Addressing Personal Belief Exemptions to Vaccines: Resources for Clinicians

Tammy Pilisuk, MPH, Health Educator California Department of Public Health, Immunization Branch May 20, 2014

Speaker Conflict of Interest Statement

Nothing to declare!





Important for credibility w/ parents too!

Learning Objectives

- Identify key points from California's PBE law
- List one resource to reduce measles
 transmission
- Describe the power of personal stories when discussing immunizations
- Describe resources to use in your practice to help you and your staff communicate with parents

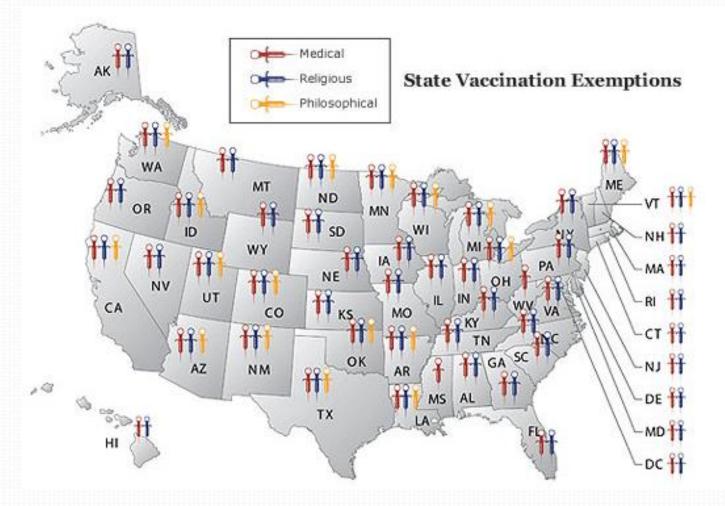
CA Exemptions to School IZ Requirements

- Medical Exemptions
 - Require documentation from a licensed physician

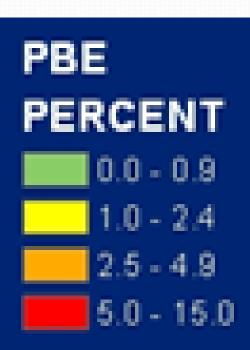
- Personal Belief
 Exemptions
 - AB2109 modifies process

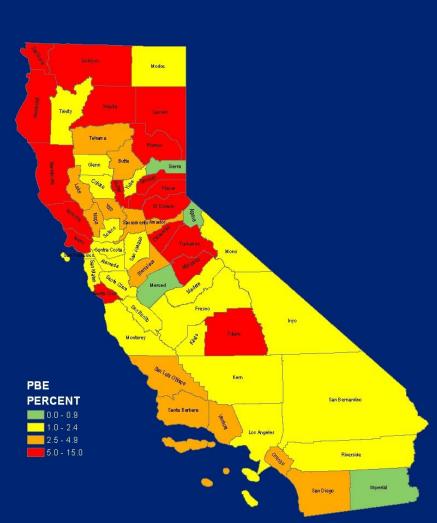
Religious NEW! (if religion prohibits vaccination)

State Vaccine Exemption Laws

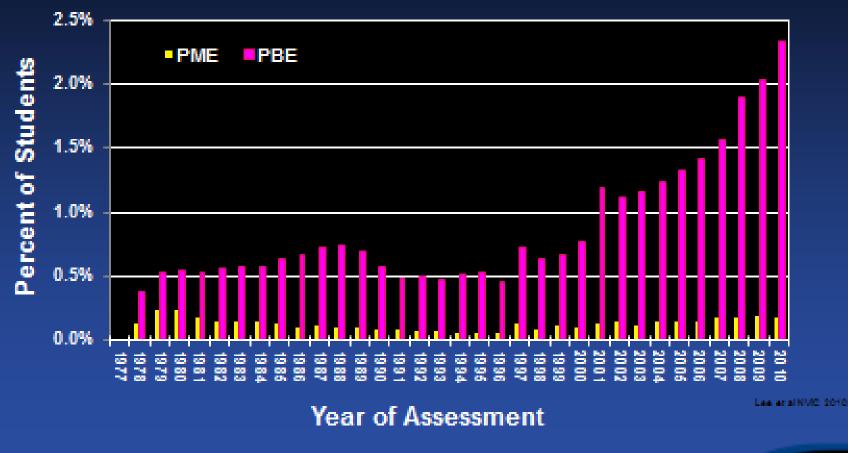


CA PBE Rates: 2001, 2011, 2012





Permanent Medical Exemptions & Personal Beliefs Exemptions, Kindergarten Students, California





