

Worth a Shot is a quarterly newsletter from the Nevada Immunization Coalition

Winter/Spring  
2009

# Worth a Shot



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Kathie Lloyd, Renown Health

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State of Nevada Immunization Program

The Vaccine Education Center at the Children's Hospital of Philadelphia

## Regional Corner

2008 was a positive year in many ways for immunizations in northern Nevada despite worsening economic times. It was my privilege to serve as the Chair of the Board and be an integral part of many good things. Some of the highlights of the year include:

The annual planning meeting in January where we prioritize what we need to and can do to promote health and fight vaccine preventable diseases for the upcoming year.

Both National & Nevada Infant Immunization Week in April kept us very busy providing immunizations to children across Nevada.

In May several of us attended the 8<sup>th</sup> National Conference on Immunizations and Health Coalitions in San Francisco to get ideas on how to work more effectively here in our own state. I even made a guest appearance on Channel 8 with Ann Cutler to talk about the importance of vaccines today and our "Cocooning" programs.

In August, the CDC sent me to Houston, TX, to attend a conference on Pandemic Influenza and Perinatal considerations. The CDC is very interested in our "Cocooning" programs and continues to refer many state health department representatives to learn about the state and county partnerships integral to our program.

November found me once again presenting the "Cocooning" program at the 6th Annual Nursing in Excellence Conference here in Reno and then assisting at the fun-filled Silver Syringe Awards Dinner, with First Lady Dawn Gibbons.

It has been a busy year with many challenges and I continue to be amazed at the level of professionalism and commitment on the part of the NNIC membership, Board of Directors and staff. It has been my honor to work along side of them and I welcome Steve Kutz from the Washoe County District Health Department as 2009 Chair.

Kathie Lloyd, MS, RN, CNM, CNS  
Renown Health

There are many ways the Nevada Immunization Coalition supports immunizations in our community. One way which might not be as apparent as others, but is just as crucial: validating that an actual vaccination occurred. It is important to the medical professional as well as to the child to have accurate documentation of vaccines administered.

In collaboration with the State of Nevada's Department of Health and Human Services, the Coalition partnered with various sources to fund a training position in southern Nevada for the Nevada Immunization Registry, WebIZ. This position is tasked to train all users in southern Nevada. During the legislative session of 2007, NRS439.265 was passed stating that all providers who vaccinate children between the ages of 0-18 must report this information to the Nevada Immunization Registry. This statute goes into effect July 1, 2009. The way providers can report this information is through "WebIZ".

Highlights of the Nevada Immunization Registry WebIZ program:

- Easily and quickly retrieves immunization records of clients seen at an office
- Consolidates immunizations from all vaccine providers into one printable official record
- Access to clients' immunization histories reduces duplicate vaccinations
- Forecasts immunizations due based on current recommendations (Using ACIP Schedule)
- Assesses current levels of immunization coverage
- Produces reminders and recall lists for immunizations that are due or overdue
- Facilitates vaccine inventory control (captures lot# data on patient records allowing instant patient recall)
- Produces reports including client counts, doses delivered and vaccine usage
- HIPPA compliant - as all data is encrypted

Marie Tasker  
Southern Nevada WebIZ Training Manager

## Nevada WebIZ Facts

**W**ork towards electronic data exchange;

**E**nsure accurate and reliable data;

**B**uild community connections;

**I**ncrease provider participation; and offer

**Z**ero cost statewide WebIZ trainings.

Since September 2008, over 500 people have been trained in southern Nevada to use WebIZ. The trainees vary from Medical Professionals, WIC providers, and school nurses.

### Interested in becoming a WebIZ user?

Contact Marie Tasker to find out about training opportunities in southern Nevada and Cathy Robinson in northern Nevada. They are willing to come to your office and/or invite you to one of the upcoming community trainings. For more information or to register, contact Marie at 702 496-0474 or [mtasker@health.nv.gov](mailto:mtasker@health.nv.gov). Cathy at 775 684-3462 or [crobinson@health.nv.gov](mailto:crobinson@health.nv.gov).

The WebIZ help desk is also available to answer your questions at 775.684.5954 or you can visit the calendar page of [ImmunizeNevada.org](http://ImmunizeNevada.org) to see upcoming trainings near you.

