

#### 2015 ROUNDUP/ **RESOURCES FOR** IMMUNIZATION PROGRAMS

#### **ECBT Mission**

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• To protect families and individuals from vaccinepreventable diseases by: raising awareness of the critical need for timely immunizations for people of all ages, increasing the public's understanding of the benefits of vaccines, increasing confidence in the safety of vaccines, ensuring that all families have access to life-saving vaccines, and advocating for policies that support timely vaccination.



A PROGRAM OF EVERY CHILD BY TWO

EVERY CHILD BY TWO'S NEW PROGRAM TO PROMOTE THE NEED FOR VACCINATIONS FOR PEOPLE OF ALL AGES.

### Vaccinate Your Family (VYF) Website



- The Vaccinate Your Family (VYF) website –
   <u>VaccinateYourFamily.org</u> replaced ECBT's Vaccinate
   Your Baby website.
- For the public
- Includes:
  - Information on vaccines for pregnant women, babies/children, preteens/teens, and adults
  - Answers to most frequently asked questions from parents
  - Stories of people affected by vaccine-preventable diseases
  - Links to peer-reviewed studies on vaccines and vaccine safety
  - Links to variety of credible websites and immunization resources created by ECBT and other credible organizations

# Vaccinate Your Family Website





## Sample Pages from the VYF Website







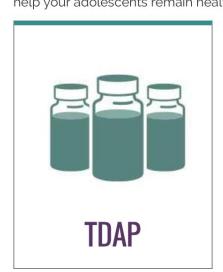


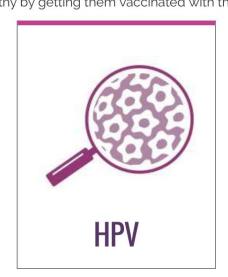


#### **PRETEENS & TEENS**

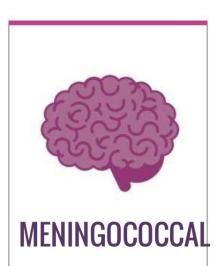
As your children move toward their teen years, they become more independent. While it may seem as if they need you less, in reality they still need your help to be protected from devastating and often deadly vaccine-preventable diseases.

Many diseases spread more easily in community settings that adolescents frequent such as schools, locker rooms and summer camps. You can help your adolescents remain healthy by getting them vaccinated with the following five essential vaccines:











#### **PREGNANCY**

Pregnancy is such a special time for the entire expecting family. It is a time of planning and preparing for the birth of a precious child. It is also an important time to begin considering the steps you can take to keep your children healthy, from the moment they take their first breath. Did you know that your baby can be born with immunity to infectious diseases? By getting yourself vaccinated against diseases such as flu and whooping cough during your pregnancy, you are not only protecting yourself, but you are also passing immunity directly to your baby.

**Before becoming pregnant:** If you are planning to become pregnant, it's important to make certain you are up-to-date on all of your vaccines. Vaccination against rubella (German measles) is particularly important, as the disease can cause unborn babies to have birth defects with devastating, lifelong consequences, or even die before birth. Before being vaccinated, women can have a pre-pregnancy blood test to see if they are immune to the disease. Most women were vaccinated as children with the MMR (measles, mumps, rubella) vaccine, but you should confirm this with your doctor. If you need to get vaccinated against rubella, you should avoid becoming pregnant until one month after receiving the MMR vaccine and, ideally, not until your immunity is confirmed by a blood test.

**If you are already pregnant:** Did you know that your actions while you are pregnant can enable your baby to be born with protection against dangerous infectious diseases? By getting vaccinated while pregnant, you can pass on immunity to your child that will last until your little one is ready to begin his or her own vaccination series.

Your healthcare provider, including your OB-GYN or midwife, can tell you which vaccines are right for you throughout your pregnancy, but the Centers for Disease Control and Prevention (CDC), the American College of Obstetricians and Gynecologists (ACOG) and the American College of Nurse-Midwives (ACNM) all strongly recommend the following two vaccines for pregnant women:



ABOUT CONTACT US



A PROGRAM OF EVERY CHILD BY TWO

Pregnancy

Baby & Child

Preteens & Teens

Adults

News & Articles

Resources

Q



#### **ADULTS**

Ages 19-49

▶ Influenza

#### Ages 50+

- ▶ Pneumococcal Disease
- ▶ Shingles
- ▶ Varicella
- ▶ Influenza
  - ▶ Flu Season

Jobs/Lifestyle

Chronic Disease

Travel Vaccines

- ▶ MMR Vaccine
- ▶ Yellow Fever
- Typhoid

#### **AGES 50+**

At every stage of life, it's important to stay healthy and active, and vaccines are an essential way to keep deadly and debilitating diseases at bay. Some vaccines you may need include:

- Influenza Vaccine
- Pneumococcal Vaccine
- Shingles Vaccine
- Td (tetanus and diphtheria) Vaccine
- Tdap (tetanus, diphtheria and pertussis) Vaccine

In addition to the vaccines mentioned above, other vaccines may be recommended for you based on certain risk factors. Please, talk to your healthcare provider and/or pharmacist to find out which vaccines you may need. Click here to view the adult immunization schedule.

