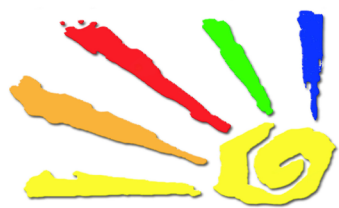


IMMUNIZE
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VACUNEMOS
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New Mexico
IMMUNIZATION
COALITION

NM Immunization Coalition *News*

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**Winter 2011
Volume 8 No. 2**

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"Vaccines are not just for babies!" ad campaign

By Anna Pentler, MPH, MBA

Executive Director, New Mexico Immunization Coalition

The NMIC and NM Department of Health are launching an advertising campaign to raise awareness

about tween, teen and adult vaccines. The tagline "Vaccines are not just for babies!" and the array of photos of older children, young and older adults, will demonstrate our message.

The campaign is an attempt to reach other age groups about the importance of immunization. New Mexico's vaccination rate for teens and adults is poor. Our tween rate is decent for the Tdap booster, primarily because there is a school requirement for 7th grade entry. Coverage rates for the meningococcal vaccine and HPV vaccines are much lower.

Influenza vaccination rate for teens and young adults is very low, despite a universal recommendation. Tdap rates

for adults also are very low, even though the vaccine has now been available for almost 6 years. Adults are often not up to date with a tetanus booster unless they have had a puncture injury and have been seen in an emergency room or clinic. With added emphasis on cocooning to protect infants from pertussis and influenza, we hope to improve the immunization rates of new parents and grandparents, however there are lots of adults who are unaware that they may be due for immunizations.

The campaign will include messages on the backs of buses, on "Johnny Boards" and possibly in movie theatres. Initially the ads will run for 3 months. In addition to the ads in the community, NMIC will print posters for health care providers to use in their offices.

Included in the campaign will be an option to text "Vaccines" to a specified number and receive the Nurse Advice Immunization hotline number and the link to the Immunization

Program website directly to the person's phone, so that they can take the information with them. We will be tracking the number of texts, as well as the volume of calls to the NurseAdvice number and the hits to the Immunization program website, as a marker for whether the ads are motivating people to find out more. Stay tuned for further updates on the success of this campaign.

Vaccines are not just for babies!

Are you up to date? Call your health care provider to find out!

For information about vaccines go to www.immunizenm.org

Or text "Vaccines" to 505-903-1234 to get information sent to your phone

STATE OF NEW MEXICO
DEPARTMENT OF HEALTH
CAREER FOR NEW MEXICO

NMIC members

Co-Chairs:

Norman White, MD
Jane Cotner, MS, MPH

Executive Director:

Anna Pentler, MPH, MBA

Participating Organizations:

AARP
Aging and Long-Term Services Department
Albuquerque Public Schools
Blue Cross/Blue Shield of New Mexico
Border Health Office/BEC/NMSU
Centers for Disease Control and Prevention
Doña Ana Immunization Coalition
GlaxoSmithKline Vaccines
Greater Albuquerque Immunization Network (GAIN)
Indian Health Service
La Clinica de Familia Medical Center
Lovelace
Merck Vaccine Division
Molina Healthcare, Inc.
NM Academy of Family Physicians
NM CYFD
NM Department of Health
NM Immunization Advisory Group
NM Influenza Vaccine Consortium
NM Human Services Department
NM Hospital and Health Systems
NM Medical Review Association
NM Medical Society/CPI
NM Nurses Association
NM Pediatric Society
NM Pharmaceutical Association
NM Primary Care Association
NM Public Health Association
NM School Nurses Association
NM State Department of Education
NM State PTA
Passport Health NM
Pfizer Inc.
Presbyterian Health Services
Rotary Clubs of New Mexico
sanofi pasteur
Santa Fe Immunization Coalition
Sierra County Immunization Coalition
University of New Mexico, Health Sciences Center
Villa Therese Catholic Clinic
Voices for Children

SHOT BRIEFS

Summary of ACIP October 2011 Meeting by Lance Chilton, M.D.

The CDC's Advisory Committee on Immunization Practices (ACIP) met October 25-26 in Atlanta. There were the usual large number of presentations on many of the vaccines in the arsenal (influenza, Hepatitis B vaccine, Meningococcal vaccine (MCV), 13-valent Pneumococcal Conjugate vaccine (PCV13), Measles, and Pertussis. In addition, there were discussions of vaccine supply, vaccine coverage, especially in adolescents, and public engagement, but there were only four votes taken.

The votes taken were as follows:

1) As widely expected, the ACIP voted to recommend that both males and females age 11-12 be routinely given human papillomavirus vaccine (HPV). This came about because a) coverage for females is still very low, so avoidance of transmission of HPV to girls is important; b) there is evidence that HPV vaccine will prevent anal and penile cancer in males; and c) there is some evidence that the vaccine will prevent oral cancers in both sexes as well.

2 & 3) Adult and child immunization schedules were approved. There are no major changes, other than those already announced (for example, Tdap recommended for all pregnant women and older adults who have contact with young children, HPV for boys). These recommendations will be published in MMWR, in Pediatrics, in American Family Physician, and in Annals of Internal Medicine — usually all in February. For those wanting a head start on the changes, the children's schedule (and the presentation slides used at ACIP) is available at <http://www.cdc.gov/vaccines/recs/acip/downloads/mtg-slides-oct11/Child-Adolescent-Immunization.pdf>, and the adult schedule and slides are at <http://www.cdc.gov/vaccines/recs/acip/downloads/mtg-slides-oct11/Bridges-adult-schedule.pdf>.

www.cdc.gov/vaccines/recs/acip/downloads/mtg-slides-oct11/Bridges-adult-schedule.pdf.