California Department of Public Health, Immunization Branch

2014 PBE Forms

ниерлясник ниме инсертесник ниме иссеря	r annar dar rear I	www.shotsforschool.org
A. AUTHORIZED HEALTH CARE PRACTITIONER LIC	ENSED IN CALIFORNIA - FILL OUT THIS SECTION	
I am a (check one)MD/D.DNurse PreditionerPhysice Provision of information: I have provided the parent or guardian responsibility for the care and custody of the student, or the studen benefits and noise of immunization and 3) the health noise to the stu- which immunization is required in California (immunization listed of	of the student named above, the adult who has assumed I if an emancipated minor, with information regarding 1) the dent and to the community of the communicable diseases for	in CA threshold
	r valen onden, officier name, address, lelaphone number	languages
t. Check e boxes below;		
the form attending school or of the form attending school or of ent and others (17 CCR § rs checked below becau	Nd during an outbreak of, or a boreby request exemptor pronuncation is contrary topic of Required Immunization	Hard copies provided by HDs (English/Spanish)
the non-attending school or d the ent and others (17 CCR §	tild during an outbreak of, or in the second to the second term of term	LHDs (English/Spanish)
Child Care Only	DTaP (Duttherie, Teterus, Pr MMR (Measies, Murgis, Rube	terrer - Check LH-Ds-(English/Spanish)
Child Care and K-12 th Orade	DTaP (Duttherie, Teterus, Pr MMR (Measies, Murgis, Rube	torry teners torry torry to

COPH 8282 (1913)

Do you have to use the form?

- Legally, no. You can write a Letter, using your letterhead.
- State you have discussed benefits and risk of specified vaccines with ___; sign and date.



Authorized Health Care Practitioners

- Physicians (MD, DO)
- Nurse practitioners
- Physician assistants
- Naturopathic doctors
- Credentialed school
 nurses



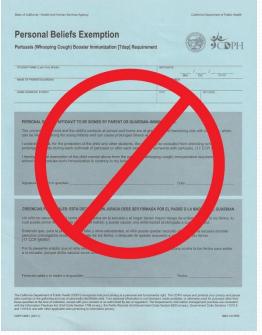
PBE process AB 2109

January 2014: Students

- Transferring from out of state
- Entering child care
- Late Summer 2014: Students entering
 - Child care
 - Kindergarten
 - 7th grade
- Children continuing at the same school (not starting Kindergarten or 7th grade) do <u>not</u> need a new PBE form.