# NV'R Miss a Shot Campaign Goes Digital and Wins 4 ADDY Awards!

Thanks to our agency partner, R&R Partners, the NV'R Miss a Shot Campaign received a fresh new look and went digital. Over the months of November and December, we received 1,252,452 impressions across a variety of women, family & health websites, targeted to users in Nevada. Our average click-through rate to [www.ImmunizeNevada.org](http://www.ImmunizeNevada.org) was twice the industry average, giving us great exposure regionally. In March, the campaign won 2 Gold and 2 Silver ADDY® Awards for "Public Service Campaign" and was well received by the selection committee and reception attendees. Conducted by The American Advertising Federation, a not-for-profit industry association, The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types.

Below are examples of the campaign, including banner ads as seen on Rachael Ray's website and the Reno Gazette Journal website. Look for future variations of this campaign on billboards, mailers and print ads.

FOOD TRAVEL KIDS PETS RACH BLOGS

FOOD HOME FOOD BLOG RECIPE SEARCH FAMILY HEIRLOOM

Food | Recipe Search | Search Results

**RECIPE DATABASE**

**Spinach-Artichoke Hummus and Cheesy Toast**  
Serves 4-6  
Submitted by Rachael Ray  
Yum-o! Family-Friendly on 11/08/07

Tags: [snacks](#) [sides](#) [appetizers](#) [spreads or dips](#) [cheese](#) [vegetables](#) [lunch](#) [Yum-o! Family-Friendly](#) [food processor or blender](#) [toast](#)

**INGREDIENTS**

- 1 can chickpeas (15 ounces)
- 2 tablespoons tahini
- 1 clove garlic
- Juice of 1 lemon
- Salt and freshly ground black pepper
- 1/4 cup extra virgin olive oil (EVOO)
- 1 box chopped frozen spinach (10 ounces), defrosted
- 1 can artichokes (15 ounces), drained
- 1 cup grated Parmigiano Reggiano or Asiago cheese, divided
- 1 baguette, cut into

**Just because they're immune to cooties**  
doesn't mean they're immune to everything

**An immune kid is a fearless kid.**  
Getting your child their shots on time is the single most important thing you can do to give them a healthy, happy future. Learn more by visiting [www.ImmunizeNevada.org](http://www.ImmunizeNevada.org).  
Provided by a Fund for a Healthy Nevada grant.



Advertisement

**Just because they're immune to table manners**

- State Senate bill proposes split in Third Judicial District -
- Prep Baseball: Cougars nab first win of the season -
- Concert update: High Sierra Festival, Americana Festival, Doug Stanhope -
- Crews install V&T Railway bridge across U.S. 50 -
- YHS wants to acquire dirt parking lot adjacent to school -
- Southern Nevada artists bring work to the capital city -
- Album reviews: Prince, Chris Cornell, Decembenrats, Miley Cyrus -
- Court tells Mack to pay divorce settlement - (4)
- District court requests elevator in Lyon Courthouse -
- Partnership brings Mobile Recreation Program to youngsters -
- Red Cross honors Washoe heroes -
- SWAC-leading WVC baseball team comes home -
- House OKs special fund to fight wild fires -
- More than 200 participate in annual Martial Arts Expo -
- Reno stabbing suspect surrenders to police -

**They might be immune to boogers**

PLAY

PSA: It's Anti-violence

MORE VIDEO

Explore 5

USA TODAY CAREERS

**Immunity is fearless**  
get your kids the shots they need to thrive

ImmunizeNevada.org

## Save the Date!

### NV'r Miss A Shot

#### 2009 Early Childhood Health and Immunization Summit

September 14-15, 2009 at Renaissance Las Vegas Hotel, Las Vegas, Nevada  
Featuring Keynote Speaker: Dr. Paul Offit, Children's Hospital of Philadelphia



This 2-day summit features presentations and discussions on current childhood health and immunization issues and practices. Topics also include addressing parents concerns, mental and oral health issues, billing and coding, screening and assessment.

