

# Idaho Immunization Coalition

Promote, Prevent, Protect

Quarterly Newsletter  
April - June 2014



## Mark Your Calendars! 2014 Immunization Summit

*Promote and Advance Lifetime Immunizations  
Through Education and Advocacy*

Tuesday, September 30, 2014  
8:30 am—3:30 pm  
St. Luke's Boise Medical Center  
Anderson Center  
Online webinar available

### Who Should Attend?

Physicians, nurses, pharmacists, medical assistants, educators, advocates, and other representatives from public and private sector health organizations interested in learning more about current immunization issues, strategies, and activities.

### Summit Objectives

- Enhance participant knowledge about vaccines and vaccine preventable diseases
- Explore strategies for increasing immunization rates in all age groups
- Learn communication strategies for responding to questions about vaccine hesitancy

### Featured Speakers



**Ari Brown, MD, FAAP** is a pediatrician, book author, child health advocate, and a mom. She practices full-time in Austin, TX. Her passion to educate families about children's health led her to co-author the best-selling "411" parenting book series. She is a trusted voice for children's health. Dr. Brown is a medical advisor for Parents Magazine and ABC News, and a spokeswoman for the American Academy of Pediatrics. She has appeared on numerous national news and talk shows including NBC's Today Show, CNN, and Rachael Ray.



**Dr. Robert Hopkins Jr., MD., FAAP, FACP** is Professor of Internal Medicine and Pediatrics and Director of the Internal Medicine-Pediatrics combined residency at the University of Arkansas for Medical Sciences in Little Rock, AR. He has been involved in efforts to improve preventative immunization through service on the Arkansas Department of Health Vaccine Medical Advisory Board, the ACP Adult Immunization Physician Advisory Board, and the Executive Committee of the National Influenza Vaccine Summit. Dr. Hopkins has authored or co-authored numerous published studies on a variety of medical topics, including evidence-based medical education, adult and pediatric immunization, and comprehensive primary care.

### Registration

Space is limited so sign up today. Log on to [www.idahoimmune.org/summit](http://www.idahoimmune.org/summit) to reserve your place.

Registration is free and includes lunch. For questions contact Karen Sharpnack, [kjs@idahoimmune.org](mailto:kjs@idahoimmune.org).

### IN THIS ISSUE:

<a href="#">2014 Immunization Summit</a>	1
<a href="#">CDC Childhood Immunization</a>	1
<a href="#">Champion</a>	2
<a href="#">2014 Immunization Champion — Idaho Immunization Coalition</a>	3
<a href="#">Economic Evaluation of 2009 Childhood Immunization Program</a>	4



# CDC Childhood Immunization Champion Award



Pictured above:  
Barbara Davis, Jill Sass Christine Pittman, Matt Joyce MD, Dr. Lisa Barker, Wendy Hoagland, Christina Marchall, Kami Engstrom

**Congratulations!**

Dr. Matthew Joyce has been named the Centers for Disease Control and Prevention (CDC) Childhood Immunization Champion for Idaho. This annual award, given by the CDC Foundation and the CDC, honors exemplary childhood immunization advocates across the 50 U.S. states, 8 U.S. territories, freely associated states, and the District of Columbia during National Infant Immunization Week (April 26–May 3, 2014). This year, they recognized 31 Champions.

Recipients of the Childhood Immunization Champions award are individuals who work tirelessly to improve the health and lives of young children by prioritizing immunization. Dr. Joyce was nominated by the Idaho Immunization Coalition, and selected as a Champion alongside other healthcare professionals, community advocates, and other immunization leaders for making a significant contribution to public health in Idaho through his work in children's immunization.

Some of the amazing work Dr. Joyce has done to promote childhood immunizations in his community Idaho includes the following:

- As a pediatrician of 15 years and an independent provider of 7, Dr. Joyce schedules his own appointments so that he can take the time to listen to his patients and answer their questions.
- Dr. Joyce welcomes new patients into his practice who have been terminated as patients from other practices because of their refusal to receive immunizations, or their insistence on creating their own immunization schedules.
- Dr. Joyce takes the time to discuss the benefits of immunizations and address the concerns of parents at every opportunity.
- While Dr. Joyce follows the ACIP recommended immunizations schedule, he is also willing to work with families to ensure that children receive all of their immunizations; with time, he has had many successes in getting families back on schedule.
- Dr. Joyce has successfully encouraged many families to receive the flu vaccine for the first time during visits.
- Dr. Joyce frequently adds “vaccine only” same day appointments for other siblings in the office.
- Dr. Joyce demonstrates strong leadership skills, collaborations, innovative ideas, and practices and is a huge advocate for working with parents in several different venues on his own time to openly discuss parent's fears and hesitations regarding immunizations.

Dr. Joyce is an inspiration to all of us who care passionately about children's health in Idaho. We are pleased and honored to congratulate him on this well-deserved award.

## 2014 Idaho Immunization Champion Idaho Immunization Coalition



The Idaho Immunization Coalition co-sponsored the Statewide Meningitis Campaign. The Statewide Meningitis Campaign started with just a few universities and colleges, but quickly spread by inspiring other universities and colleges to hold immunization clinics for their students.

The success of the campaign motivates others to find ways to continue to promote and provide immunization on university and college campuses. Almost 3,000 students and faculty have been vaccinated against meningococcal disease to-date.

