



Monthly Update – May 2017

Dear Friends,

Summer is just around the corner! As you might know, summer is the hottest time to increase HPV vaccination rates. In fact, HPV vaccination increases 5-fold in August at the peak of back-to-school well-child appointments.

Sign up to get access to get the *You've Got the Power to Prevent Cancer!* communications package with 10-weeks of content to help you encourage the medical providers in your membership to flex their super powers and prevent HPV cancers.



Click here to learn more and sign-up: <https://www.surveymonkey.com/r/Power17> Pre

****Spotlight****

ShotByShot.org promotes survivor stories as part of Oral Cancer Awareness Month



Tammy Pilisuk, representing *ShotByShot.org* to the National HPV Vaccination Roundtable, reported that during the month of April they achieved 13,600 Facebook views for the three HPV survivor stories featuring Frank, Scott, and Dr. Moore talking about HPV-related oropharyngeal cancers. Thank you to all the social media boosters who liked, shared and commented on these posts.

Shot by Shot: Vaccine-Preventable Diseases is a collection of stories from people who have been touched by vaccine-preventable diseases. Shot by Shot's storybank of real-life stories, told by survivors, family members, friends, and health care providers, brings first hand experiences to new generations. Please visit <http://www.shotbyshot.org> to learn more about ShotByShot.org and <http://www.immunizeca.org> to learn more about the California Immunization Coalition.

HPV Roundtable Resources

Looking for video resources to share with partners? Here are quick links to three of our multimedia resources:

- A library of all our HPV cancer survivor videos: bit.ly/HPVVideos
- *Why Vaccinate at Ages 11-12* video: bit.ly/HPV_Why11_12
- *What Providers Need to Know about Oropharyngeal Cancer* video: bit.ly/HPV_OroVideo

One Question Survey

Q: [What is the most important need related to HPV vaccination that your organization CAN'T do \(alone\)?](#) (links to SurveyMonkey)

In Case You Missed It

On May 8th, the National HPV Vaccination Roundtable hosted a [communicator's showcase](#) for our upcoming "You've Got the Power to Prevent Cancer" summer event. We've created ten weeks of material that encourage providers and their clinical teams to make strong HPV vaccine

recommendations during back-to-school well-child visits over the summer. This super-hero themed package includes:

- A communications brief
- Cut-and-paste website copy
- Sample Newsletter promotional language
- 10 unique social media posts – 1 per week for Facebook and Twitter
- 8.5x11" poster for you to personalize, print, and use
- Images to use on social media, newsletters, emails and more
- Room to add YOUR organization's logo

Does your organization connect with providers and clinical teams that prevent cancers through vaccination? Then these resources are for you! We launch on June 12th so sign up today to receive the package materials.

- ➔ [Click here to get the "You've Got the Power to Prevent Cancer" communications package.](#)
- ➔ [Click here to get the National Immunization Awareness Month BONUS material](#) (deploying early August)

HPV Vaccination Partner Resources and Shareables

Science magazine publishes special issue about "The Vaccine Wars"

On April 28, *Science* magazine published a special issue about what they referred to as "The Vaccine Wars." The issue includes the following five articles:

- [Four vaccine myths and where they came from](#)
- [Can skeptical parents be persuaded to vaccinate?](#)
- [Here's the visual proof of why vaccines do more good than harm](#)
- [The riskiest vaccine? The one that is not given](#)
- [Vaccines on trial: U.S. court separates fact from fiction](#)

Free App of The Vaccine Handbook newly available from the Immunization Action Coalition

A new app of *The Vaccine Handbook* is now available from the **Immunization Action Coalition**. The free app (available for Apple iPhones and iPads only) contains the complete 2017 (6th) edition of *The Vaccine Handbook* ("The Purple Book"), by Dr. Gary Marshall, professor of pediatrics and chief of the Division of Pediatric Infectious Diseases at the University of

Louisville. The app is fully searchable, with functionality that includes bookmarking, highlighting, user annotation, and links to important vaccination resources.

The free app may be found by searching the iTunes App Store for “The Vaccine Handbook App” or clicking on the following link:

<https://itunes.apple.com/us/app/the-vaccine-handbook-app/id1043246009?ls=1&mt=8>.

The PolicyLab and the Vaccine Education Center release an Evidence to Action brief about addressing vaccine hesitancy

The PolicyLab and the **Vaccine Education Center (VEC)** at Children's Hospital of Philadelphia recently released an Evidence to Action brief titled “Addressing Vaccine Hesitancy to Protect Children and Communities Against Preventable Diseases.” The brief included a review of vaccine hesitancy, identification of three areas of concern, and a series of recommendations to address the concerns.

The areas of concern include:

- Diminished prioritization—delayed immunizations resulting from lack of experience with diseases being prevented and convenience factors and barriers related to access or philosophical beliefs or concerns
- Lack of confidence in vaccine safety and efficacy—resistance to immunizations based on misinformation that is perpetrated in the media and online. Difficulty reversing misconceptions also contributes to this area of concern.
- Inadequate state policies—nonmedical exemptions and pockets of noncompliance lead to regions or areas of increased susceptibility and decreased herd immunity

Recommendations focused on three areas of action related to healthcare provider recommendations, vaccine mandates, and education.

View or download the complete brief: [Addressing Vaccine Hesitancy to Protect Children and Communities Against Preventable Diseases](#) (PDF format; 20 pages).

More information, including a summary of the recommendations, a related webinar, and a social media toolkit, is available in the [March issue of VEC's newsletter, *Vaccine Update for Healthcare Professionals*](#).

[PolicyLab](#) is an independent research center at Children’s Hospital of Philadelphia.

AAP invites all immunizers to join its Community of Immunizers Listserv

The **American Academy of Pediatrics (AAP)** would like to invite all immunizers to join its Community of Immunizers Listserv. The Community of Immunizers Listserv is currently comprised of more than 125 immunizers, including physicians, physician assistants, nurse practitioners, nurses, medical assistants, and other office staff. It allows users to communicate with fellow immunizers, ask questions, and share ideas, resources, and successes! Email immunize@aap.org and include IZCOMMUNITY and your role as an immunization advocate to request to be added to the Community of Immunizers Listserv.

Please contact [Jennifer Sienko](#) if your organization has resources or social shareables that you would like to see included in the monthly update.

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