#### Immunization experts presenting include:

Paul Offit, MD, Chief of Infectious Diseases at  
Children's Hospital of Philadelphia

William Atkins, MD, Centers for Disease Control and Prevention

Trudy Larson, MD, University of Nevada School of Medicine

Tami Chartraw, MPA:HA, State of Nevada  
Health Division Immunization Program

Sandra Jo Hammer, RN, State of California  
Health Division Immunization Program

#### Who should attend:

Physicians, nurses, pharmacists, social workers, administrators, educators, advocates, and other providers from public and private sector health organizations interested in learning more about current childhood health issues, best practices, and prevention/intervention tools to implement in their own practice are invited to attend. CME, CEU, and pharmacist credits will be available for this event.

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Additional information about the keynote speaker:

Dr. Offit's most recent book "Autism's False Prophets" has been widely endorsed by pediatricians, autism researchers, vaccine companies and medical journalists who say it sums up, in layman's language, the scientific evidence for vaccines and forcefully argues that vulnerable parents are being manipulated by doctors promoting false cures and lawyers filing class-action suits. "Opponents of vaccines have taken the autism story hostage," Dr. Offit said. "They don't speak for all parents of autistic kids, they use fringe scientists and celebrities, they've set up cottage industries of false hope, and they're hurting kids. It's just unconscionable." - *NY Times Book Review*

## Did you Know?

Each year a revised immunization schedule is approved by the Centers for Disease Control and Prevention (CDC), the American Academy of Pediatrics (AAP), and the American Academy of Family Practitioners (AAFP). Each of these organizations has groups of experts that review the scientific data and confirm that the recommended schedule is safe and appropriate. The 2009 schedule is now available. The schedule is similar to that from 2008 with a few exceptions.



A recent telephone survey conducted by the Centers for Disease Control and Prevention (CDC) determined that most 13- to 15-year-olds are up-to-date on their hepatitis B and MMR vaccines, but many are not receiving other vaccines that are recommended for their age.

Only about one-third of all adolescents have been immunized against meningococcus and even fewer (about one-fourth) girls have had at least one dose of the human papillomavirus (HPV) vaccine. While most adolescents (about three-fourths) have received a booster vaccine for tetanus and diphtheria, many have not had the version that also includes protection against pertussis or whooping cough.

## **Thinking Outside the Box**

*Each issue, we will highlight a coalition partner who is utilizing innovation in immunizations. Please share with us unique programs in your community.*

**In 2008, FORBES Magazine recognized Walmart Stores, Inc. as the “number one most generous company overall.”**

Walmart gave more than \$378 million in cash and in-kind gifts to more than 100,000 U.S. charitable and community-focused organizations in 2008. Through financial contributions, in-kind donations and volunteerism, the Walmart Foundation supports initiatives focused on enhancing opportunities in four main focus areas, including Health and Wellness.

Support for health & wellness efforts includes improving access to healthcare, reducing healthcare disparities and promoting healthy lifestyles. Examples include food distribution programs, immunization clinics, health education organizations and personal health record technology.

Through the generosity of the Walmart State Advisory Council of Nevada, the Northern and Southern Nevada Immunization Coalitions are pleased to be recipients of Walmart’s community giving. Specific grant support is provided for local events and projects such as Back-to-School Week, Nevada Infant Immunization Week (NIIW), Protect and Immunize Nevada Kids (PINK) and community flu shot clinics.

Local Walmart stores have hosted free immunization clinics, distributed flyers, donated reusable shopping bags to give out at health fairs and more. They are an integral and important part of both coalitions, serving on Executive Boards, committees and even presenting at our bi-annual conference. This partnership has expanded our community reach and access and we appreciate the commitment Walmart has made to communities across Nevada.



## **Pediatric Deaths from Influenza**

All children between 6 months and 18 years of age are recommended to get an influenza immunization each year. Unfortunately, each year children die from influenza complications. Since the 2003-2004 influenza season, an average of 82 children per year have succumbed to influenza; more than half of them were previously healthy. Thus far during the 2008-2009 influenza season, there have been 45 pediatric deaths.

An alarming trend suggests that children with influenza are increasingly succumbing to co-infections with bacteria. This second infection is increasingly the one that leads to death. This realization provides an additional reason to protect children from influenza and continue vaccinating through Spring.

Visit [www.immunize.org](http://www.immunize.org) for a variety of influenza resources available for free.

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