

CDPH Immunization Informing: Messaging on Maternal Pertussis and Adult Pneumococcal Vaccines

Tammy Pilisuk, MPH

Jane Pezua, MPH

May 2015

Pertussis Vaccine Messaging for Pregnant Women





Video courtesy of Mayo Clinic. Accessed 4/22/2015 at <https://www.youtube.com/watch?v=S3oZrMGDMMw>

Epidemic? What epidemic?

- 2010 over 9,000 cases
10 infant deaths
- 2014 over 11,000 cases
3 infant deaths
> 400 hospitalizations
- 2015 already 1,674 cases
1 infant death



Pertussis and Tdap Vaccine

Immunize pregnant patients with Tdap vaccine between 27 and 36 weeks gestation of each pregnancy, regardless of the number of doses of Tdap previously received.



- Safe
- Effective
- Counting on your recommendation

CDC. Updated Recommendation for Use of Tetanus Toxoid, Reduced Diphtheria Toxoid, and Acellular Pertussis Vaccine (Tdap) in Pregnant Women – ACIP, 2012. MMWR 4/22/2013 / 62(07);131-135.

Munoz FM, et al. Safety and immunogenicity of tetanus diphtheria and acellular pertussis (Tdap) immunization during pregnancy in mothers and infants: A randomized clinical trial. JAMA. 2014. 311(17):1760–9.

Vaccination in pregnant women is a

two-for-one

healthcare intervention because it

protects expectant mothers

and

improves the chances of a healthy delivery

while providing essential

protection for babies

during the first few months of life.

Maternal Tdap Coverage Rates in CA

- Uptake of Tdap among pregnant women in CA is improving but still low and many barriers are reported.

–22% in 2013

–44% in 2014

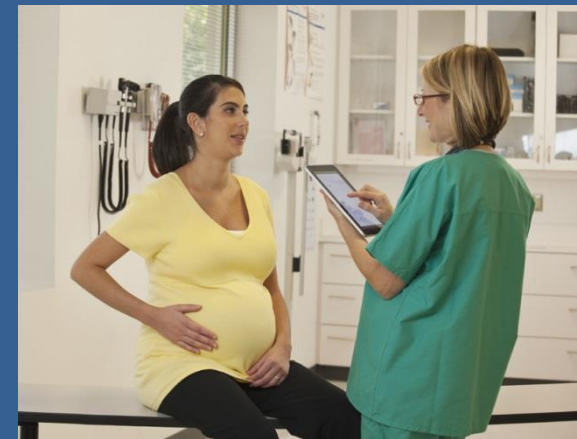


Give a **STRONG** recommendation

X “Before I forget, here is a brochure on recommended vaccines you can take home and read.”

X “Have you heard about the whooping cough vaccine? Would you consider getting the shot today?”

X “If you can get to the pharmacy, you may want to get the whooping cough shot there.”



Give a **STRONG** recommendation



“I strongly recommend that you get the whooping cough shot today.

Whooping cough is a dangerous disease that can make babies stop breathing. The vaccine is very safe for both moms and babies, and I recommend it to all of my patients, friends and family members who are pregnant.

Getting vaccinated during your 3rd trimester helps maximize the protection that is passed on to your baby and protect your baby until she is old enough to get vaccinated at two months of age.”

How do we engage the community?

- Work closely with LHDs, child care centers, media outlets and other partners
- Distribute information to the general public, community organizations and public health partners
- Develop and test resources
- Provide information and tips to parents

CDPH Materials for Prenatal Care



Is flu really dangerous?

Yes. If you get the flu, it is not the same as getting a common cold. You can still get the flu even if you are healthy and active. Flu can lead to serious complications such as high fever, pneumonia, and even death for both you and your baby.¹

Pregnant women are about twice as likely to need hospital care if they get flu compared to women who are not pregnant.² Flu can lead to pre-term birth, low birth weight, and stillbirth of the baby.³ Catching flu during pregnancy also increases your baby's chances of developing schizophrenia and bipolar disorder later in life.^{3,4}

How dangerous is whooping cough?