Pictured at right: 2014 Immunization Champion Award  
(From right)  
Dr. Tom Patterson, Dr. William Atkinson, Karen Sharpnack

## Eastern Idaho Public Health District's Annual Free Immunization Clinic

On Tuesday, April 29, 2014 from 3pm to 6pm Eastern Idaho Public Health District (EIPHD) offered its annual Free Immunization Clinic for children.

The Clinic took place at the Bonneville County office at 1250 Hollipark Dr., Idaho Falls. It was very successful and had the largest number of participants ever to attend the annual event (181 individuals). The Clinic ran smoothly with very little wait time. Each child received a gift packet with multiple coupons from various businesses in the community. The packet included ice cream, cookies, smoothies, pizza, and play house wrist bands. The grand prize was a bike donated by a local pediatrician's office (pictured at right). Children from under two year of age through 18 years of age were vaccinated. The 11 to 12-year old group was the largest age group vaccinated with 67 total. Most families left with everyone smiling and all the children well-vaccinated. This year a question was added about how families had heard about the free clinic—schools, texts and or emails, accounted for 57% of referrals.



Pictured above:  
Booster, EIPHD's immunization mascot,  
posed with the 12 year old winner of bicycle  
donated by Idaho Falls Pediatrics.

# Economic Evaluation of the 2009 U.S. Childhood Immunization Program

## Overview

CDC analysis demonstrates the substantial health benefits associated with vaccinating young children, as well as an impressive return on investment in vaccines and immunization services. While economic impact is one way to view the value of vaccines, ultimately, the widespread use of vaccines in the United States saves lives and reduces illness caused by vaccine-preventable diseases. Disease prevention is key to public health. It is always better to prevent a disease than to treat it. Vaccines are responsible for the control of many infectious diseases that were once common in this country and around the world. Over the years vaccines have prevented countless cases of infectious diseases and saved literally millions of lives. Continued attention to immunizations by health care providers is the primary means of saving lives and reducing illness.

## Summary of Main Points

- ◆ One dollar spent on routine childhood immunization, on average, results in \$10 in societal (direct and indirect) savings over the child's lifetime, according to a study by the Centers for Disease Control and Prevention (CDC).
- ◆ The study, which evaluated the economic impact of the 2009 U.S. childhood immunization schedule, estimated that routine immunization of children born during that year will prevent approximately 42,000 early deaths and 20 million cases of disease.
- ◆ The study concluded that vaccinating children with recommended vaccines not only prevents disease and death, but also results in substantial cost savings (net savings of \$69 billion in societal costs).

## Background

- Economic impact is one way to view the value of vaccines. Ultimately, the widespread use of vaccines in the United States saves lives and reduces illness caused by vaccine-preventable diseases.
- A CDC study analyzing the economic impact of the 2009 U.S. childhood immunization schedule included nine routinely recommended vaccines:
  - ◇Diphtheria and tetanus toxoids and acellular pertussis (DTaP)
  - ◇*Haemophilus influenzae* type B conjugate (Hib)
  - ◇Inactivated poliovirus (IPV),
  - ◇Measles/mumps/rubella (MMR)
  - ◇Hepatitis B (HepB)
  - ◇Varicella (VAR)
  - ◇7-valent pneumococcal conjugate (PCV7)
  - ◇Hepatitis A (HepA)
  - ◇Rotavirus (Rota).
- The study was conducted using population-based vaccination coverage rates, published vaccine efficacies, historical data on disease incidence before vaccination, and disease incidence reported during 2005-2009.
- Influenza vaccine, which is recommended annually for all persons age 6 months and older, was not included in the study because methods for assessing costs and impact are different from those for other vaccines.

## Economic Impact of Childhood Immunization

- The costs of immunizing children were compared with direct and indirect costs that might arise from not being vaccinated.
- Immunization program costs included the vaccines, their administration, parent travel and work time lost, and adverse events associated with the vaccines.
- Direct medical costs included those associated with complications or consequences of diseases. Direct non-medical costs included special education of children disabled by diseases, and other supplies for special needs.
- Indirect costs included loss of productivity due to permanent disability or early death and parents' loss of income because of missed work while caring for a sick child.
- The benefits of routine childhood immunization were quantified as savings in both direct and indirect costs from avoiding disease and death by being vaccinated.
- CDC's analysis demonstrates the substantial health benefits associated with vaccinating young children, as well as an impressive return on investment in vaccines and immunization services.

### Reference:

Zhou, F., Shefer, A., Wenger, J., Messonier, M., Wang, L.Y., Lopez, A., ... Rodewalk, L. (2014). Economic evaluation of the routine childhood immunization program in the United States, 2009. *Pediatrics*. <http://pediatrics.aappublications.org/content/early/2014/02/25/peds.2013-0698>

# Call for Submissions

Are you passionate about immunizations and want to share your enthusiasm? Do you have a specific vaccine-related topic that you can't stop talking about at the dinner table?

Idaho Immunization Coalition welcomes article submissions from everyone. If you have an article idea for the next quarterly newsletter, please don't hesitate to communicate your ideas to Karen Sharpnack

[kjs@idahoimmune.org](mailto:kjs@idahoimmune.org)



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Idaho Immunization Coalition  
[www.idahoimmune.org](http://www.idahoimmune.org)  
6618 Cleveland Blvd, Suite B  
Caldwell, Idaho 83607

Karen Sharpnack,  
Executive Director  
(208) 961-1514  
[kjs@idahoimmune.org](mailto:kjs@idahoimmune.org)



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