



Vaccines and Immunizations

News and Media Resources:

Immunization Works! December 2008 Issue

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December 2008

Immunization Update

immunization works!



The Centers for Disease Control and Prevention's (CDC) Immunization Works Monthly Immunization Update is provided to professional organization partners for broad distribution to their members and constituencies. The information provided is non-proprietary.

Front Page News

Third Annual NIVW is Biggest Yet: National Influenza Vaccination Week (NIVW), December 8—14, concluded with promising results from a packed schedule of events, coupled with designated vaccination days for specific audiences.

CDC kicked off NIVW with a satellite radio media tour which began on Monday December 8 and carried over into Children's Influenza Vaccination Day (December 9), with a total of 28 interviews completed across the country. These interviews included a CDC influenza expert as well as a representative from Families Fighting Flu. National Foundation for Infectious Diseases (NIFD) hosted a Spanish-language radio tour as well.

Events were also held to commemorate Senior Vaccination Day (December 11). For instance, the District of Columbia Department of Aging sponsored a two-day health fair, December 10-11, at the Armory in Washington, DC, where 3,000 people attended. A special influenza vaccination event was held at the health fair and several hundred seniors were vaccinated. The Visiting Nurse Association sponsored influenza events in 11 states to reach seniors and others.

As part of Health Care Worker Vaccination Day (December 12), CDC offered a webinar, "Current Issues in Immunization" to discuss influenza vaccination of health care workers and encourage late-season vaccination efforts. More than 500 people registered for the webinar, which featured Andrew Kroger, M. D., of CDC, and guests from Children's Hospital of Philadelphia and Kaiser Permanente of Northern California. Other events were held throughout the country to promote vaccination of health care workers. For instance, a vaccination event was also held at the American Association of Respiratory Care Therapists' annual meeting in Anaheim, CA, encouraging health professionals to commit to flu vaccination. Those who committed were eligible to enter a raffle for Katherine Heigl designer scrubs. In addition, an award was offered to the hospital or doctor's practice with the most creative strategy for getting their healthcare staff vaccinated.

Much work was also done behind the scenes to promote, coordinate, and monitor NIVW events. Media reports referencing NIVW were present in 171 newspapers, 35 television reports, 47 blogs, and also recognized in Time magazine. Approximately 350 orders were received for the popular flu video vignette, "Why Flu Vaccine Matters: Personal Stories from Families Affected by Flu." National and state/local organizations submitted over 50 NIVW activities to CDC's web site. Activities were received from The National Association of County and City Health Officials (NACCHO), CVS Pharmacy's

MinuteClinic, and the Visiting Nurses Association of America, just to name a few. Promotional messages and educational materials were shared via print/radio ads, email, in press briefings, a Notice to Readers in CDC's Morbidity and Mortality Weekly Report (MMWR) and on various partner web sites.

CDC relies heavily on its network of partner organizations to promote NIVW messages and vaccination, and would like to thank everyone who planned NIVW activities or helped get out NIVW messages.




Other News & Summaries

Eastern Mediterranean Region Achieves Measles Goal Three Years Early: Measles deaths worldwide fell by 74% between 2000 and 2007, from an estimated 750 000 to 197 000. In addition, the Eastern Mediterranean region (including Afghanistan, Pakistan, Somalia, Sudan, and other countries) has cut measles deaths by a remarkable 90 percent — from an estimated 96,000 to 10,000 — during the same period. This achieves the United Nations goal for this region three years early. The progress was announced by the founding partners of **The Global Plan for Reducing Measles Mortality**:(exit) the American Red Cross, the United States Centers for Disease Control and Prevention (CDC), the United Nations Foundation (UN Foundation), UNICEF and the World Health Organization (WHO). The significant decline in measles deaths in the Eastern Mediterranean region was the result of intensified vaccination campaigns including several countries with hard-to-reach areas. In 2007, more than twice as many children were immunized in the region as compared to 2006. The world's success in reaching the 2010 measles goal depends on ensuring that all children receive two doses of measles vaccine including one dose by their first birthday, strengthening disease surveillance systems, and providing effective treatment for measles. For more information, please see the full **MMWR Progress in Global Measles Control article** in CDC's Morbidity and Mortality Weekly Report (MMWR).



Meetings, Conferences & Resources

new! **VIS for PCV7:** CDC now offers the **updated PCV7 Vaccine Information Statement**. All **Vaccine Information Statements** can be found on CDC's site.

new! Provisional Recommendations for PPSV23: CDC has released **ACIP's Provisional Recommendations for Use of Pneumococcal Vaccines**  (29 KB, 1 page). On October 22, 2008, the **Advisory Committee on Immunization Practices** (ACIP) voted on new and revised recommendations for the use of 23-valent pneumococcal polysaccharide vaccine (PPSV23) for the prevention of invasive pneumococcal disease.

new! Plans in Progress to Update the U.S. National Vaccine Plan: The 2008 draft strategic National Vaccine Plan is the initial step in updating the 1994 National Vaccine Plan. **The NVPO introduction** describes the process the National Vaccine Program Office (NVPO) and other federal agencies and Departments followed to create the **2008 Draft Strategic National Vaccine Plan**, as well as how NVPO proposes to gather input from non-federal stakeholders to revise this draft into a national Plan. Should you have comments or questions about the draft Plan or NVPO's planning process, please email NVPO at nvpo@hhs.gov.

new! Fact Sheet for Parents: The Vaccine Education Center (VEC) of the Children's Hospital of Philadelphia has developed a new fact sheet, "Q&A: Too many vaccines? What you should know." The fact sheet addresses parents' concerns that too many vaccines might overwhelm a baby's immune system. It is available in English and Spanish from the **Children's Hospital of Philadelphia's Vaccine Education Center's Webpage** (exit) (click on "Vaccine Considerations.")

Mark Your Calendars for NIC: Make plans now to attend **The National Immunization Conference (NIC)**, scheduled March 30–April 2, 2009, at the Sheraton Dallas. Early bird on-line registration is available until January 30th.

CDC Training Opportunities: Through established programs, CDC offers many unique training opportunities in infectious disease, including international opportunities. For a current listing of CDC training opportunities, please visit the **CDC Public Health Training Webpage**.

CDC Job Openings: CDC is committed to recruiting and hiring qualified candidates for a wide range of immunization positions. Researchers, Medical Officers and Epidemiologists and other specialties are often needed to fill positions within CDC. For a current listing, including international opportunities, please visit the **CDC Employment Webpage**.

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