



U.S. Immunization in a Time of Change

2014NIC

National Immunization Conference | Atlanta, GA

September 29 – 30, 2014
Crowne Plaza Ravinia Hotel
Atlanta, Georgia



Ravinia ABCD

Plenary sessions PL1 through PL4
Breakouts A1 through F1
Hilleman Lecture



Ravinia EFG

Breakouts A2 through F2

Dunwoody

Breakouts A3 through F3
Immunization Q&A Sessions QA1 and QA2



Monday, September 29, 2014

8:30am – 9:45am Plenary Session

Continuing Education credit available based on 60 minutes of instructional time.

Opening Plenary, followed by Awards Presentation

Location: Ravinia ABCD

Anne Schuchat, MD. Centers for Disease Control and Prevention

Alan Hinman, MD, MPH. The Task Force for Global Health

This introductory session will feature an update and overview of current activities and priority areas in immunization.

PL1

10:00am – 11:15am Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

HPV Vaccination: Creating an Evidence-based Communications Campaign

Location: Ravinia ABCD

Session Moderator: **Jill B. Roark, MPH.** Centers for Disease Control and Prevention

Allison Kennedy Fisher, MPH. Centers for Disease Control and Prevention

Christina P. Williams, MA, MBA. Centers for Disease Control and Prevention

Presenters will discuss the formative research findings that have guided the development of the HPV vaccine communications campaign, demonstrating how specific findings were used to craft messages and develop branded campaigns for both parents and healthcare providers. Presenters will also discuss how audience research data drove the development of non-traditional partnerships that are positioned to reach more people in the target audiences.

A1

Seasonal Influenza: Current Issues and Policy

Location: Ravinia EFG

Session Moderator: **Lisa A. Grohskopf, MD, MPH.** Centers for Disease Control and Prevention

Laurence B. Givner, MD. Wake Forest School of Medicine

Ruth A. Karron, MD. Bloomberg School of Public Health, Johns Hopkins University

H. Keipp Talbot, MD, MPH. Vanderbilt University Medical Center

Presenters will discuss current issues relevant to use of seasonal influenza vaccines. Topics will include influenza vaccination of healthcare personnel, influenza vaccine efficacy in older adults, and current U.S. influenza vaccination policy.

A2

AFIX (Assessment, Feedback, Incentives, and eXchange)

Location: Dunwoody Suite

A3

Session Moderator: **Laura Pabst, MPH.** Centers for Disease Control and Prevention

Bianca Perri, MPH. New York City Department of Health and Mental Hygiene

Danielle Reader-Jolley, BS, MHS. Independent Consultant

Stephanie Sanchez, Associates. Michigan Department of Community Health

This session will describe the collaboration between CDC, the American Immunization Registry Association, the Association of Immunization Managers, and the IIS and AFIX communities to develop operational and technical guidance for transitioning to IIS-based assessment reports for AFIX, and will present experiences from two programs that have already transitioned to IIS-based AFIX assessments.

11:30am – 12:45pm Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

Quality Measurement in Immunization – How Do We Know How We’re Doing?

Location: Ravinia ABCD

B1

Session Moderator: **Megan C. Lindley, MPH.** Centers for Disease Control and Prevention

Janice M. Carson, MD, MSA. Georgia Department of Community Health

Tricia Washburn, BS. State of Rhode Island Department of Health

Presenters will discuss how state and local public health programs are using quality measures for health-care facilities and health insurance plans to increase vaccination uptake in children, adolescents, and adults. Development and implementation of quality measures will be discussed, as well as evolution of quality measurement and reporting initiatives to meet program needs and adapt to a changing quality environment.

Vaccine-preventable Disease Outbreaks and Pandemics

Location: Ravinia EFG

B2

Session Moderator: **Manisha Patel, MD.** Centers for Disease Control and Prevention

Lucy Breakwell, BSc, PhD, MSc. Centers for Disease Control and Prevention

Samuel Graitcer, MD. Centers for Disease Control and Prevention

Connie Jorstad, MPP, MA. Association of State and Territorial Health Officials

Lucy McNamara, PhD, MS. Centers for Disease Control and Prevention

Presenters will discuss issues related to recent meningitis serogroup B outbreaks in U.S. university settings, and provide an update related to pandemic influenza.

