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National Infant Immunization Week 2011

By Markel Rojas, PIET

From April 23 – 30, 2011, National Infant Immunization Week (NIIW) / Vaccination Week in the Americas (VWA), European Immunization Week and Vaccination Week in the Eastern Mediterranean, will be observed.

NIIW is an annual national and international observance promoting the benefits of immunizing and protecting children from vaccine-preventable diseases. Events across the United States focus local and national attention on the importance of vaccinations. NIIW-VWA reminds parents and other caregivers to protect children, starting at birth, against vaccine-preventable

diseases with routine and timely vaccinations.

“NIIW is an annual national and international observance promoting the benefits of immunizing and protecting children from vaccine-preventable diseases...”

In Texas, the observance is a joint annual initiative, VWA, with the Republic of Mexico, CDC, the Pan American Health Organization (PAHO), and the United States-Mexico Border Health Commission (USBHC).

Materials are developed to assist HSRs and LHDs celebrate 2011NIIW / VWA. These include the list of *Suggested Ideas for Activities from Previous Observances*.

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(NIIW-VWA)**

Vaccines are Required for School

By Amy Schlabach — Assessment, Compliance & Evaluation Group

Immunizations are an important part of public health. State law requires students in Texas schools to be vaccinated against certain vaccine-preventable diseases. This means it is time to start thinking about back to school vaccinations. All children should be encouraged to visit

their medical homes to receive needed vaccines.

The Department of State Health Services (DSHS) Immunization Branch stresses the importance of getting the required vaccines at the earliest possible time to avoid the back-to-school immunization rush that

occurs every year during the month of August. School nurses will be sending letters home with students in early spring to remind parents of the vaccines each child needs.

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NIIW-VWA, continued from p. 1

This listing is routinely updated as new information is available to provide improved and additional possibilities for activities and/or events.

For example, information from Dr. Paul Offitt's new book, *Deadly Choices: How the Anti-Vaccine Movement Threatens Us All*, has been added to assist in refuting arguments and contentions by anti-vaccine proponents. The book contains a sober warning about the resurgence of deadly childhood infections stemming from declining vaccination rates.

New item this year is an e-card, available at the 2011 NIIW-VWA web page at <http://niiw-vwa.immunizetexas.com>.

The e-card can be sent to all health care providers, family, co-workers, friends and any others who may be interested in protecting infants and young children.

It is interesting to learn what is being done at the local level in observance of NIIW-VWA; we learn from you. Thank you! So that all of us can join you in celebrating, we ask that you let us know what you are doing at the local level. The

Activities and Events - Reporting Form is available on the web page and from the HSR. Instructions for completion are at the top of the form. Your information will be posted on the 2011 NIIW-VWA web page.



NIIW-VWA 2011 electronic postcard, provided by Public Information, Education & Training group

Information on the NIIW-VWA 2011 tag line, courtesy of Markel Rojas

Vaccinate.

Vaccines save lives! The bacteria and viruses that cause diseases still exist. Many vaccine-preventable diseases can be very dangerous to infants.

Children who are not protected are at risk. They can be exposed to diseases from family members and the community. Vaccines protect not only those who get vaccinated, but also protect the people around them who may not be able to get vaccinated. These include those who are too young to be vaccinated, those who cannot be vaccinated for medical reasons, and those who cannot make an adequate response to vaccination.

On Time.

It is important to follow the recommended schedule. Getting the vaccines on schedule provides the best protection and has the best evidence of effectiveness.

Use of combination vaccines can reduce the number of injections required at an office visit. It is easier to stay up-to-date than to catch up. And, it is important to keep a record of the vaccinations.

Kindergarten Round-Up is Around the Corner

By Shirley D. Rocha, Vaccine Services

If you are planning to provide vaccines at Kindergarten Round Up, now is the time to begin planning and preparing. We encourage you to place your vaccine order with ample time to have it delivered to your location. If you order in excess of your Max Stock Level, remember to put a comment on the EVI order form giving an explanation. Many children will be referred to their primary care provider for their vaccines. Providers who are not participating in the event should consider ordering extra vaccine in anticipation of increased vaccination needs.