For adults, coughing fits can last for months and lead to vomiting, trouble sleeping, and even broken ribs. Whooping cough is highly contagious and can easily spread to others, including babies.⁵

For babies, catching whooping cough can lead to trouble breathing (turning blue or gasping for air), pneumonia, hospitalization, and death.⁵

Babies most often get whooping cough from their caregivers, including their mothers.⁶

How common are these diseases?

Millions of Californians get flu each year, and about 1,300 babies under 6 months of age are hospitalized due to flu in California.⁷ In 2010, and again in 2014, nearly 10,000 people were diagnosed with whooping cough in California; 10 babies died in 2010. Tragically, more than 70% of cases hospitalized were babies younger than 6 months old.⁸

How can I protect my baby and myself?

The American College of Obstetricians and Gynecologists (ACOG), the American Academy of Pediatrics (AAP), and the Centers for Disease Control and Prevention (CDC) recommend that all pregnant women get a:

✓ Flu Shot

Get vaccinated as early as possible during the flu season (August–May) every year.^{9,10}

✓ Whooping Cough (Tdap) Shot

Get vaccinated during your third trimester—27 to 36 weeks of pregnancy—even if you got the shot before becoming pregnant. You will need to get the Tdap shot during **every** pregnancy.^{11,12}



IMM-1146 (2/15)

California Department of Public Health, Immunization Branch • GetImmunizedCA.org

IMM-1146



IMM-887

Your baby may be at risk for flu and whooping cough



Flu can be dangerous for you and your baby, causing:

- Low birth weight
- Premature birth
- Stillbirth
- Hospitalization
- Death

Whooping cough can also be dangerous for babies, causing:

- Coughing fits
- Gasping for air
- Serious lung infections
- Hospitalization
- Death

If you're pregnant:

- **Get flu vaccine as soon as possible and**
- **Whooping cough (Tdap) vaccine in your third trimester of every pregnancy**

The protection you get from these vaccines passes to your baby during pregnancy. Your baby counts on you for protection.

Talk to your doctor for more information



California Department of Public Health, Immunization Branch
This publication was supported by Grant Number 10230C01922507 from the Centers for Disease Control and Prevention (CDC).

IMM-1145 (1-15)

IMM-1145*

Focus Group Findings

Expecting? flyer

- ✓ Clear and persuasive
- ✓ Approachable
- ✓ High message comprehension
- ✓ Improves perceptions about safety
- ✓ Encourages information seeking



Your baby may be at risk poster

- ✓ Conveys seriousness
- ✓ Risks and timing are clear
- ✓ High message comprehension



Materials for Prenatal Care

R_x

Prescriber Name, Address, Phone Number:

Patient Name: _____ Date: _____

Vaccines recommended during pregnancy:

- Tdap** (tetanus, diphtheria, pertussis [whooping cough]) during 3rd trimester
0.5 mL IM x 1
- Inactivated Influenza**
0.5 mL IM x 1

Prescriber's Signature: _____ License #: _____

These vaccines may be available from your primary care physician, local health department, or pharmacy. To find a nearby location, please visit www.vaccine.healthmap.org.

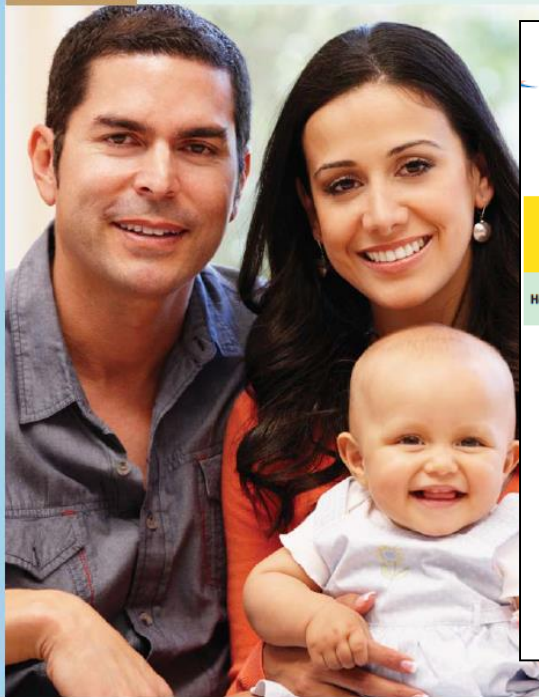
Your baby is counting on you for protection. Get vaccinated.