Implementing Continuous Temperature Monitoring: Trips, Tips, and Lessons Learned from Coast to Coast

Location: Dunwoody Suite

B3

Session Moderator: **Maureen Kolasa, MPH.** Centers for Disease Control and Prevention

Claudia Aguiluz, BS. Centers for Disease Control and Prevention

Norma Martinez-Rubin, MPH, MBA. California Department of Public Health

John Stevenson, MA. Centers for Disease Control and Prevention

Pejman Talebian, MA, MPH. Massachusetts Department of Public Health

Presenters will discuss successful strategies for integrating continuous temperature monitoring of vaccine storage equipment into current work processes within provider offices and awardee systems.

12:45pm – 2:45pm Lunch Break (on your own)

1:15pm – 2:30pm Immunization Q&A (during Lunch Break)

Continuing Education credit available based on 75 minutes of instructional time.

Immunization Q&A: Session 1

QA1

Mark D. Gershman, MD. Centers for Disease Control and Prevention

Rebel Jackson, RN, BSN, MPA. Centers for Disease Control and Prevention

Andrew Kroger, MD, MPH. Centers for Disease Control and Prevention

Raymond Strikas, MD, MPH. Centers for Disease Control and Prevention

Donna Weaver, RN, MN. Centers for Disease Control and Prevention

JoEllen Wolicki, BSN, RN. Centers for Disease Control and Prevention

A panel of CDC immunization educators will be on hand to answer participants' immunization-related questions in this lively and popular session.

2:45pm – 4:00pm Plenary Session

Continuing Education credit available based on 75 minutes of instructional time.

Updates on the Epidemiology of HPV Infections and HPV Vaccines

PL2

Location: Ravinia ABCD

Session Moderator: **Melinda Wharton, MD, MPH.** Centers for Disease Control and Prevention

Susan Hariri, PhD, MPH. Centers for Disease Control and Prevention

Lauri Markowitz, MD. Centers for Disease Control and Prevention

Mona Saraiya, MD, MPH. Centers for Disease Control and Prevention

Shannon Stokley, MPH. Centers for Disease Control and Prevention

Presenters will update participants on HPV vaccination coverage, epidemiology of HPV infections, and development of a 9-valent HPV vaccine.

4:15pm – 5:30pm Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

Viral Vaccine-preventable Diseases: Epidemiology, Outbreaks, and Impact

Location: Ravinia ABCD

C1

Session Moderator: **Jane Seward, MBBS, MPH.** Centers for Disease Control and Prevention

Stephanie Bialek, MD, MPH. Centers for Disease Control and Prevention

Amy Parker Fiebelkorn, MSN, MPH. Centers for Disease Control and Prevention

Daniel Payne, PhD, MSPH. Centers for Disease Control and Prevention

Presenters will discuss mumps outbreaks, rotavirus vaccine impact and safety, and varicella vaccine impact and surveillance.

Improving Adult Immunization Coverage: State and Local Health Department Best Practices

Location: Ravinia EFG

C2

Session Moderator: **Samuel Graitcer, MD.** Centers for Disease Control and Prevention

Lucy Cosgrove, MPH. Minnesota Department of Health

Karen Donoghue, RN, BS. New Hampshire Immunization Program

Annie (Anna) Fedorowicz, MPH. Minnesota Department of Health

Julie Morita, MD. Chicago Department of Public Health

Presenters will discuss best practices in their areas that highlight the importance of common goals and collaborative partnerships to promote and improve adult immunization coverage. Presenters will also share lessons learned and plans to further leverage their partnerships.

Data to Action – Using State and Local Data to Make a Difference

Location: Dunwoody Suite

C3

Session Moderator: **James Singleton, MD, PhD.** Centers for Disease Control and Prevention

Stacie Greby, DVM, MPH. Centers for Disease Control and Prevention

Robert Swanson, MPH. Michigan Department of Community Health

Tricia Washburn, BS. Office of Immunization for the State of Rhode Island

Presenters will discuss use of vaccination coverage data to identify under-vaccinated populations, make plans and take action to improve coverage, and evaluate the impact of these efforts. Presenters will also discuss efforts to improve the utility of CDC vaccination coverage estimates produced for state and local immunization programs, and presenters from one local and one state immunization program will describe how they have used local area data for program improvement.

5:30pm Conference adjourns

5:45pm Hilleman Lecture

Location: Ravinia ABCD

Note that Continuing Education credit is not available for this event.