In with the New. Out with the

Old



	INSTRUCTIONS FOR SCHOOL OR CHILD CARE STAFF
1.	Complete child's name and address information section, or ask parent or guardian to complete this section only. (This form is not to be sent home or given to parents to complete.)
2.	School or child care personnel then fill in date (month/daysyear) of each immunization the student has received from the Immunization Record presented by the parent or guardian. (If the date consists only of month and year for some dotes, fill in month/schyear, however, if either meades, rubella or mumps (or MMR) was received in the month of the first birthday, month/daysyear is required.)
	Determine if immunization requirements have been met, using the California "Immunization Requirements for Grades K-12," or "Immunization Requirements for Child Care," (available from Immunization Coordinators in local health departments), or other requirements guide.
4.	Complete the Documentation and Status of Requirements box.
	A. Fill in date and your signature as the staff member who reviewed and transcribed the immunization record presented by the parent or guardian. Check which type of record was presented.
	B. If the child has met all immunization requirements, check box A and write in date.
	C. If the child has not met all requirements, check box B. Child can be admitted only if up-to-date, e.g., no immunizations due currently. The child must be followed up as indicated in the "Guide to Immunization Requirements."
	D. If a child is to be exempted for medical reasons, a doctor's written statement is required; the statement must include which immunization(s) is to be exempted for probable duration of the medical complicity is permanent, the requirement for the designated immunization(s) is met: check box A and box C." If the medical comparison is permanent, the requirement for the designated immunization(s) is net: check box A and box C." If the medical comparison is permanent, the requirement for the designated or the medical comparison is permanent, the requirement for the designated or the statement is to be exempted for another of the medical comparison is permanent, the requirement for the observation of the medical comparison is the model and the statement is not an observation of the medical comparison is the model and the inflation of the medical comparison is the model and the statement is not an observation of the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is the model and the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is not an observation of the medical comparison is the model and the medical comparison is the model an observation of the medical comparison is the model
	affidavit. All requirements are met; check box A and bo
I h to	ERSONAL BELIEFS AFFIDAVIT TO BE SICY BY PARENT OR CO. R. N-IMMUNIZATION ereby request exemption of the child, named on the from a rom the <u>immunization</u> proc. natesh for workhild care enty because all or some immunizations are contrary my beliefs. Jundenstand that in case of an outbreak of the one of these diseases, the utild may be proparate excluded from attending for his/her protection. REENCIAS PERSONALES: ESTA DECLARA ON JURADA DET SER FIRMAD POR EL PADEE O LA MADRE O EL CUARDIÁN
vac	licito por la presente la dispensa de mi hijo, nombra un el reverso, de los edisitos para vacunas e la entrada a la escuela/guardería ya que algunas o todas de las unas son opuestas a mis creencias. Comprendo que el uso de un brote el communidad de algun e estas enfermedades, mi hijo puede ser excluido temporalmente la escuela/guardería por su propia protección.
Sig	nature (Firma) Date (Fecha)
	Applicable only in those jurisdiction, where the Tuberer's Assessment is required for school entry
	Personal Beliefs Affidavit to be Signed by Parent or Guardian—Tuberculosis
	I hereby request exemption of the child named on the front from the <u>toberculosis</u> assessment requirement for school/child care center entry because this procedure(s) is contrary to my beliefs. I understand that should there be cause to believe that my child is infected with active tuberculosis or should there be a tuberculosis outbreak, my child may be temporarily excluded from school.
	Creencias Personales: Declaración Jurada Debe ser Firmada por el Padre o la Madre o el Guardián
	Solicito por la presente la dispensa de mi ligio, nombrado en el nevero, de los requisitos para la evaluación de la <u>inderenduaji</u> (tisto de la entrada a la escuela ya que esta evaluación es opuesta a mis crencias. Comprendo que si hay nardo para sospechar que mi ligio nella de la tuberculonis activa o si hay un hoste de la tuberculonis, mi ligio pode ser eschielo de la escuela.
	Signature (Firma) Date (Fecha)
• N	sames of all children who are exempt should be maintained on an exempt roster for immediate identification in case of disease outbreak in the community.

• Recycle (Form 8261) IMM-101PBE

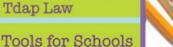
• Stop using page 2 of Blue Card.

Find PBE forms, FAQs, etc at...

Shots for School

Home

7TH Grade Tdap Law



Welcome!

Find all the info you need to know about immunizations required for school entry in California.



Q

Child Care/School Reporting

Provider Info

Parent Info

Immunization Laws

Información para padres

Flu Strikes Again. Make Sure your Family and Students are Protected. Flu is widespread in California. Flu has already caused several deaths, and there have been more hospitalizations reported than expected. The predominant virus so far this season is H1N1. All flu vaccines are designed to protect against the H1N1 virus. Read more

Childcare and School Immunization Reporting Login and Guidance/Instructions Child Care/Preschool | Kindergarten | 7th Grade

Ongoing Tdap Requirement for 7th Graders: 7th graders need a whooping cough (pertussis) shot before

Personal Belief Exemption Information and Resources (AB 2109): FAQs | Form (other languages) | Resources | Press Release | Archived Webinar PBE Form Signature Calculator | Search PBE Rates by School

akson Urges Parents to





Featured Question:

Eroding Immunity = Outbreaks!

CALIFORNIA

MMUNIZATION

Community Immunity

The role of vaccines in keeping our communities healthy



We recycle, support local businesses, and help our neighbors. That's part of building a healthy community. But what can families do to prevent infectious diseases?

What is Community Immunity?

Community Immunity is when the vaccinated community helps protect those who are unvaccinated (against diseases like whooping cough, measles, flu and morel). When most people are immunized, diseases can't spread as easily. This protects the few among us who are not immune.

How does Community Immunity keep us safe?

It protects unvaccinated people we pass in the supermarket, at the playground, and those we know and love:

- Babies too young to be immunized (whooping cough can be life-threatening)
- People with weak immune systems (due to disease or medical treatments-like asthma, cancer, or chemotherapy)
- Unvaccinated pregnant women (chickenpox and other diseases can harm the baby)
- Seniors (flu can be deadly)
- Anyone allergic to a vaccine

About 80% to 94% community of people in your community need to be vaccinated to shield people most at risk.

California's overall vaccination rate is high-but not everywhere. Some schools have as many as 40% to 80% unvaccinated kids. Your child or community could be at risk.