In addition, secure an adequate amount of vaccine, sufficient vaccine information statements (VIS) for each vaccine being offered and the Texas VFC eligibility screening form for each child. These are available at:

<https://www.immunizetexasorderform.com>. The order form offers the ability to either download the PDF version of the form, or to order printed copies. If you need materials in excess of the maximum allowable on the order form call 1-800-252-9152 to make arrangements to order more than the limit. Please do not place multiple orders online.



Texas Minimum State Vaccine Requirements For Students K-1st Grade

Diphtheria/Tetanus/Pertussis* - 5 doses or 4 doses

Polio* - 4 doses or 3 doses

Measles, Mumps, and Rubella - 2 doses

Hepatitis B - 3 doses

Varicella - 2 doses

Hepatitis A - 2 doses

*Refer to Immunization Schedule for dosing:

<http://www.dshs.state.tx.us/immunize/docs/6-105.pdf>

Campaign educates OB/GYN's on vaccinations

By Alma Thompson, PIET

The Immunization Branch will launch a new education campaign this spring to make obstetricians/gynecologists (OB/GYNs) aware of the important role they play in getting their pregnant patients vaccinated, and compel OB/GYNs to vaccinate their patients.

The campaign will also educate pregnant women about the

importance of getting the flu vaccine to protect themselves and their child after the child is born. Educational materials will be designed to compel pregnant women to obtain the flu vaccine either via their healthcare provider, pharmacy, clinic, or grocery store. Materials will be developed for pregnant women to share with their family, close friends, and caregivers.

The Immunization Branch is currently conducting a research study to determine the best message for this campaign and the most effective and efficient methods to distribute the message to OB/GYNs.

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(OB/GYN)**

Resources Within Reach

By Clara Taylor, PIET

The following publications are new or revised as of January 1, 2011. Publications are available for order and/or download using the process detailed below:

- “Personal Immunization Record Card” (Bilingual), stock no. C-102 revised on January 4, 2011
- “ImmTrac Birth Registrar Resource Guide” (English), stock no. 11-12163 revised on January 4, 2011
- “Recommended Adult Immunization Schedule – United States, 2011” (English), stock no. 6-104 revised February 16, 2011
- “Recommended Childhood Adolescent & Catch-Up Schedule - United States, 2011” (English), stock no. 6-105 created February 16, 2011
- “ImmTrac Lifetime Registry Brochure” (Bilingual), stock no. 11-13539 created March 10, 2011
- “ImmTrac Adult Registry Consent Form” (Bilingual), stock no. F11-13366 created March 18, 2011
- “General Recommendations on Immunization by the ACIP” (English), stock no. 6-250 revised March 30, 2011
- “Good Health Can Last a Lifetime – Adolescent Poster” (bilingual), stock no. 11-12845P revised March 30, 2011
- “Vaccinate for Life – Adult Poster” (Bilingual), stock no. 11-12853P revised March 30, 2011
- “Recommended Childhood, Adolescent & Catch-Up Immunization Schedule, United States, 2011” (Spanish), stock no. 6-105A revised March 31, 2011

To order or download these publications or any of the Texas Department of State Health Services, Immunization Branch materials, please visit our web page at: <http://immunizetexasorderform.com>.

If you have questions or concerns call Jack Shaw at (800) 252-9152 ext 6516.

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Doctors' office schedules fill up quickly during the back to school rush. Parents should make an appointment as soon as possible to make sure their children have all the required vaccines before school starts.

There are no new requirements to the 2011-2012 school year; however, phasing in of grade levels from the 2009 rule change continues. The school requirements can be viewed at: http://www.dshs.state.tx.us/immunize/school/SchoolRules_Phase-InSchedule.pdf. If you have questions or need additional information, you may also call the Immunization Branch customer service number: (800) 252-9152.

Please be aware that students without the proper documentation of the required vaccines, or an official exemption, will not be allowed to attend school.



ImmTrac & Health Level 7 Capability

By Becky Richburg, ImmTrac Group

The ImmTrac group is working to build standards-compliant HL7 capability for the ImmTrac immunization registry. The primary work of the Health Level 7 (HL7) group is to develop standards that ensure that critical healthcare information is easily exchanged between computer applications, without losing the meaning of medical terminology involved. Applications used by healthcare organizations that have adopted the HL7 messaging standard can communicate with one another.