National Immunization Conference: U.S. Immunization in a Time of Change

Tuesday, September 30, 2014

8:30am – 9:45am Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

Questions, Concerns, Acceptance, and Confidence: The Complicated Issue of Vaccine Hesitancy

Location: Ravinia ABCD

D1

Session Moderator: **Leslie Rodriguez, PhD, MA.** Centers for Disease Control and Prevention

Lynn Bahta, BSN. Minnesota Department of Health

Karen Ernst, MA. Voices for Vaccines

Allison Kennedy Fisher, MPH. Centers for Disease Control and Prevention

Wendy Sue Swanson, MD, MBE. Seattle Children’s Hospital

Parents are bombarded with vaccine information from multiple sources, and they may be confused and have questions. Although they trust their healthcare professionals, there may not be enough time for an in-depth vaccine conversation during the office visit. Unfortunately, unanswered questions can lead to vaccine hesitancy, especially if parents turn to sources that lack credibility for more information. Presenters in this session will discuss the factors that influence parental vaccine hesitancy, including findings from CDC research with parents and healthcare professionals about their attitudes toward vaccines. In addition, a parent and pediatrician who have studied this topic will discuss vaccine hesitancy from their own perspectives, including how recent disease outbreaks and other trends have had an impact. Presenters will highlight resources to help with interactions with vaccine-hesitant parents.

Improving Adult Immunization Rates: New Tools and Initiatives in the Immunization Neighborhood

Location: Ravinia EFG

D2

Session Moderator: **Susan Farrall, MPH.** Centers for Disease Control and Prevention

Laura Lee Hall, PhD. American College of Physicians

Debra Hawks, MPH. American College of Obstetrics and Gynecologists

Mitchel Rothholz, RPh, MBA. American Pharmacists Association

Belinda Schoof, MHA, CPHQ. American Academy of Family Physicians

Presenters will discuss successful activities, initiatives, and tools for healthcare providers and their patients to improve adult immunization coverage rates. The concept of the “immunization neighborhood” and the new adult immunization practice standards will highlight the importance of collaboration, coordination, and communication among immunization stakeholders. The session will also cover tools and lessons learned about how to make vaccines a more winning proposition for providers.

Interoperability and Meaningful Use

Location: Dunwoody Suite

D3

Session Moderator: **Daniel Martin, MSPH.** Centers for Disease Control and Prevention

James Daniel, MPH. U. S. Department of Health and Human Services

Robert Swanson, MPH. Michigan Department of Community Health

Gary Urquhart, BSc, MPH. Centers for Disease Control and Prevention

Significant progress has been made in linking electronic health record systems to immunization information systems, both through meaningful use and other activities. This session will present a variety of updates on interoperability and meaningful use.

10:00am – 11:15am Plenary Session

Continuing Education credit available based on 75 minutes of instructional time.

The Intersection between Global Vaccine-preventable Diseases and U.S. Vaccine-preventable Diseases

Location: Ravinia ABCD

PL3

Session Moderator: **Alan Hinman, MD, MPH.** The Task Force for Global Health

Allen A. Craig, MD. Centers for Disease Control and Prevention

James Goodson, MPH. Centers for Disease Control and Prevention

Benjamin Schreiber, BSc, MSc, MBA. Senior Immunization Advisor, UNICEF

Presenters will provide an overview of global programs in immunization, discuss measles outbreaks, and provide an overview of current status and endgame strategy for polio eradication.

11:30am – 12:45pm Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

Increasing HPV Vaccine Coverage among Adolescents: Activities and Lessons Learned from 2013 PPHF Projects

Location: Ravinia ABCD

E1

Session Moderator: **Robin Curtis, MD.** Centers for Disease Control and Prevention

Sydney Kuramoto, BS, MPH. Minnesota Department of Health

Julie Morita, MD. Chicago Department of Public Health

Presenters will discuss lessons learned from projects supported by 2013 Prevention and Public Health Fund (PPHF) funds with the goal of increasing HPV vaccination coverage rates among adolescents.

Opportunities to Improve Adult Immunization Rates in the Era of the Affordable Care Act

E2

Location: Ravinia EFG

Session Moderator: **Carolyn Bridges, MD.** Centers for Disease Control and Prevention

Alexandra Stewart, JD. George Washington University

Kathy Talkington, MPAff. Association of State and Territorial Health Officers

Reva Winkler, MD, MPH. National Quality Forum

Presenters will discuss provider, consumer, and state health department perspectives on issues and challenges associated with adult immunization under the Affordable Care Act. The session will also cover quality measures to evaluate adult immunization systems.

Pertussis and Pneumococcal Updates

E3

Location: Dunwoody Suite

Session Moderator: **Tami Skoff, MS.** Centers for Disease Control and Prevention

Lindsay Kim, MD, MPH. Centers for Disease Control and Prevention

Tamara Pilishvili, MPH. Centers for Disease Control and Prevention

Sandra Roush, MT, MPH. Centers for Disease Control and Prevention

Presenters will discuss the changing epidemiology of pertussis and current recommendations for prevention and control, current recommendations for use of 13-valent pneumococcal conjugate vaccine among children and adults, and the current status of the National Notifiable Diseases Surveillance System.