Community Immunity helps prevent disease outbreaks. Once exposed to a disease, it's too late to vaccinate. Unvaccinated kids have a high risk of getting sick or sent home from school – for days or weeks – to keep a contagious disease from spreading.

California Immunization Coalition (CIC) - IMM-1058 Feb. 2012

Los Angeles Times April 4 2014 O.C. measles outbreak spurs officials to call for immunizations

The campaign to have parents immunize their children has run up against a 'vigorous antivaccine movement' that has taken root across the country.

MEASLES: Just a plane ride away...

- 15,683 suspected measles cases
- 23 deaths reported in the Philippines

Jan 1 - Feb 15, 2014.

Disease spread tracked to: Australia, Canada, Japan, New Zealand, United Kingdom, and USA.

<u>HEALTH ADVISORY –</u> <u>April 2, 2014</u>

Measles Update: 49 Measles Cases in the State of California in 2014

Look for Signs of this Highly Contagious Disease

Measles activity continues to be high in California this year. As of March 27, 2014, 49 confirmed measles cases with onset in 2014 had been reported to California Department of Public Health. In 2013, four measles cases had been reported by this date.

Measles Resources

For Providers

Fever and Rash?.....Consider Measles

Measles cases continue to be identified in California in returning international travelers. Measles is highly contagious. Please protect patients, visitors, and staff!

Keep an eye out for measles symptoms: Prodrome

Mild to moderate fever Cough Coryza

Conjunctivitis

Suspect measles in patients with:

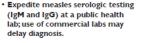
 fever and rash history of international travel or contact with international visitors in the prior 3 weeks.

Note: A history of 2 doses of MMR vaccine does not exclude a measles diagnosis.

Rash onset Fever spikes, often as high as 104° to 105° F Red, maculopapular rash that may become confluent—typically starts at hairline, then face, and spreads rapidly down body Koplik's spots (tiny blue/white spots on the bright red background of the buccal mucosa) may be present

Act immediately if you suspect measles:

- Implement airborne infection control precautions immediately, mask and isolate patient-negative pressure room, if available.
- · Permit only staff immune to measles to be near the patient.
- Notify your local health department immediately.



- Safeguard other facilities: assure airborne infection control precautions before referring patients.
- Do not use any regular exam room for at least I hour after a suspected measles patient has left the room.

Visit www.GetImmunizedCA.org for more information

A message from California Department of Public Health, Immunization Brand

For the Community

VISITING ANOTHER COUNTRY? PROTECT YOUR FAMILY.

Measles is widespread in places like Europe. Africa. Asia, India, and the Philippines.

BEFORE YOU TRAVEL

Tell your doctor where you are traveling. Babies and children may need measles protection at a younger age than usual.

California Depart

AFTER YOU TRAVEL

Call your doctor if anyone gets a fever and rash within 3 weeks of returning from your trip. Describe where you traveled.

IMM-1046 (5/11)

🛪 Talk trip. 91 to 7 v1v.pd -----

IZ Informing Challenges





What we hear parents say

- "Toxic" ingredients (e.g., aluminum)
- "Too many vaccines, too soon"
- Vaccines overwhelm baby's system
- VPDs gone anyway—why bother?
- Doctors influenced by Big Pharma
- Can't trust gov't safety testing
- Certain children can't handle vaccines (e.g., allergies)
- IZ schedule is too rigid
- Autism!!! Why more now?

Aim for the Fence-Sitters

Happy to vaccinate

Not so happy to vaccinate

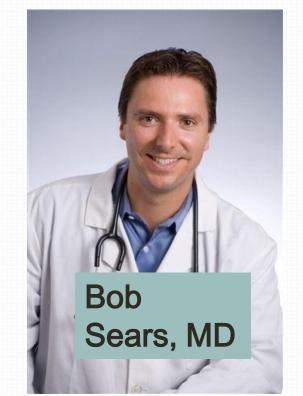
Paradox of Empowerment

- Parents still likely to trust the doctor BUT...
- Want to do their own research



Trust me!

Make your own choices!



Where do Moms Turn? Dr. Google! THE DOUGLASS REPORT

Parenting & Babytall

MOMVEL BA

You

Broadcast Yourself

Real Health News from Medicine's Most Notorious Myth-Buster

Immunizations are downright dangerous...

National Vaccine Information Center... very useful information about state vaccination laws and exemptions...

