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April 23-30, 2011

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NATIONAL INFANT IMMUNIZATION WEEK

April 23-30, 2011

Washoe County Health District, in conjunction with the Centers for Disease Control and Prevention (CDC), observes the 17th annual National Infant Immunization Week (NIIW) during April 23--30, 2011. Local and state health departments, national immunization partners, health care professionals, and community leaders from across the country will collaborate to highlight the achievements and benefits of immunization through community-wide activities and events, including grand rounds and educational training for health care professionals and parents, media briefings, and immunization clinics. In Washoe County, the Northern Nevada Immunization Coalition (NNIC) holds a number of events for NIIW. See <http://www.immunizenevada.org> for more NIIW information in Washoe County.

Currently, in the United States, CDC recommends that children aged ≤ 2 years receive vaccines to protect against 14 diseasesⁱ (<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6005a6.htm>). In September 2010, CDC announced that childhood immunization rates for vaccines routinely recommended for children remain at or near record highsⁱⁱ (<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5936a2.htm>). Parental acceptance of routine childhood immunization is essential because high vaccination coverage results in decreased rates of vaccine-preventable diseases. Results from a recent survey of U.S. parents with children aged <6 years show that a majority of parents are confident or very confident in vaccine safety (79.0%) and believe that vaccines are important to children's health (79.8%).ⁱⁱⁱ This same survey showed that health-care providers are parents' most important source of information for making decisions regarding vaccination (81.7%). To help facilitate communication between health care providers and parents about vaccines, vaccine safety, and vaccine-preventable diseases (VPD), CDC, the American Academy of Pediatrics, and the American Academy of Family Physicians have

developed a series of educational materials called Provider Resources for Vaccine Conversations with Parents (available at <http://www.cdc.gov/vaccines/conversations>). These resources will be a focus of this week's NIIW educational efforts.

Washoe County has been fortunate related to VPDs, but these diseases are often just a plane ride or car trip away. California has had significant pertussis cases since the latter half of 2010, with 10 infant deaths, and Europe has reported 6,500 cases of measles (rubeola) so far in 2011.^{iv} In the first two months of 2011, CDC received reports of seven imported measles cases among returning U.S. travelers; four required hospitalization.^v Several outbreaks of measles are currently ongoing in the U.S.: in Minnesota 23 cases have been confirmed since the beginning of March (with 14 cases hospitalized)^{vi} and in Utah 9 cases have been confirmed since the beginning of April.^{vii}

Additional information about national NIIW efforts is available at <http://www.cdc.gov/vaccines/events/niiw>.

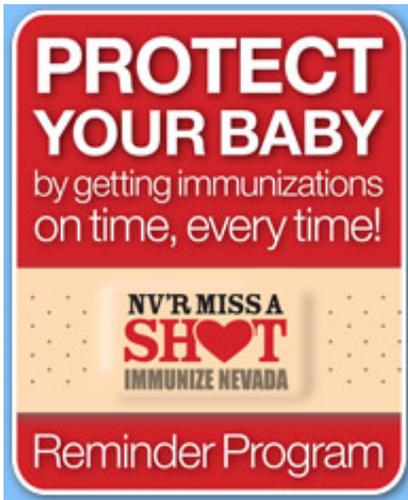
TWO YEAR-OLD IMMUNIZATION RATES

NIIW is a great opportunity for healthcare provider offices to take a look at their immunization practices to ensure they are making every effort to protect their patients against VPDs. Many physicians' offices overestimate how up to date their two year-old population is with immunizations. 2009 National Immunization Survey data for Nevada was 65.8% for 19-35 month olds (4:3:1:3:3:1; DTaP, Polio, MMR, Hib, Hep B, & Varicella). A 2010 assessment of 19-35 month olds who are Washoe County Health District (WCHD) clients had an up to date rate of 73% for those in WebIZ; Washoe County immunization providers in WebIZ had an up to date rate of 71%.

Please share this document with all physicians & staff in your facility/office.

If you would like to learn what your two year-old rate is, consider joining the Nevada State Immunization Program's Vaccine Program. You will receive a rate assessment, as well as vaccine at no cost. This is an ideal opportunity to get vaccine for your patients without insurance, or who may be on Medicaid. Call Nicole Mertz, RN, at 328-6132 for more information.

REMINDER/RECALL SYSTEM TO INCREASE IMMUNIZATION RATES



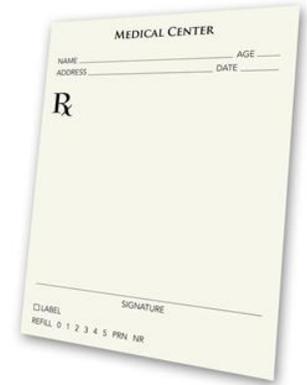
Does your office send out a reminder letter or postcard to your patients needing immunizations? This is an intervention that can improve immunization rates of any age range of your population. The WCHD

Immunization Program reinstated this activity summer of 2010, and has experienced positive results, that may be impacting your practice. Immunization rates for WCHD patients increased by 3% after reminder/recall efforts.

Interested in a low or no cost option? Contact your Pfizer/Wyeth Vaccine representative to get information about their reminder/recall program, a proven way to improve your pediatric populations' immunization rate.

STANDING ORDERS FOR VACCINATION

Using pre-approved standing order protocols for vaccination in healthcare settings allows eligible nurses and other healthcare professionals to administer vaccines to children, adolescents, and



adults, improving protection against VPDs. If you're looking for quick access to standing orders protocols for vaccination, check the Immunization Action Coalition's (IAC) Standing Orders web section, which provides links to sets of standing orders for administering all routinely recommended vaccines to children and adults.

To access links to all IAC's standing orders protocols for vaccine administration, as well as guidance for newborn-nursery hepatitis B vaccination, visit:

<http://www.immunize.org/standing-orders>.

IAC also has a "Handouts for Patients and Staff" web section that offers healthcare professionals and the public more than 250 FREE English-language handouts (many also available in translation), which they encourage website users to print out, copy, and distribute widely. To access all of IAC's free handouts, go to:

<http://www.immunize.org/handouts>.

QUESTIONS REGARDING IMMUNIZATIONS?

Send an email to Washoe County Immunization Program staff at

immunizations@washoecounty.us.

ⁱ Centers for Disease Control and Prevention. Recommended Immunization Schedules for Persons Aged 0 Through 18 Years – United States, 2011. MMWR 2011;60:(Quick Guide, 1-4).

ⁱⁱ Centers for Disease Control and Prevention. National, State, and Local Area Vaccination Coverage Among Children Aged 19-35 Months – United States, 2009. MMWR 2010;59:1171-1177.

ⁱⁱⁱ Kennedy A, Basket M, Sheedy K. Vaccine attitudes, concerns, and information sources reported by parents of young children: results from the 2009 HealthStyles survey. Pediatrics 2011;127(Suppl 3):S1--8.

^{iv} Accessed 04/27/2011 at: <http://www.euro.who.int/en/what-we-publish/information-for-the-media/sections/latest-press-releases/measles-outbreaks-spread-across-europe-european-immunization-week-offers-chance-to-promote-immunization>.

^v Centers for Disease Control and Prevention. Measles Imported by Returning U.S. Travelers Aged 6-23 Months, 2001-2011. MMWR 2011;60:397-400.

^{vi} Accessed 04/27/11 at: <http://www.health.state.mn.us/divs/idepc/diseases/measles/>.

^{vii} Accessed 04/27/11 at: <http://www.slvhealth.org/html/measles.html>.