12:45pm – 2:45pm Lunch Break (on your own)

1:15pm – 2:30pm Immunization Q&A (during Lunch Break)

Continuing Education credit available based on 75 minutes of instructional time.

Immunization Q&A: Session 2

QA2

Mark D. Gershman, MD. Centers for Disease Control and Prevention

Rebel Jackson, RN, BSN, MPA. Centers for Disease Control and Prevention

Andrew Kroger, MD, MPH. Centers for Disease Control and Prevention

Raymond Strikas, MD, MPH. Centers for Disease Control and Prevention

Donna Weaver, RN, MN. Centers for Disease Control and Prevention

JoEllen Wolicki, BSN, RN. Centers for Disease Control and Prevention

A panel of CDC immunization educators will be on hand to answer participants' immunization-related questions in this lively and popular session.

1:15pm – 2:30pm Late-Breaker: Update on Measles Outbreaks (during Lunch Break)

Location: Ravinia EFG

Note that Continuing Education credit is not available for this event.

2:45pm – 4:00pm Breakout Sessions

Continuing Education credit available based on 75 minutes of instructional time.

Outbreak and Emergency Communication: Success, Challenges, and Lessons Learned

Location: Ravinia ABCD

F1

Session Moderator: **Kristine Sheedy, PhD.** Centers for Disease Control and Prevention

Alison Albert, MPH. Centers for Disease Control and Prevention

Melanie Amato, BA (Communications). Ohio Department of Public Health

Amy Reel, BA (Journalism). Indiana State Department of Health

Michele Roberts, MPH, MCHES. Washington State Department of Health

Presenters will explore the unique challenges of emergency and outbreak communication by exploring lessons learned from meningococcal disease outbreaks on college campuses, state and local outbreaks of measles and whooping cough, and the recent MERs emergency response in Indiana. Successful communication involves respecting and addressing public concerns while managing the complexities of the broader political, social, cultural, and media environment. Presenters will highlight key principles they used to guide their communication response, address the challenges they encountered, and explain how they successfully navigated in highly charged environments.

Opportunities to Improve Adult Immunization Rates in the Era of the Affordable Care Act

Location: Ravinia EFG

F2

Session Moderator: **Stephen Hadler, MD.** Centers for Disease Control and Prevention

Joseph Bresee, MD. Centers for Disease Control and Prevention

Jennifer Liang, DVM, MPH. Centers for Disease Control and Prevention

Saad Omer, MBBS, MPH, PhD. Emory University, Schools of Public Health and Medicine

Presenters will discuss the present status of maternal/neonatal tetanus elimination through a strategy incorporating immunization of pregnant and non-pregnant women of childbearing age, the recent introduction of maternal immunization against influenza in developing countries through a unique public-private partnership, and future prospects for immunization of pregnant women against pertussis, group B streptococcus, and other infectious diseases.

What Goes In Must Come Out: Using Data From the Provider Education, Assessment, and Reporting System to Improve Vaccines For Children Program Activities

Location: Dunwoody Suite

F3

Session Moderator: **Emma Gelman, MPH.** Centers for Disease Control and Prevention

Rebel Jackson, RN, BSN, MPA. Centers for Disease Control and Prevention

Sherell Stevens, MPA. South Carolina Department of Health and Environmental Control

Maria E. Volk, BS, MPA. Centers for Disease Control and Prevention

Presenters will discuss how data from the Provider Education, Assessment, and Reporting System are used to strengthen program and provider staff training, vaccine management practices, and program account-





ability. CDC will open the session by presenting preliminary data collected in PEAR from January-August 2014. Two immunization programs will then describe how their programs have used data collected in PEAR to improve VFC program activities.

4:15pm – 5:30pm Plenary Session

Continuing Education credit available based on 75 minutes of instructional time.

Saving the Best for Last: Best Practice and Program Spotlight

PL4

Location: Ravinia ABCD

Session Moderator: **Larry Pickering, MD.** Centers for Disease Control and Prevention

Amy Groom, MPH. Centers for Disease Control and Prevention

Wendy Sue Swanson, MD, MBE. Seattle Children's Hospital

Jane R. Zucker, MD, MSc. New York City Department of Health and Mental Hygiene

Presenters will discuss innovative and best practices in adult immunization, immunization information systems, and communications.

5:30pm Conference adjourns





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