Moms Aga NST MERCURY Fighting For Truth & Justice For Our ChildrenAnd Yours

Who's Providing Reassurance?

You've got 10 minutes



Read & share 24/7



What we have here is a **Challenge** to communicate....



Communicating Effectively with Vaccine-Hesitant Parents

Vaccine Hesitancy in general

- Common phenomenon
- Mistrust of "govt" and "big pharma"
- Listen to friends and family

Trust doctors more when they feel heard and respected

California PBE Law

- No specific educational intervention
- Benefits and risks of required immunizations.
- Health risks of the specific VPDs to the child and the community.
- VIS plus ----
- Your relatable, personal recommendation

IZ Communication Challenges

- Counter anti-vax messages in media, online
- Present science on vaccine safety
- Active listening-build trust
- Strong MD recommendation counts!



Materials for Clinicians

failing with Parents About Vaccine Safety



Vaccine Safety:

Responding to Parents' Top 10 Concernal

A few tips on how to a

Paranta and policity and approximity of an its liter and indice. New York positions and discussion propint 71 or all the tracted.

> Parkan harran ber menten:
> Barrit mann ber seinigte och pillerenen för opprännen. Vir fra stattmann fram spin opprännen för piller anven som som som som

Consider their entertainty of a special sites and for each of statistic sectory about regarding the sector sector about regarding to

 Use a "Inset and Inset" and Resistance and webling pointers particular an evolution resisting or momentation particular point or momentation.

4 Research Total and Learning Registered and the set of the second products disearch at our loss painting againment for



1. And there was served

New, Wessers or content and a bulk to be found increased white, three ply resolutions and format are used in participated whereas is to be a set warmanian. The same and the same and the set warmanian is the same and the same and the set of the same and and the same and the same

Economic and Relies are set update assortionlary we look and are associated the later sections, the set of an environment of the later section to a set one in the Targer participate is update from the section of larger participate is update from the section of larger participate is update from the section of larger participate is a set of the formation of larger participate is a set of the formation of larger participate is a set of the formation of larger participate is a section for mention of the section of the section of the mention of the Section of the section of the mention of the Section of the section of the mention of the Section of the section of the mention of the Section of the section of the mention of the Section of the section of the formation of the Section of the section of the formation of the Section of the section of the formation of the Section of the section of the formation of the Section of the s



B Why an unlabeled balling rand in Journal International P

No make these advancement retention a present of an description of an interact in protect of a signature reterble To description advancement. Here, a first present opmention and respective advancement. Thereine research age cards date for advance of pretention and respective advancements and advancement of advancements and advancement interaction advancements of advancements advancement interaction. A service advancement advancement interaction advancements of advancements advancement interaction. A service advancement advancement interaction. A service advancement advancement interaction advancement advancements advancement interaction. A service advancement advancement interaction advancement advancements advancement interaction advancement advancements advancement interaction advancement advancements advancement interaction advancement advancements advancement interaction advancement advancement advancement interaction advancement advancements advancement interaction advancement advancements advancement interaction advancement advancement interaction advancement advancement interaction advancement advancement interaction advancement interaction advancement advancement interaction advancement interactio

3: Ann drawness of the "old shap?" really offer availability to availy alway?"

Income presentation for source of a source branch reaso process concerns for source drawn. This is a drawn to the source of the source drawn. This is a drawn to the source of the source drawn and the property of the source of the source drawn and the process of the source drawn income and source drawn and the source drawn in the source of the source drawn reasons and the source drawn income for the source of the programmed and source drawn income for the source of the source drawnee, advance drawn matter and for the source of the source drawnee drawn and source for the source of the source drawnee drawn and source for the source of the source of the source drawnee drawn and source for the source of the sour

Vaccine Safety:

10 Facts for Medical Assistants





One of the model important weight that you have, children framitty is by giving them exocutes. Some pierwish have quantizes about reactives. They may worky should what is rate for they which concret should always shown up theme include quantizes. They are always an even up there is tracted on the special should be up the source and the should be the source of the source of the fact should be they are chockers before the factor that particle may have. Chockers have reduced the fact should be about vectors.

1. Are appointed apply?

Yes, Nacohee are ade, Millora of atlates and anoth in a vacatization every year. Nowever, any methods are seen to be investigation of a series people. The most common <u>about shape</u> are seening or selectores at the injection atteat of lever. Serious reactions are very res, tappening in 1-2 people out of a mittee shape. Specific

Many responses taking to inside none that a vectorie is ache. Aller years of research, thousanche of people vectories to set 11. They, the <u>freed and they,</u> <u>Automations (EQ)</u>, because if it washs, if it is, they of Science A. And Hall, they have the people filteration (AMPRO) thouse any side effects that legges house, days, weeks, or even months that. Alogoes and regards a posterior action the Indenties study WARD reports carefully to help train sure that validities are safe.