IMM-1143 (7/14)

IMM-1143

Materials for New Parents

Parents



Protect your little one with immunizations.

_____ 's Immunization Schedule

your child's name

	Date: Time:	Date: Time:	Date: Time:	Date: Time:	Date: Time:
Birth	Age 2 months	Age 4 months	Age 6 months	Age 12 months	Age 15 months
Hepatitis B	Diphtheria, Tetanus, Pertussis	Diphtheria, Tetanus, Pertussis	Diphtheria, Tetanus, Pertussis	Hepatitis A	Diphtheria, Tetanus, Pertussis
	Polio	Polio	Polio	Measles Mumps Rubella	
	Pneumococcal	Pneumococcal	Pneumococcal	Pneumococcal	
	Hib meningitis	Hib meningitis	Hib meningitis	Hib meningitis	
	Rotavirus	Rotavirus	Rotavirus	Chickenpox	
	Hepatitis B		Hepatitis B		

4-6 years

- Diphtheria, Tetanus, Pertussis
- Polio
- Measles, Mumps, Rubella
- Chickenpox

11-12 years

- Tetanus, Diphtheria, Pertussis
- Human Papilloma virus
- Meningococcal

16 years

- Meningococcal

Every Fall: Flu Vaccine Everyone 6 months and older

IMM-234

Materials on Safety

Vaccine Safety:

10 Facts for Medical Assistants



One of the most important ways that you keep children healthy is by giving them vaccines. Some parents have questions about vaccines. They may worry about what is safe for their child. Doctors should always answer patients' medical questions—including worries about vaccines. But it's a good idea for you to know about the questions that parents may have. Doctors have reviewed this fact sheet. You can use it to better understand the scientific facts about vaccines.

1. Are vaccines safe?

Yes. Vaccines are safe. Millions of children and adults are vaccinated every year. However, any medicine can cause reactions in some people. The most common **side effects** are swelling or tenderness at the injection site and fever. Serious reactions are very rare, happening in 1-2 people out of a million shots given.

Many steps are taken to make sure that a vaccine is safe. After years of research, thousands of people volunteer to test it. Then, the **Food and Drug Administration (FDA)** decides if it's safe. If it is, they will license it. After that, the **Vaccine Adverse Event Reporting System (VAERS)** tracks any side effects that happen hours, days, weeks, or even months later. Anyone can report a possible side effect.

Scientists make sure that vaccines are safe. To save more than most? Be to fight of diseases whooping seizures.

2. Why do immunizations?

To save more than most? Be to fight of diseases whooping seizures.

3. Are diseases something to worry about?

Yes! Diseases are something to worry about. They can be dangerous. Diseases can be prevented by getting vaccinated. Diseases can be prevented by getting vaccinated. Diseases can be prevented by getting vaccinated.

Talking with Parents About Vaccine Safety



A few tips on how to start the discussion

Parents and patients are exposed to a wide range of viewpoints or than ever before, they have questions—and often come in with complex discussion groups, TV or on the Internet.

1. Take time to listen.

Don't rush to judge or dismiss them. Many parents want to decision. Try to address their specific concerns. If necessary, appointment to give you extra time.

2. Validate their concerns.

It's a parent's top job to worry about their children. It's a what to worry about regarding health and safety. Even past immunizations may appreciate some reassurance.

3. Use a "heart and head" approach.

Statistics and scientific evidence do not resonate with even parents at an emotional level by sharing personal anecdotes or stories from your family. Personal stories can be powerful.

4. Balance risks and benefits.

Help parents understand that not vaccinating is far riskier vaccine preventable diseases as "real threats", not abstract can help parents appreciate that disease is more worrisome.