#### **Grandparents Toolikit**

Becoming a grandparent is an exciting new stage in your life. There's lots of planning to do from a baby shower to helping set up the nursery and maybe even preparing to take care of the baby when your children return to work. Don't forget that vaccines, particularly flu and Tdap (whooping cough), can help protect the health of both you and your grandchild. Learn more about how you can prepare with our easy to share, easy to print resources:

- Baby Shower Ideas
- Health & Safety Checklist
- Tips for Soothing a Fussy Baby



#### Grandparents Toolkit

- Resources for grandparents/parents focused on whooping cough and influenza vaccination
- FAQ for Grandparents
- o 5 Tips to Soothe a Fussy Baby
- A Health and Safety Checklist for Grandparents
- Showering Parents-to-Be with Health and Love/Baby Shower Ideas
- Motion graphic











#### **NEWS & ARTICLES**

All Categories 💙

#### **NEWS**

#### **Extended Immunization Deadline Enforced Strongly in Montana**

December 4, 2015

An extended deadline for students in Missoula County, Montana to get up-to-date on their vaccinations passed on Tuesday; but some students were still not vaccinated.

As of Monday, however, only about 150 students in Missoula County had not yet met the vaccination requirements - leaving officials feeling hopeful that full compliance with the new laws will soon be achieved.

#### States Take Steps Towards Broader HPV Vaccine Coverage

December 4, 2015

Multiple states are proactively seeking ways to increase coverage of the HPV vaccine. The National Association of County and City Health Officials recently awarded \$35,000 grants to ten local health

## SHOT OF PREVENTION BLOG

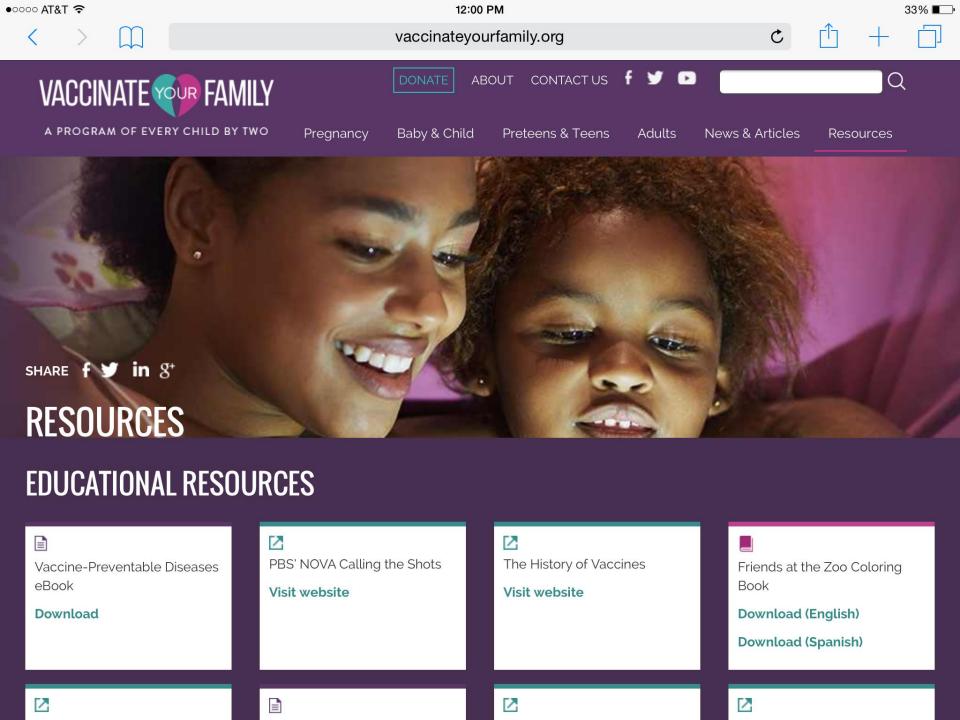
News & Views on Vaccines

The Flu and its Impact on the Family



147 Kids Died From Flu Last Year. My Scarlet Was One of Them.

View All Posts



## Vaccinate Your Family Facebook Page



- The "Vaccinate Your Baby" Facebook has been renamed the "Vaccinate Your Family" page.
  - <u>Facebook.com/VaccinateYourFamily</u>
  - The Vaccinate Your Baby Facebook page currently has over 146,000 page "likes" (up 90K since re-launch Dec 1).
  - Approximately 6.4 million posts viewed annually
  - ECBT conducts facebook advertising to increase the range of people engaging on the page.

