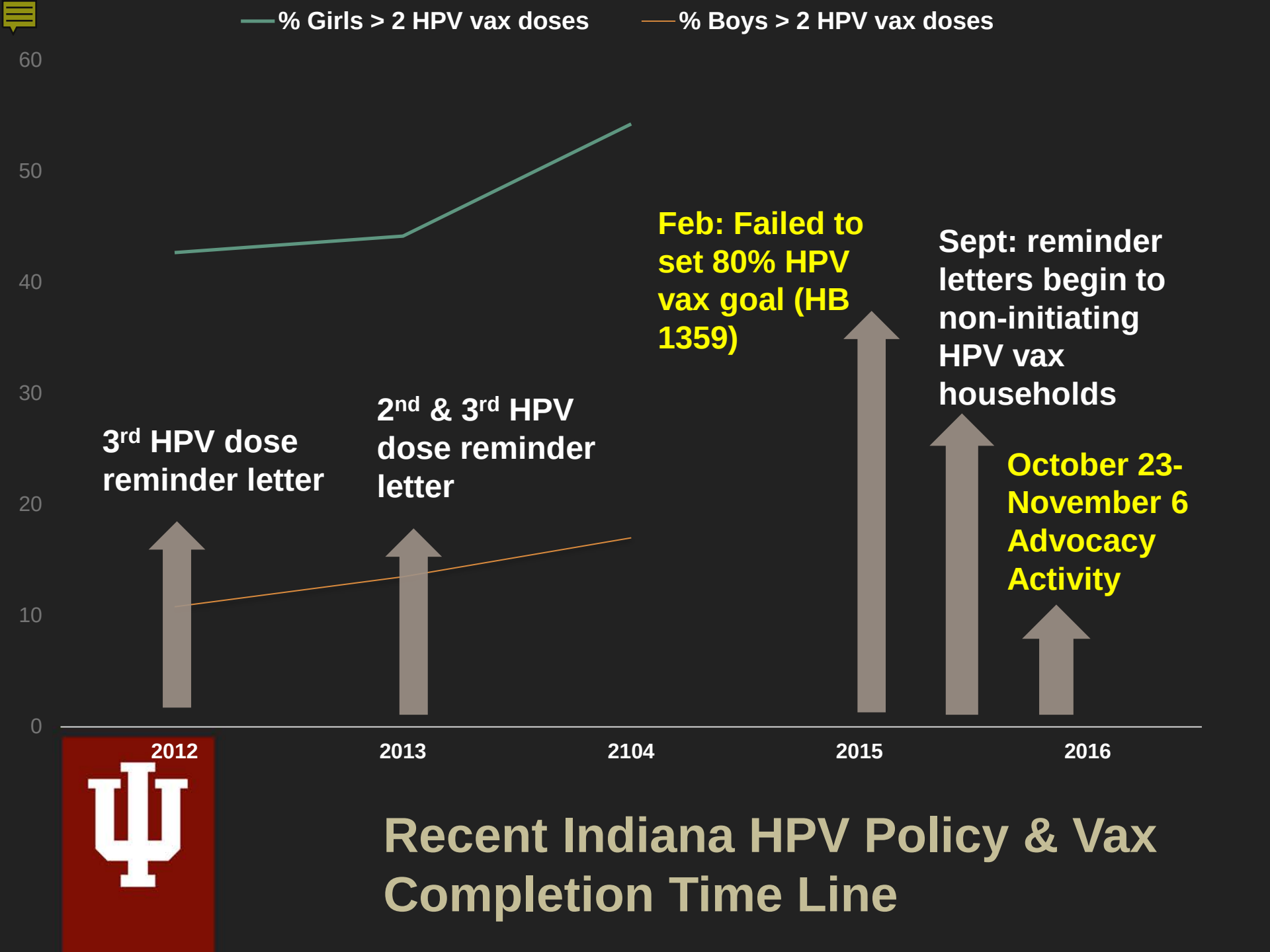
Suh et al. *Pediatrics* 2010; 129(6). Kempe et al., *Pediatrics* 2012; 129(6). Szilagyi et al., *Acad Ped* 2013; 13(3). Markowitz et al., *MMWR* 2007; 56(RR-2);