2. Why do abilitizen today get so many immunizations?

To save fixed Today's escalate protect as egonal note that 10 datagetout diseases. Who benefits much fiscilite there thy holder may be too vest to fight of a seriour disease. Vacidite-presentative diseases (the intesting, studiane), margin, whoch is gough, and an interrights an ouse activities, soil disease, bindings, and even down.

3. Are diseases of the "old days" really still something to worry about?

Yest Characters are still free, but are not an common, an inset young parents how of also them. This is the subsets of introductors. But lobe wheat their states are still get way state from these ends of the subsets is an excellent. You characterize the character applies the characterize these days. But before these sets a second, Yupper American went to be needed for characterize way part. Congresses diseases the <u>contrology</u> energy part densities without guidely to other people. Note that has not parts allowed by a softer people. Some densities without all their shots are propile.

California terministrativa Casificar (CAL) - Indo-DAR (MAR)

Materials for Parents

Vaccine Safety: 10 Facts for Parents



As a parent, you want to make the best decisions to protect your child. Being informed helps you talk with your doctor-and keep your family healthy. Your questions are important and you deserve reliable information to support your decisions. This fact sheet has been reviewed by medical experts. 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 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.

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 Events 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. This monitoring helps ensure vaccines are safe.

Community Immunity

2

The role of vaccines in keeping our communities healthy



We recycle, support local businesses, and help our neight healthy community. But what can families do to prevent

What is Community Immunity?

Community Immunity is when the vaccinated community helps nated (against diseases like whooping cough, measles, flu and munized, diseases can't spread as easily. This protects the fev

How does Community Immunity keep us safe?

It protects unvaccinated people we pass in the supermarket, know and love:

- Babies too young to be immunized (whooping coug
- People with weak immune systems (due to disease asthma, cancer, or chemotherapy)
- Unvaccinated pregnant women (chickenpox and ot
- Seniors (flu can be deadly)
- Anyone allergic to a vaccine

About 80% to 94% community of people in your community people most at risk.

California's overall vaccination rate is high-but not everywhe as 40% to 80% unvaccinated kids. Your child or community

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.

Callonia Department of Public Health + Immunization Branch



MM-112D14-14

Community Immunity helps prevent disease outbreaks. Once exposed to a disease, it's too late to vaccinate. Unvaccinated kids have a high risk of getting sick or sent home from school- for days or weeks- to keep a contagious disease from spreading.



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.

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

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

Worried about safety?

the HPV series

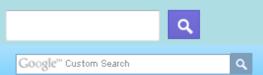
Have questions about the vaccines and the diseases they prevent? See next page for safety facts.

getting through the appointment.

Print Materials Available from....

- Your local Health Department
- California Immunization Coalition download at: GetImmunizedCA.org (under "For Health Care Professionals")





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 emai!

Parent Education

Are you a school nurse? Please take our survey.

For Health Care Providers

General Handouts

- Vaccine Information Statements (VIS) (Centers for Disease Control and Prevention)
- Vaccine Safety: Talking with Parents | Top 10 Parent Concerns
- Helping Parents Separate Fact From Fear
- Vaccine Safety: For Medical Assistants | Spanish
- Vaccine Conversations with Parents (Centers for Disease Control and Prevention website)

For Parents

General Handouts

- Vaccine Information Statements (VIS) | Versions for Mobile Devices (Centers for Disease Control and Prevention)
- Community Immunity | Spanish (California Immunization Coalition)
- Vaccine Safety: Parent Info | Spanish
- Clear Answers & Smart Advice About Your Baby's Shots (Ari Brown, MD, FAAP)
- If You Choose Not to Vaccinate Your Child, Understand the Risks and Responsibilities (Centers for Disease Control and Prevention)