# Vaccinate Your Baby Facebook Page



## Shot of Prevention Blog



- Shotofprevention.com
- Approximately 739,000 views annually
- Blog posts written on a variety of topics including vaccinations for all age groups and policy issues
- ECBT Consultant Christine Vara lead writer, moderator of blog & social media sites
- Seeks to support states on variety of issues (i.e. vaccine legislation, sharing news of successful campaigns/programs, honoring individuals, local vaccine news)
- Guest bloggers also welcome

# Shot of Prevention Blog



# Every Child By Two's Twitter Accounts



- @EveryChildBy2
  - o 1,139 followers
  - Sent out 2,412 tweets
- @ShotofPrev
  - o 2,456 followers
  - Sent out 3,855 tweets

#### Every Child By Two Website



- Ecbt.org
- Created for vaccine advocates, healthcare providers, partners
- Includes:
  - Information on vaccine-preventable diseases and vaccines
  - Strategies to increase immunization rates
  - o Educational resources, webinars (i.e. Autism 101 Webinar)
  - Online and print resources (i.e. Vaccine-Preventable Diseases eBook and the "No Kisses" Poster)
  - Video resources (i.e. Video Vaccine FAQs and PSAs)
  - Links to recommended immunization resources created by credible organizations such as CDC and CHOP.

### Every Child By Two Website





#### Every Child By Two Strategies and Resources



- Available in the "Strategies and Resources" section of the ECBT Website
  - o www.ecbt.org/index.php/strategies and resources/index.php
- Strategies to increase immunization rates for:
  - Immunization Programs/Coalitions
  - Healthcare Providers
  - Schools/Daycare Centers
- ECBT and Other Recommended Resources
  - o Educational, video, and print



- Autism 101: Understanding and Communicating about Autism Webinar (archived) and Autism 101 Guide
  - o Aired in July 2015 and featured Autism Science Foundation's Alison Singer
  - o Guide can be used as a standalone resource
- Vaccines 101 and Media Training Webinar (archived) and accompanying Guide
  - o Aired in September 2011 and featured APCO Worldwide Senior Vice President William Pierce.
  - o Guide can be used as a standalone resource (will be updated in 2016)
- Immunization Webinar for WIC Staff (archived)
  - o Featured Dr. Melinda Wharton of CDC
- Vaccines 101: Information for WIC Staff (Booklet will be updated in early 2016)
- Immunization Resources for Parents
  - For WIC participants and generic version for parents
  - Available in English and Spanish
  - o Compilation of easy to read resources/posters/handouts; available in English and Spanish

### 317 Coalition Mission

- Mission: to educate Members of Congress about the needs of the CDC immunization program, and advocate for increased federal appropriations to ensure that children and adults can receive recommended vaccines to protect them from disease.
- The coalition is solely focused on advocating for increased 317 funding, and as such will focus on implementing the policies of the Advisory Committee on Immunization Practices and other relevant policy making bodies.

## 317 Coalition Steering Cmte.

- Paul Offit, MD, Director, Vaccine Education Center, Chief, Division of Infectious Diseases, Children's Hospital of Philadelphia, and former member of ACIP
- Amy Pisani, MS, Executive Director, Every Child By Two
- Walt Orenstein, MD, Associate Director, Emory Vaccine Center, Emory University and former Director of the CDC National Immunization Program
- Deborah Wexler, MD, Executive Director, Immunization Action Coalition
- Donna Brown, JD, MPH, Government Affairs Counsel, National Association of County and City Health Officials

# Federal Update – Budget Request for CDC'

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| Program                       | FY2015      | FY2016<br>Pres<br>Request | FY2016<br>House<br>Request | Senate      | FY2016<br>317<br>Coalition<br>Request |
|-------------------------------|-------------|---------------------------|----------------------------|-------------|---------------------------------------|
| CDC<br>Section 317<br>Program | \$610,847 M | \$560,508M                | \$585,508 M                | \$610,847 M | \$650,000 M                           |