Vaccine Safety:

Answers to Parents' Top Questions



As a parent, you want to make the best decisions to protect your child—staying informed will help. Your questions are important, and you deserve reliable information to support your decisions. If you want to learn more, ask your doctor for a "consultation visit," or check out the websites at the end.

1. Are Vaccines safe?

Yes. Vaccines are **very safe**. In fact, experts including the **American Academy of Pediatrics**, the **Institute of Medicine**, and the **World Health Organization** agree that vaccines are even **safer than vitamins**. Millions of children and adults are vaccinated every year—safely. Thousands of people take part in **clinical trials** to test a vaccine before it is licensed by the **Food and Drug Administration (FDA)**. After it's licensed, the **Vaccine Adverse Event Reporting System (VAERS)** helps track any health effect that happens hours, days, weeks, or even months later. Anyone can report a possible side effect so that it can be studied. VAERS and other **monitoring programs** help ensure vaccines are safe.



Matthew's Story
Matthew's parents decided their son could wait to get the vaccine against Hib disease, a disease they hadn't heard about. Then one day Matthew complained of throat pain. "We thought it was strep throat and took him to the local hospital." The doctor there diagnosed Hib disease, and told them their son might die within minutes. See full story at: shortlyfor.org/hib/a-hib-story

California Department of Public Health | Immunization Branch

2. What kind of side effects should I know about?

Any medicine can cause side effects. The most common side effects are swelling or tenderness at the injection site and fever. Serious allergic reactions in about 1 person out of 1 million children are concerned questions about what unusual reaction had immunizations, call your doctor.

3. Why do children get immunizations?

Thirty years ago, very few children from only protect them from disease because of medical "boosters" of the best protection possible.

4. Are diseases of concern?

Yes. **E. coli** and other diseases are circulating in the U.S. Other diseases are taking one immunization home from another drop, the rare cases quickly multiply—protect them from disease.

Vaccines for Teens and Preteens:

Answers to Your Top Questions



Wondering about shots for your preteen or teen?

You're not alone! This fact sheet has been reviewed by pediatricians and infectious disease experts. Use it to help you protect your child's health.

1. What shots does my child need?

- Tdap protects against 3 diseases: tetanus, diphtheria, and pertussis ("whooping cough")
- Meningococcal
- Human Papillomavirus (or HPV) 3 shots over 6 months
- Flu (shot or nasal spray) each year
- Catch-up booster shots: your child may be behind on a 2nd dose of chickenpox or MMR vaccine (measles, mumps, and rubella).

2. At what age should my child be vaccinated?

Most shots are due at ages 11-12. Teens also need a meningococcal booster shot at 16. The whole family needs flu shots or the flu nasal spray every year.

3. Why at these ages?

Doctors recommend shots to protect preteens and teens against diseases they may face sooner or later. Getting shots now will protect them for many years to come. In some cases, booster shots are needed because protection from earlier shots fades overtime.

4. Is it okay to get multiple shots in one visit?

Yes. Your child's healthy immune system can handle several shots with no problem. The Institute of Medicine has reviewed all solid scientific studies and agrees that getting several shots in one visit is safe—for teens and babies. If your child can't get all needed shots in one visit, you may need to come back soon. Check with the doctor.

5. Can all shots be taken care of at one visit?

Your child can get all recommended shots in one visit. However, it takes 6 months to complete the 3-dose HPV series. So you'll have to schedule follow-up shot visits to finish the HPV series.

6. My child is nervous about shots. What can I do to help?

It's normal to get a little nervous. Suggest deep breaths or listening to music to help relax. Offer praise for the courage of getting through the appointment.

7. What kind of side-effects might I see?

The most common side effects are redness, swelling and a sore arm where the shot was given. If your child plays sports, you might not want to schedule a shot visit right before a game.

Teens faint more easily after shots or events that may be stressful. To help protect them, it's a good idea to sit or lay down for 15 minutes after getting shots.

Worried about safety?

Have questions about the vaccines and the diseases they prevent?

See next page for safety facts.

IMM-1016

IMM-915

IMM-916

IMM-1120*



California Department of Public Health | Immunization Branch

MM-1120 (4/14)

Resources

EZIZ

Google™ Custom Search

A one-stop shop for immunization training and resources.