4) ACIP voted to recommend that three doses of hepatitis B vaccine be given to all adult diabetics. The reason for this is that there have been multiple outbreaks of hepatitis B in congregate care settings, such as nursing homes, where sanitary standards are not always upheld.

Minutes of the meetings are published electronically within 90 days of the meeting, and are available at the ACIP website. Presentation slides are available there as well: <http://www.cdc.gov/vaccines/recs/acip/meetings.htm#min>. I'll report again after the February meeting. Please let me know if you have any questions.



Pertussis activity in New Mexico

New Mexico and Bernalillo County have been experiencing a high number of pertussis cases. In New Mexico, 243 cases have been reported to the Department of Health this year — this is an increase from 149 cases in 2010. The reported cases are likely not a complete picture, as many people do not seek medical treatment, especially teens and adults, who may experience milder cases than younger children and infants.

Luckily so far, New Mexico has not seen any deaths during this outbreak. Encourage all eligible adolescents and adults to get their Tdap booster to protect themselves and to stop the spread of pertussis.

NMIC 9th Annual Meeting and Celebration

On December 2, over 85 members of the NMIC convened at the Embassy Suites Hotel in Albuquerque for our ninth annual meeting and celebration. Members were treated to talks on the ongoing Pertussis outbreak, the

CDC Influenza survey, the Pneumococcal and Influenza project in Rio Arriba and Luna Counties, and the Pediatric Society's Vaccine Hesitancy training.



Updates from DOH Immunization Program

NMSIIS begins electronic immunization data exchange

By Kevin Bersell

NMSIIS Manager

The New Mexico Department of Health has begun electronic data exchange between health care providers and the New Mexico Statewide Immunization Information System (NMSIIS). On December 13th the Taos Clinic for Children and Youth and Albuquerque Health Partners, in partnership with the New Mexico Health Information Collaborative, successfully submitted data from their Electronic Health Records (EHR) to the NMSIIS. The data were submitted electronically and contained thousands of immunization records. The electronic submission of the data saved hundreds of hours of data entry for the health care providers. In addition to saving time, electronic data exchange also reduces errors, makes information available sooner and results in more complete immunization information.

This successful exchange of immunization records is the result of a federal grant from the Centers for Disease Control and Prevention (CDC). The grant funding has allowed the New Mexico Department of Health to make improvements to the NMSIIS and to help health care providers to implement electronic data exchange. As part of the grant, the Department of Health plans to start exchanging data with four other provider groups. After the grant has been completed more providers will begin exchanging data. This exchange marks a major milestone for the Immunization Program as it moves forward to enhance the NMSIIS to support health care providers as they work towards meaningful use of electronic health records.

The NMSIIS is an important tool used by public and private providers in recording and tracking the immunization status of individuals and is used to improve rates of immunization. The registry is also used to track vaccine inventory, generate detailed reports on rates of immunization, and as a valuable tool assisting in epidemiological investigations of vaccine-preventable disease.

For more information regarding the NMSIIS and other vaccination issues, please visit the New Mexico Department of Health's Immunization website at <http://www.immunizenm.org/>.

Announcement

The New Mexico Statewide Immunization Information System (NMSIIS) is inviting physicians, nurses and other allied health professionals to participate in a NMSIIS Clinical Users Group. The purpose of the NMSIIS Clinical Users Group is to receive information and suggestions from users about the features and performance of the NMSIIS. In addition, Clinical Users Group members will be asked to comment on proposed changes to the system.

Meetings will be held quarterly in Santa Fe and Albuquerque, but members in other areas of the state will be able to participate by phone. Members must be authorized users of the NMSIIS and work directly with patients. For more information please contact Kevin Bersell, NMSIIS Manager at (505) 476-1451 or Kevin.bersell@state.nm.us.

We are delighted to introduce the new VFC Coordinator at the Immunization Program in Albuquerque.

By Bernadette Aragon, RN

VFC Coordinator, Regions 1 & 3



My name is Bernadette Aragon. I have recently been hired as the Vaccine for Children Region Coordinator for both Regions 1 and 3. These regions comprise of nearly 200 providers for the state.

I realize this role I have taken on is a critical component in preventive health maintenance for the children in our state. With my background in nursing I have often times seen health care utilized only for treatment. As VFC Coordinator, I feel fortunate to act as a patient advocate in prevention and education in the Public Health spectrum of care. I look forward to meeting and partnering with you!

Contact information:

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2012 calendar of upcoming events

January

1/19 NMIC Steering Committee meeting, 2:00-4:00pm

February

March

3/15-16 National Cocooning Summit, Las Vegas, NV

April

4/19 NMIC Steering Committee meeting, 2:00-4:00pm

NM Immunization Coalition News

is published semi-annually. Please contact Maggie June at 505-272-3032 or via email at mjune@salud.unm.edu if you have an item to submit for the newsletter.

Immunization champions



NMIC Immunization Champions accepting their awards (clockwise from top left): Dr. Joanne Ray; Eileen Goode on behalf of Ben Archer Health Centers; and Annie Kornegay.



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New Mexico Immunization Coalition
Office for Community Health
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