## 317 Coalition Update



- Although the action alert sent to advocates was to urge members to advocate for the Senate's funding level of \$611 million, with the passage of the budget deal and additional dollars expected for the Labor-HHS-Ed appropriations bill, our ask is back to our \$650 M – which is same level we requested during the spring to the appropriations committee.
- The continuing resolution expires on December 11
  - Likely the subcommittees will combine many bills into a large omnibus package
- Association of Iz. Managers reports that states have seen increase in funds (including PPHF awards) in 2015

# Facts & Policy Website

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Home - Vaccine Facts and X

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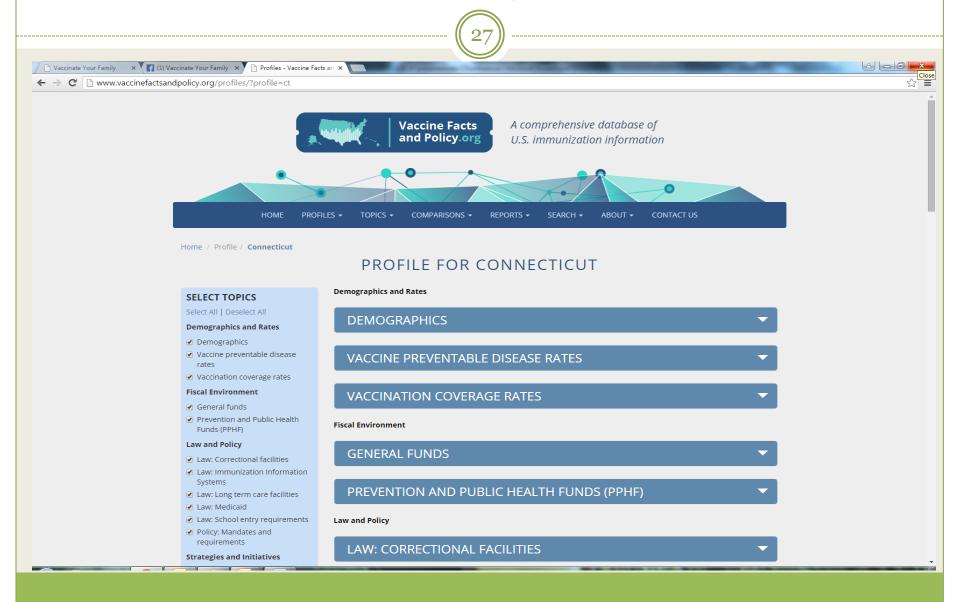
#### **HOT TOPICS**

Philosophical Belief Exemptions in the States

#### DISPLAY THE DATA PROFILE FOR A SELECTED JURISDICTION:



# Facts & Policy Website





#### Immunization Posters

- Used by ECBT in national billboard and bus shelter campaign
- Mailed to OB-GYNs
- o Immunization programs can use posters for other purposes (e.g., print on 8 1/2" x 11" or 11" x 17" paper and display)





#### Video Vaccine FAQs

- Vaccine and autism experts answer frequently-asked-questions
- Short video clips
- Full transcript also available to download/print

#### Vaccine Preventable Diseases eBook

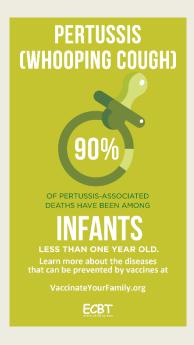
- o Can be printed as a whole or as individual disease page
- Can be co-branded





#### Infographics

- Disease statistics from Vaccine-Preventable Diseases eBook
- Statistics related to grandparents and vaccinations (in development taken from motion graphic)







# ECBT Outreach to Immunization Partners and Advocates



### **Upcoming National Events**

- Dec 6-12, 2015 Natl Influenza Vaccination Week
- Jan- Cervical Cancer Awareness Month/HPV activities
- Feb 2-3/June 7-8/Sept 13-14 National Vaccine Adv. Cmte Mtg/DC
- Feb 5th Release of Adult Iz. Schedule
- Feb 17 19 Assoc. of Iz Managers Conf/AZ
- Feb 24-25/June 22-23/Oct 19-20 ACIP Mtg./Atlanta, GA
- April 16-23 National Infant Iz Week
  - o CDC childhood iz champion award nominations posting Jan, due Feb
- May 25 27 Immunization Coalition Conference, IN
- Sept 13-15 CDC's National Immunization Conference, GA
  - Call for abstracts January

# **Contact Information**



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