Home

EZIZ Training

VFC Program

Storage & Handling

Resources

Contact VFC

Phone: 1-877-243-8832
Business hours: 9-5
Fax: 1-877-329-9832

- ▶ Find a VFC field representative in your area
- ▶ Find other VFC provider offices in your area
- ▶ Send us your comments at eziz@cdph.ca.gov

Sign up to receive EZIZ news and VFC letters via email!

California VFC Program

Overview
Find out how to become a California VFC provider.

New Lessons! **EZIZ Training**
Interactive lessons, job aids, and video demonstrations

Vaccine Storage Units
Requirements for refrigerators and freezers by practice size

myVFC VACCINES **VFC Online Ordering**
Order vaccines. Submit a Transfer/Return.

VFC Forms
Download forms for enrolling, vaccine ordering and more.

New

- 2015 Immunization Schedules**
- 2014-2015 Flu Usage Log**
- MIN/MAX Temperature Logs**
- Thermometer Calibration Requirements**

Popular Links

- ▶ Printable Materials for Patients and Staff
- ▶ **Pertussis Materials**
- ▶ Flu and Respiratory Disease Prevention Materials
- ▶ Schedules & Recommendations
- ▶ VFC Vaccine Information Sheets
- ▶ 317 Communications for Local Health Departments
- ▶ Links to Other Websites

National Infant Immunization Week
Immunization. Power to Protect.
APRIL 18-25, 2015

VFC Memos | **Vaccine Order Status** | **From CDPH**

2015

- Vaccine Tips – April 18-25 is Natl Infant Immunization Week; May is Toddler Immunization Month April 14
- VFC Customer Service Center Closed April 14th from 12:00-5:00 April 14
- Vaccine Tips – Daylight Savings March 2
- Vaccine Tips – 2015 VFC Certification Extended, Feb 18

On the EZIZ.org home page under *Popular Links*, select *Pertussis Materials*.

Resources

- Contact your local health department at <http://bit.do/immunization> to order **FREE materials**
- View archived webinars at EZIZ.org
- Visit CDC at www.cdc.gov/pertussis/pregnant/

*Earn those
CEU/CMEs!*





Pertussis (whooping cough)



Sherron's Story about Katie



Ramona's Story



Marco's Story
(written)



Heather's Story
(written)



Lore's Story *(written, French)*



Dr. Brooks' Story



Sebanna's Story
(written)



Brady's Story
(written)



Kalilah's Story
(written)



Carter's Story
(written)



Emily and Zack's Story



Jonathan G's Story

Strategies to Improve

- Identify all opportunities
- Assess immunization status
- Recommend vaccine(s)
- Administer or refer
- Document



All HCPs

- Adopt proven strategies to improve vaccination rates
- Adapt the materials suited to particular needs
- Advise expecting parents about recommended vaccines for themselves and their families