Using Personal Stories

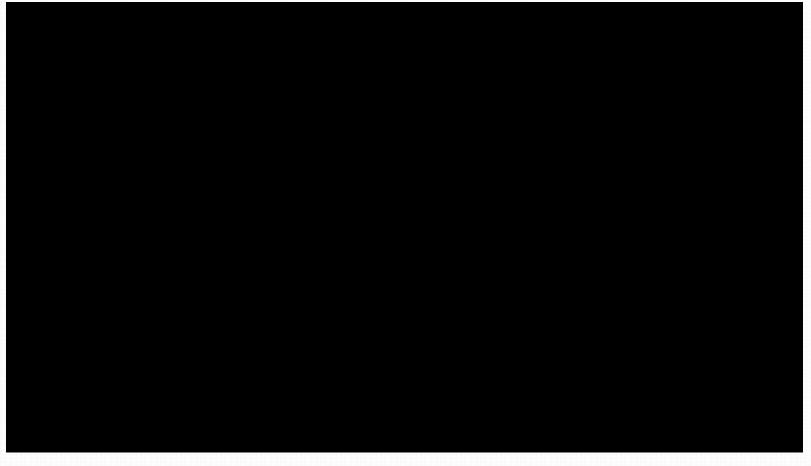






Natalie's Story





ShotbyShot.org

Home	Story Gallery	Share A Story	Use A Story	About Us	Resources
	A COL	NI GO			The Story of Ian
	100	-	*		Gavin's Story
			101	8	Protect Tomorrow
	PA		D		
Rotavirus e family sha	24	h rotavirus. (Courtesy of	FPKIDs) See story		Protect Tomorrow A Rotavirus Story
	24	h rotavirus. (Courtesy of	fPKIDs) See story		
	24	h rotavirus. (Courtesy of	FPKIDs) See story		A Rotavirus Story
e family sha	24	h rotavirus. (Courtesy of	fPKIDs) See story		

Pertussis: Ramona's Story



Viewed over 1,100 times

"I hope no one has to feel the frustration, sadness, or guilt of bringing such a horrible thing to their child or grandchild."

Using a Mom's Pertussis Story



ShotbyShot Story Gallery

Home

(written)

(written)

Spanish/Latino Story Gallery





Brandon G's Story (written)

Cervical Car Spanish





Susie's Story

Maggie's



School Immunization Requirement PSA



Pablo Sandoval Fights Pertussis

La Histor Jonatha



La Histor Samantha (



Story Gallery

ShotByShot.org Stories of vaccine-preventable diseases



Austin's Story (written)

Martin's Story (written)

Use A Story





Kaliah's Story Visit the Classroom (written)



The Whooping Cough Song (written)





the Flu





All Diseases Cervical Cancer and HPV Chickenpox Hepatitis B Hib Influenza Japanese Encephalitis Measles Meningitis Pertussis Pneumococcal Disease Polio Rotavirus Rubella Shingles Story Collections and PSAs

About Us

Disease

Resources

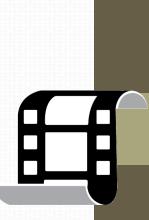
Browse Stories by:

Age Infant and Toddler Early Childhood Preteen and Teen Young Adult Adult



Written Written

PSAs





Share A Story

Maya C's Story (written)







Brittney's Story

Emily Barra's Flu Story (Skeetchestn Indian Reserve) ShotbyShot.org



ShotbyShot's on FaceBook Too!