Applications used by healthcare organizations that have adopted the HL7 messaging standard can communicate with one another. All standards come from the CDC's Implementation Guide for Immunization Data Transactions using Version 2.3.1 of the Health Level Seven (HL7) Standard Protocol. The ImmTrac group will eventually move to version 2.5.1, but the current protocol can be found at: <http://www.cdc.gov/vaccines/programs/iis/stds/downloads/hl7guide.pdf>.

HL7's messaging standard enables clinical applications to exchange data efficiently. Apart from setting standards, the HL7 group strives to educate the public, policy makers and the healthcare industry about the advantages of standardizing healthcare information.

The group then promotes HL7 standards and encourages healthcare organizations to create healthcare information standards in their specialized area. HL7 works with other entities to create compatible standards that will increase computability across medical platforms.

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Other data will also be collected to craft a message for the different patient education materials and the best methods to deliver and distribute the message to pregnant women. Other research will be done that can be used in future collaborations with OB/GYNs and other healthcare providers, including nurse practitioners, midwives, and pharmacies.

The research study, among other things, will include a focus group of healthcare providers, a focus group of pregnant women, an Internet survey of healthcare providers, one-on-one interviews with pharmacies, a full literature review, and field testing of creative concepts and messages.

For more information, contact Alma Lydia Thompson at alma.thompson@dshs.state.tx.us or 1-800-252-9152.

**Got an idea for The Upshot?
Send an e-mail to the editor!**



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Wake Up, Dream Big, Leave a Legacy

By Kathryn Johnson, PIET

It's great to know that you can get what you want out of life. It's a matter of focusing on how to make it happen. How do you get what you want? "Wake up, dream big and leave a legacy."

Wake Up

What does it truly mean to "Wake Up?" Is it merely waking up from a good night sleep, a nightmare or is it something much deeper and more meaningful?

In this context, "wake up" is not a simple matter of physically awaking from sleep. It is a mental, emotional even spiritual "wake up." It means giving up control and learning how to listen to what matters most so you can make wise choices or decisions. "Wake up" is self awareness of why you act the way you act and why you feel the way you feel. A great leadership teacher, Tao Tzu said, "Knowing others is wisdom, knowing yourself is enlightenment." "Wake up" is a combination of 1) enlightening yourself about who you are, and 2) enlightening yourself about what you need to do to make what you want out of life a reality.

Furthermore, "Wake up" is the act of consciousness of what you're good at while acknowledging what you still have to learn. This includes when you don't know the answers to vital questions and when you need to own up to your mistakes.

"Wake up" is self awareness of your strengths and weaknesses. "Wake up" allows others to trust you and increase your credibility and effectiveness with your interpersonal communication.

Mark Victor Hansen, Deepak Chopra and Wayne Dyer's wrote the electronic book, "Wake Up: Live the Life You Love, Finding Personal Freedom." In the book, they promote enjoying the will to achieve, to enjoy real contributions to family, community and nation.

Having a clear understanding of your thought and behavior patterns helps you understand yourself as well as other people. Understanding "wake up" fosters better personal and professional relationships.

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HL7 UPGRADE, continued from p.5

These standards provide a framework in which data may be exchanged. The group also works with healthcare information technology users to ensure that the standards it creates meet necessary legal and technical requirements. For example, HIPAA and standards from the HL7 reference information model (RIM).

HL7 International was founded in 1987 and is a not-for-profit, ANSI-accredited standards developing organization dedicated to providing a comprehensive framework and related standards for the exchange, integration, sharing, and retrieval of electronic health information that supports clinical practice and the management, delivery and evaluation of health services. The HL7 creates standards that define how to represent and communicate data related to healthcare, such as, imaging, insurance, medical devices, pharmacy and claims processing, etc. HL7 is made up of more than 2,300 members that include a number of consultants, vendors, payors, providers and government groups who have a common interest in the advancement and development of standards for administrative and clinical healthcare. The most commonly used HL7

specification is the messaging standard which ensures that incongruent healthcare software applications effectively exchange administrative and clinical data.