Adult Pneumococcal Vaccine Informing



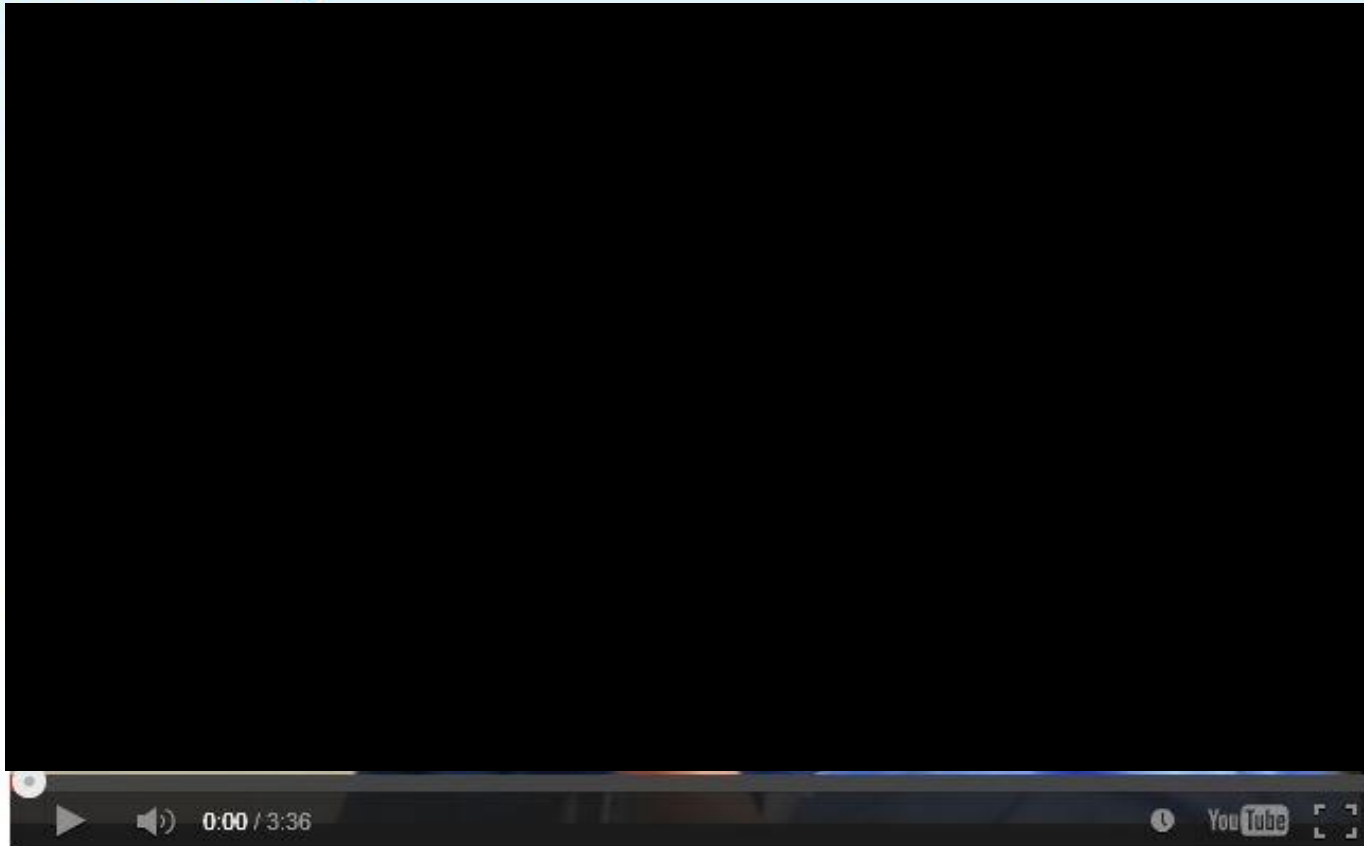
Pneumococcal Disease

The highest incidence of invasive pneumococcal disease occurs in children <2 years of age, persons who have **certain underlying conditions** and those **≥65 years**



Mark's Story

Mark's Story



Adult Pneumococcal Vaccination

TABLE 1. Estimated proportion of adults aged ≥ 19 years who received selected vaccinations, by age group, high-risk status,* race/ethnicity, and other selected characteristics — National Health Interview Survey, United States, 2012

Vaccination, age group, high-risk status, and race/ethnicity [†]	Sample size	%	(95% CI)	Difference from 2011
Pneumococcal vaccination, ever[§]				
19–64 yrs, high risk				
Total	9,333	20.0	(18.9–21.1)	-0.1
White	5,736	21.4	(20.1–22.9)	1.3
Black	1,605	19.7	(17.4–22.2)	-3.1
Hispanic	1,326	13.8	(11.5–16.4) [¶]	-4.6**
Asian	350	13.2	(9.5–18.1) [¶]	1.2
Others	316	20.2	(15.2–26.2)	-1.5
≥ 65 yrs				
Total	7,076	59.9	(58.4–61.4)	-2.4
White	4,993	61.0	(62.3–65.7)	-2.5
Black	919	46.1	(41.7–50.6) [¶]	-1.5
Hispanic or Latino	698	43.4	(39.0–48.0) [¶]	0.3
Asian	373	41.3	(35.4–47.5) [¶]	1.0
Others	93	44.7	(32.6–57.5) [¶]	-22.7**

New Recommendations in 2014

Beginning 2014:

- PCV13 *and* PPSV23 for adults 65+ years
- Medicare covers both 1st & 2nd pneumo vaccination
- PCV13 for high-risk adults; *sometimes* PPSV23 for certain high-risk adults.
- How many are up-to-date?
 - ??????????????