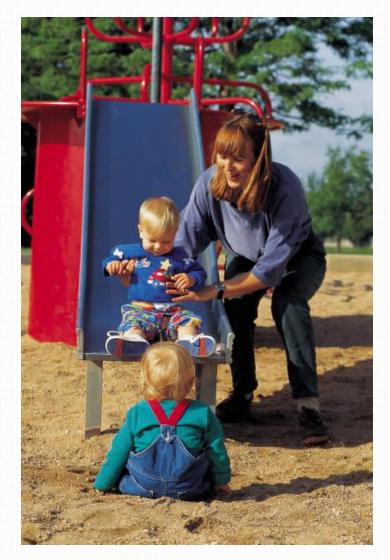


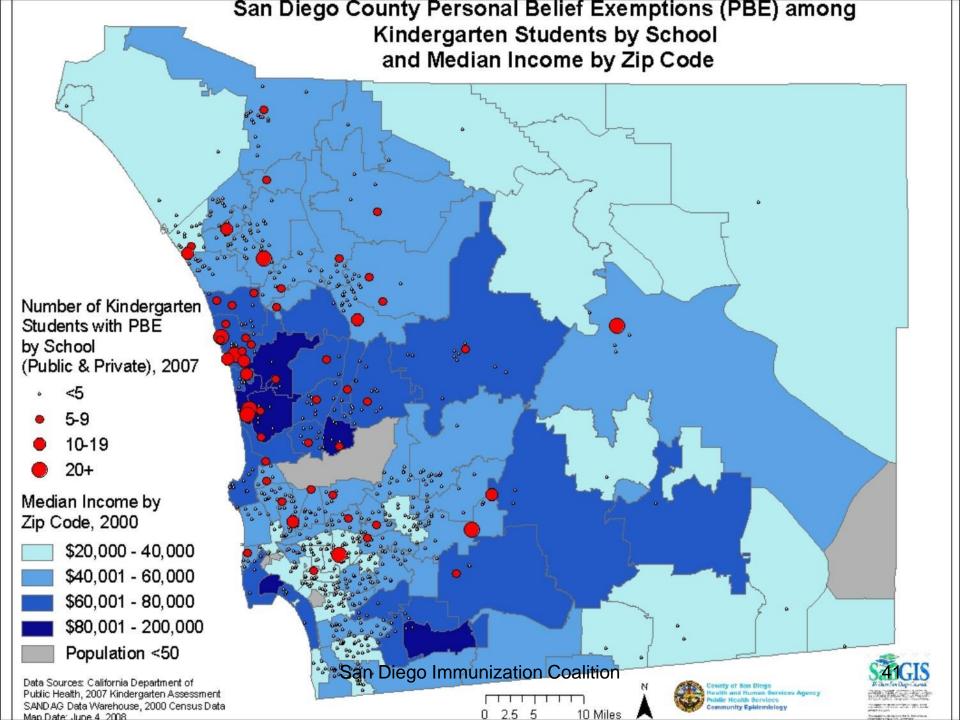
Reaching Out to the Community

parent forum model

Step 1: Go Where Parents Are!

- Identify pockets of under-vaccinated kids
- Accessible, free venue (community partners helpful!)
- **Timing** (evening/weekend)





Some Free Locations

- YMCA
- Library
- Community wellness Ctr
- Hospital Conf.
 Room
- Public health center



Step 2: Line-up Experts

Mark Sawyer, MD
 Eric Courchesne, PhD



Expertise to Provide

- Vaccine science; safety and importance for individual & public health
- Infectious disease; real life stories
- Autism science
- Patients/Parents: real life stories

- MD, PHN, infectious disease expert
- Primary care MD
- RN (school nurse)
- Autism researcher
- Immunologist

Parent/Patient Testimonials

- Parent whose child had a VPD
- high-risk child (e.g., asthma)
- Adult who had severe flu



Baby died of pertussis

Step 3: Promote!

- Distribute via partners
- Physician Offices
- Local venues (prenatal classes/yoga)
- Newspaper & online calendars
- Press Release
- Radio/TV interviews with speakers





Tuesday, February 16, 2010

Palomar Medical Center

Escondido, CA 92025

First Floor, Graybill Auditorium 555 East Valley Parkway

5 - 7 p.m.

Featured Presenters:

Mark Sawyer, M.D., Professor of Clinical Pediatrics and a Pediatric Infectious Disease Specialist at the UCSD School of Medicine and Rady Children's Hospital in San Diego

Eric Courchesne, Ph.D., Professor of Neurosciences and Director of the UCSD, Autism Center of Excellence





Light refreshments will be provided. Registration is required. Please call The HealthSource at 800.628.2880 or visit www.pph.org and click on "Classes & Events."

This forum is sponsored by the San Diego Immunization Coalition (SDIC) and the following agencies:



US IVERS IV 4° CALLI CENTA SAN USIGO SCHOOL OF MEDICINE





Parent Forum # 2 Encinitas Public Library

Spanish media interviews a mom

144

Core Curriculum

Answers to common concerns

Current research on autism causes

Vaccine safety systems

Parent's VPD story (or short video)

Audience Q&A –the most important part!



Evaluation Findings

- 5 events in SD county N = 201 (approx. 40/per event)
- 1 in 5 parents attending had skipped or delayed vaccines. Others were considering these options. (registration questionnaire)
- 3 in 4 attendees changed opinion of vaccines after forum (post-event survey).
- Most would recommend event to a friend.

Replicable Model, Start Your Own!

Answering Vaccine Questions at Community Parent Forums A How-To Guide











ALIFORNIA California Immunization Coalition

Curriculum, talking points, sample slides, resources, flyer & eval templates....

Download from immunizeCA.org under "resources" tab

CDPH Immunization Branch: We're Here to Help!

- We'd Love to hear what would help your IZ practice!
- Contact me: Tammy.Pilisuk@cdph.ca.gov