Reminder about Reminder/Recall



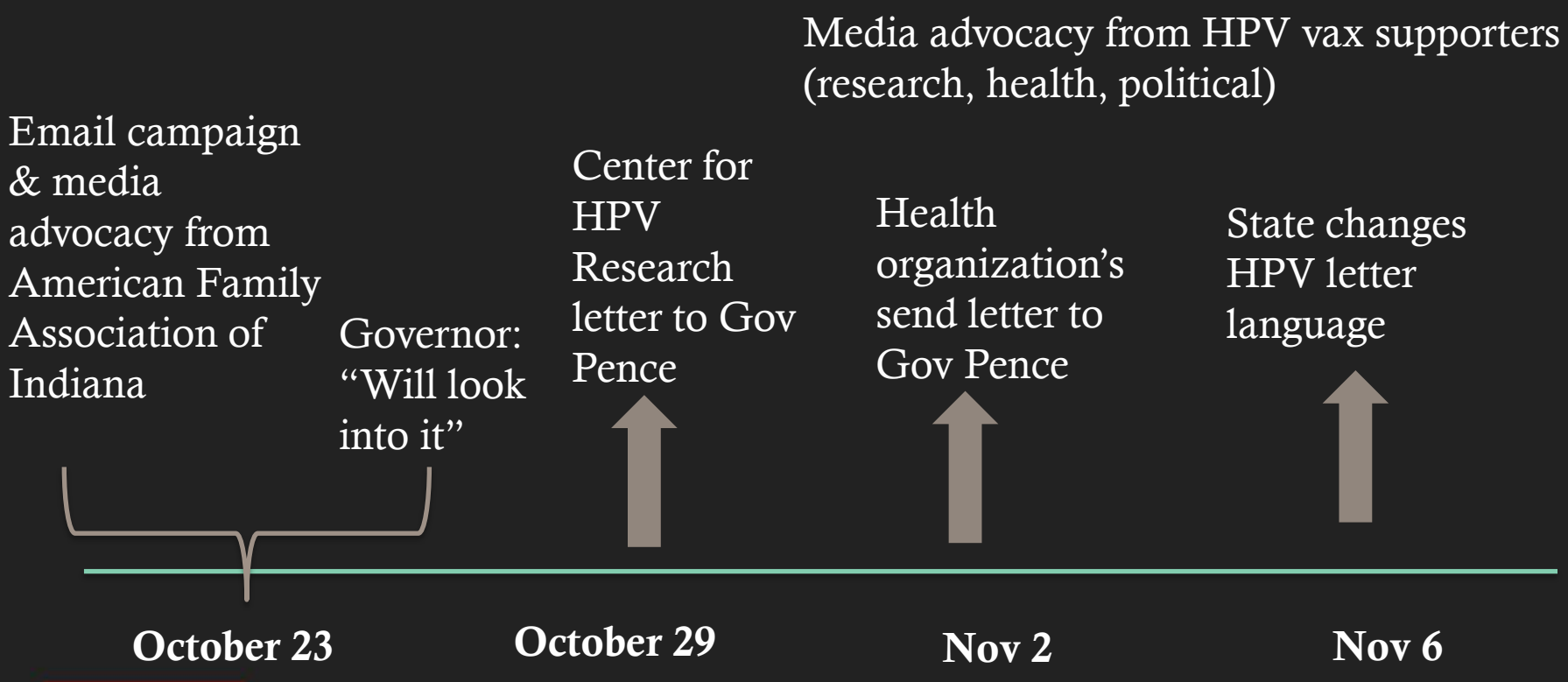
Indiana HPV Reminder/Recall Letters & HPV vaccination completion (>2)


REFRIGERATE
[Human Papillomavirus Quadrivalent
(Types 6, 11, 16, and 18) Vaccine, Recombinant]
GARDASIL®



Recent Indiana HPV Policy & Vax Completion Time Line

Advocacy Coalition Activity
October 26 - November 6, 2015



- Rapid, coordinated response to re-engage the advocacy coalition
- Broad – researchers & human service agencies
- Social media initiated, press picked up

Advocacy Activity

- Engaged the Network: Relationships were already in place, and communications started immediately.
- Leaders stepped forward to engage their partners and organizations
- Organizations quickly drafted letters and vetted through their organizations
- Posted copy of letter(s) on Social Media

How’d We Do It?

Human Service Orgs

- IN Imms Coalition
- IN Family Health Council
- Minority Health Coalitions
- Little Red Door
- Kristen Forbes EVE Foundation
- American Cancer Society Cancer Action Network
- Community Wellness Partners

Research Orgs

- Center for HPV Research (IU, Purdue, Notre Dame)
- IU Simon Cancer Center
- IU School of Medicine
- IU Kelley School of Business
- Purdue College of Pharmacy
- IU Schools of Public Health
- Rural Center for AIDS/STD Prevention

Just how broad was it?

INDEMS
INDIANA DEMOCRATIC PARTY

OUR PARTY MEDIA GET INVOLVED SAVE THE DATE

Governor Pence Chooses Ideology over Recommendation Professionals on HPV Letter

INDIANAPOLIS – Drew Anderson, communications director for the Indiana Democratic Party, release
Mike Pence ignored advice by 30 medical professionals and instead **buckled to conservatives** over t
Department of Health.