New Schedules: Confused Yet?

The charts below provide details on timing of PCV13 and PPSV23 doses for all others.

Figure 1: PCV13 and PPSV23 timing for persons with conditions, cochlear implants, or a prosthetic joint

PCV13 —
 ≥8 week

Persons pre
 PPSV23 —
 ≥1 year

* See Table on page 10 for pneumococcal vaccine schedule
 † This dose not included



Timing for
 and older

PPSV23

PPSV23 at age ≥ 65 years

PCV13

PPSV23 before age 65 for

PPSV23

6-12 months*

† PCV13 if this window is missed
 ‡ PPSV23 doses is 8 weeks

pneumococcal vaccine is administered after the initial vaccination. A second vaccine is only administered at least one year (11 full months) after the first.

Pneumococcal vaccine
 PCV13 at age ≥65 years

Persons who previously received
 PPSV23 already received at age ≥65 years

Persons who previously received
 PPSV23 already received at age <65 years

Abbreviations: PCV13 = 13-valent pneumococcal conjugate vaccine
 PPSV23 = 23-valent pneumococcal polysaccharide vaccine
 * Minimum interval between PPSV23 doses is 8 weeks
 † PCV13 if this window is missed

ADULT INCREASED RISK [No conditions] Boxes

Persons who previously received PPSV23 already received at age ≥65 years

Persons who previously received PPSV23 already received at age <65 years

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

If you have any questions, call 1-800-368-5955

*p
 RI

Our Solution

Download at
www.EZIZ.org

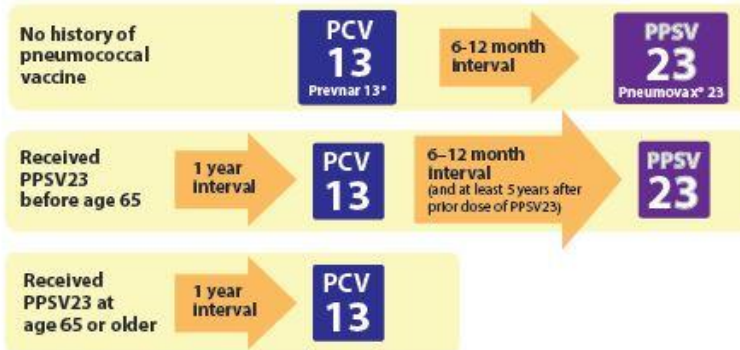
“Resources” >

“Immunizations
by age”

Pneumococcal Vaccine Timing

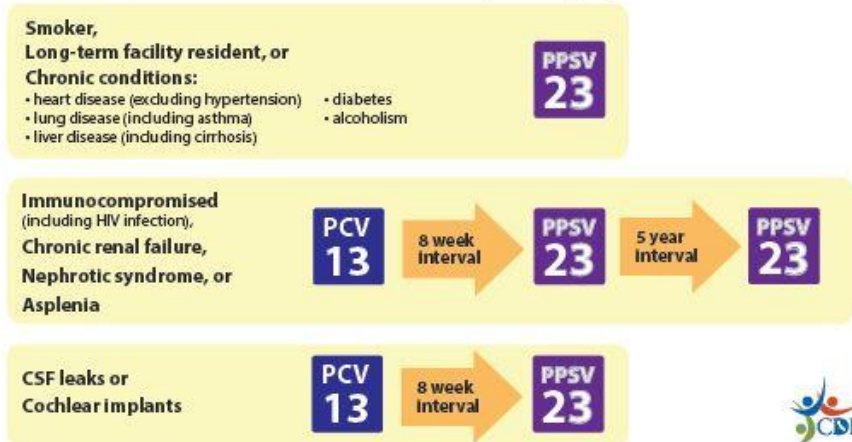
Age 65 Years or Older – Everyone

• If PCV13 was given before age 65 years, no additional PCV13 is needed.