When there are numerous other healthcare standards, what makes HL7 different? While other standards focus on the needs of a particular healthcare department, HL7 focuses on the interface necessities of the whole healthcare organization. Another reason why HL7 stands out from the rest is because HL7 continuously creates protocols. The group addresses the needs of the already incorporated departments and hospital systems that use high-end technology. HL7 focuses on meeting the immediate requirements of each of its membership constituencies, consultants, vendors and users.

Who's New in Immunizations

By Justin Kerr

Luis Valenzuela

Luis works for the vaccine services group as a consultant in the Texas Vaccine for Children program. His previous experience includes three years as an ImmTrac & TVFC outreach specialist for the city of Austin's immunization program.



Favorite childhood activity: Baseball

What I like best about my job: "Being able to make decisions that positively impact the integrity of the TVFC program & figuring out solutions to complicated scenarios. But overall, just being part of a noble cause."

Interests outside of work: "I enjoy the outdoors and discovering new places in Austin. I am also interested in starting up my own business."

Andrea Marie Legnon

Andrea is part of the ImmTrac group, where she works as an outreach & promotions specialist. Specifically, she will be targeting colleges and universities, DSHS employees, and conferences throughout the state. She graduated from Lamar University with a degree in business marketing.



Favorite childhood activity: "I played tennis from the age of 3 until my second year of college."

What I like best about my job: "I enjoy educating people about the benefits of being a part of ImmTrac and learning new things about immunizations as a whole, that I never knew before."

Interests outside of work: "Trying new/different restaurants around Austin, going to movies, and travelling."

DREAM BIG, continued from p.6

As you “wake up”, you instinctively begin to see your personality and behavior that you had not anticipated or realized. You should desire to make positive changes that can enhance your personal and professional life.

Two key elements to “wake up” are:

Identify what you like and dislike about your thinking and behaving. This will put you on course for discovering your life direction. It will put you on course to taking a detour if necessary to put you on course for success to “wake up.”

Identify skills that you need to master. Build a firm foundation of turning challenges into opportunities. Identify opportunities in your “wake up” state of mind.

According to J.M. Power, “The best way to find your dream is to wake up.” Therefore, “wake up” so you can dream big.

Dream Big

What does it truly mean to “dream big?” Chris Williams and John Fleming wrote the audio book, “Don’t Just Dream About it, Do It.” They propose that dreaming big dreams are great if you spring into positive action to live your big dream. Lack of action will ensure that it remains only a dream.

Remember Rob O’Loughlin’s words of wisdom? “How do you eat an elephant? One bite at a time” This leads to the four key elements to develop big dreams:

Keep your big dream visible in your mind. Think about it with a burning desire like it is described in the book, “Think and Grow Rich” by Napoleon Hill.

Determine what it will take to make your big dream come true. Determine what you need, skills resources, money, life-style change, etc. After you determine what it takes to make your big dream happen and you still have the energy, enthusiasm and excitement to make it happen, you’ll be equipped to make it happen.

Leave a Legacy

Many people think about what happens after death, when it comes to leaving a legacy. However, you don’t have to die to leave a legacy. What does it truly mean to

leave a legacy? After you retire from your current position or move on to other endeavors, what would you like to be known for having accomplished?

Think about your own legacy. What are the ways that you would like to leave your mark or figurative finger print with your organization? Opportunities to influence organization culture and program initiatives have endless possibilities. Consider all of the stakeholders who have an influence on what you do on the job.

Structure your work around your job/position goals and the positive legacy that you want to leave behind. Think about the legacy that you want to leave behind because it will help you be better at your work performance.

David Bordon and Tom Winters wrote the electronic book, “101 Things You Should Do Before Your Retire.” They propose putting enjoyment in your life by leaving a legacy while you are alive and can participate in your legacy with others.

Additionally, Ann Arbor, workplace examiner sums up ways to stand out and leave a legacy. Here are a few examples:

Stay curious about your work. Look for patterns on how to make your work easier, faster, cost-effective, or better in anyway.

Share your excitement. Write articles for *the Upshot* as a way to share your ideas with others.

Develop your own reputation for helping others fulfill their potential. Help others develop their path to leave a legacy and you will find your own.

It’s great to know that you can get what you want out of life. What do you have to do to get what you want out of life? “Wake up, dream big and leave a legacy.”

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