"Governor Mike Pence's ideology has got the best of him again, but this time, our Hoosier chi
embarrassing 32nd **ranking in children's overall well-being**, you'd think Mike Pence would
today's health problems facing our state. However, because he's so worried about his up
tinue where a small number of children have received a vaccine that's medica
Hoosiers – he's willing to ignore recommendations from over 30
our state."

ISTORY OF HPV VACCINE IN INDIAN

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not require anyone to actua
nature of HPV, a sexually transmi

wfyi INDIANAPOLIS

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HEALTH

NEWS • HEALTH • HEALTH POLICY / NOVEMBER 10, 2015

Public Health Experts Critical Of Indiana's New HPV Vaccination Reminder

JAKE HARPER

INDIANAPOLIS -- An outspoken critic of the state's vaccination reminder letter seems to have changes in the language

www.wfyi.org/news/health

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TRUMP & SANDERS WIN INDIANA, CRUZ CALLS IT QUITS
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DEMOCRATS | GOVERNMENT | POLITICS | REPUBLICANS | UNCATEGORIZED

HEALTH COMMUNITY PETITIONS PENCE ON HPV VACCINE

ABDUL HAKIM-SHABAZZ · NOVEMBER 5, 2015

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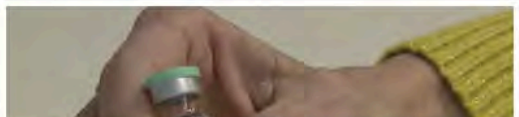
Support For Indiana Public Media Comes From:

What Does The HPV Letter Controversy Mean For Public Health?

By JAKE HARPER, WFYI
Posted November 10, 2015

A letter recently stirred up a controversy by encouraging parents to vaccinate their kids against the human papillomavirus, or HPV.



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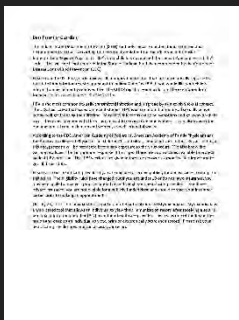
New Letter, New Messages

- Inform about HPV, cancer, and vaccines to prevent it
- HPV causes cancers in men and women; very common STD
- Vax is best prevention
- Vax is safe and highly effective
- Continue HPV screening

Original

- ISDH routinely reminds about vax completion
- Your child has not started HPV vax
- You can opt out of registry; how.
- HPV most common STD, but will likely go away
- Sometimes causes cancer
- Vax is recommended



Updated

Was this a win or a lose?

Both

- Increased public awareness about HPV vaccine because of controversy (win)
- Letter language improved and degraded (meh)
- Strengthened advocacy coalition (win)
- Ideology trumped public health (again)….lose

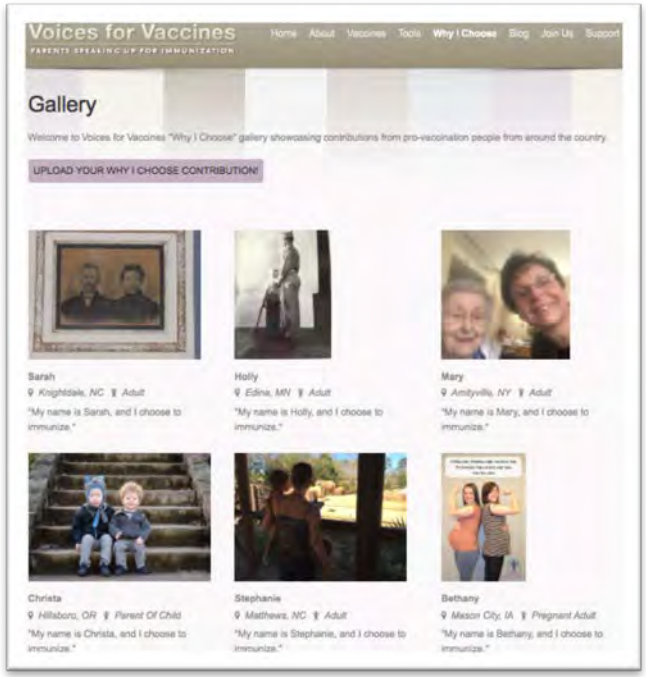
- Anyone can “do” advocacy
- Advocacy is as much about educating our communities as it is about educating policy makers
- Timing is everything
- Relationships help… A LOT
- We won’t always win, but we build capacity for the ‘next round’

Take Homz

Voices for Vaccines

Helping everyday parents advocate for high immunization rates in every community

Voices for Vaccines' platforms for parent stories



Why I Choose

Blog

Voices for Vaccines' tools for advocacy

www.VoicesForVaccines.org/TOOLS

Connect with Voices for Vaccines

- www.VoicesForVaccines.org/join-us
- Karen Ernst: info@voicesforvaccines.org
- Find us on social media:
  - Facebook
  - Pinterest
  - Twitter (@voices4vaccines)
  - Instagram (voices4vaccines)