Age 19-64 Years – Underlying Conditions

- Prior doses count towards doses recommended below and do not need to be repeated.
- If PPSV23 given previously – wait one year before giving PCV13
 - when dose indicated, wait at least five years before giving a second dose of PPSV23.



• DO NOT administer PCV13 and PPSV23 at the same visit.

California Department of Public Health, Immunization Branch www.EZIZ.org
This publication was supported by Grant Number H23/COH922507 from the Centers for Disease Control and Prevention (CDC)



MM-1152 (1/15)

Adults 65+ Pneumococcal Vaccine Focus-Testing

- They respect the severity of the disease.
- Understand they could be at-risk.
- Did not understand “pneumococcal”; everyone understood “pneumonia shot.”
- All knew where to go for shots.
- All liked the flyer’s important message.

Pneumococcal Flyer for 65+

Download at
www.EZIZ.org

“Resources” >

“Immunizations
by age”

If you are 65+ YOU NEED 2 PNEUMONIA SHOTS



Pneumonia can be life-threatening.

Pneumonia is a serious lung infection that can lead to hospitalization and death.

Older adults are at high risk for getting pneumonia.

Vaccines can help prevent a leading cause of pneumonia.

Talk to your doctor about when to get the shots.

Two different pneumonia shots are now recommended if you're 65 or older. Even if you already got one, you need both for best protection. It could save your life.

Learn more at www.cdc.gov or call 1-800-CDC-INFO



Distribution to Date

- 100,000+ California Dept of Aging/ AAAs
- Family practice physicians
- Geriatricians
- Gerontologists
- LHDs
- Coalitions
- Co-promote with flu vaccine



Adults 19-64 High Risk Focus-Testing

- Don't necessarily recognize themselves "at-risk" for pneumonia.
- Wanted to better understand risk of disease.
- Don't know there is a vaccine or that they would need it.
- Most knew where to get shots; not all.
- Some unsure about insurance coverage for vaccines.
- After reading, more would consider getting vaccinated/seeking medical advice.

High-Risk Adult Flyer

Download at
www.EZIZ.org

“Resources” >

“Immunizations
by age”

Do you smoke? Have asthma, diabetes, or a weakened immune system?



You may be at high risk for pneumonia—a serious lung infection

Pneumonia can be life-threatening!

- 900,000 Americans get pneumonia every year.
- Nearly half a million are hospitalized.
- About 1 in 20 dies.

If you are 19 or older with any of these conditions, ask your doctor about getting a pneumonia shot.



- | | |
|--|-------------------------------------|
| ✓ Cigarette smoker | ✓ Sickle cell disease |
| ✓ Asthma | ✓ Cerebrospinal fluid leaks |
| ✓ Diabetes | ✓ A cochlear implant |
| ✓ Certain cancers or having chemotherapy | ✓ HIV/AIDS |
| ✓ Heart, kidney, and liver diseases | ✓ A bone marrow or organ transplant |

Get a pneumonia shot. It may save your life.

Learn more at cdc.gov or call 1-800-CDC-INFO.

If you smoke, call 1-800-NO-BUTTS

This publication was supported by Grant Number H23/CCU222507 from the Centers for Disease Control and Prevention (CDC).

Distribution: Maximize Potential

- Disease-specific groups: Diabetes, Asthma, Cancer Society, Heart Assoc, Lung Assoc, HIV/AIDS, Sickle Cell, Smoking Cessation, Audiologists, Oncologists...
- Young adults 19+, middle-age up to 64
- Community Colleges, community centers, CHCs...



Thank you!

Questions? CDPH Immunization Branch would like to help!

- Tammy.Pilisuk@cdph.ca.gov
- Jane.Pezua@cdph.ca.gov
- EZIZ.org: sign up for our immunization listserv.
- ShotbyShot.org for personal stories