



Whale's Tales

December 2010

Welcome to Whale's Tales! Whale's Tales is a periodic electronic newsletter for MOBI Trainers. WT reports the pertinent information about statewide MOBI training activities, trainer experiences, challenges and immunization information that will impact the MOBI trainer and course participant.

Thank you MOBI trainers for scheduling and/or presenting more than 500 MOBIs in 2010! It has been another outstanding year due to your exceptional efforts. The MOBI program wishes you and your family a happy and healthy holiday season, and best wishes for a wonderful new year.

Letter from Dr. V:

At the recent Ohio Chapter of the American Academy of Pediatrics Annual Meeting we unveiled a new resource for MOBI in regard to parental refusal of vaccines. A set of three brochures, which address the importance of vaccines and recent parental concerns, were produced thanks to a Healthy People 2010 grant received from national AAP. The three pamphlets progress from thanking and encouraging parents who vaccinate their child on the recommended schedule to warning parents of the severe consequences of delaying or refusing vaccination of their children. These brochures have been extensively discussed, reworked, and modified by the project team and focus groups. I would like to thank everyone who gave their time and input for this project, especially Elizabeth Kelleher, project manager.

I hope that with the parental refusal form included in the Office Resource Pack two years ago, and now the brochures, physicians and practices dealing with parental delay or refusal of appropriate vaccinations will have adequate resource information to distribute.

In discussing this resource during a MOBI presentation, please stress that parents in our focus groups found the brochures to be *most effective* when presented and promoted by the **physician** rather than another staff member. A strong endorsement for vaccination by a child's physician was the most effective method of convincing a parent to vaccinate their child.

I would like to thank all of you who wrote letters of support for our recent funding renewal application. Just this week, we learned that the MOBI grant has been **approved** by the Ohio Department of Health for another year! We should hear from the Centers for Disease Control regarding funding in the next month. I can't imagine a more dedicated and effective group of people in the state of Ohio working for the health of Ohio's children. Thank you for your continued time and talents. Have a safe and enjoyable holiday and new year.

Sincerely,
Dr. V

To reach Dr. Vogelgesang, please call (440) 845-1500, or e-mail him at:
drvmobi@yahoo.com

Training News:

MOBI TRAINING: The next MOBI Train-the-Trainer Workshop will be held in March 2011. Date, location, registration information and all other details regarding the 2011 workshop will be e-mailed to attendees in mid- to late January.

NIC - The 45th National Immunization Conference: The next National Immunization Conference (NIC) is scheduled for March 28-31, 2011 in Washington, D.C. Visit <http://www.cdc.gov/vaccines/events/nic/default.htm> for all conference details.

The CDC's web-based immunization self study program *Immunization: You Call the Shots* added an influenza module in December 2010. This training module is free, fun, accurate, and a quick way to get a refresher on influenza. New Modules on Hib and HepA have also been added in 2010. To access this site, please go to:
www.cdc.gov/vaccines/ed/youcalltheshots.htm .

News Splash:

Ohio AAP addresses parental refusal of vaccines with new brochures - Awarded a Healthy People 2010 grant from National AAP, the Ohio AAP developed a set of three brochures for physicians to distribute to the parents/guardians during the office visit when vaccines are discussed or administered. The brochures are supplemental information designed to help the physician streamline the vaccine discussion during the office visit.

The brochures target three groups - parents who follow the immunization schedule; parents who choose to delay the schedule; and parents who refuse to vaccinate their children. The brochures are as follows:

Your Child Thanks You. (For parents who follow the schedule)

This brochure is meant to be reassurance that the parent made the RIGHT choice for their child. This brochure also addresses adolescent vaccines and other anticipatory guidance.

Make an Educated Choice. (For parents who choose to delay the schedule)

This brochure provides supporting information on the importance of not delaying vaccines.

What is your reason? (For parents who refuse to vaccinate)

This brochure provides information that will support the physician's advice on vaccine refusal.

In January 2011, one of each of the brochures (in black and white and a 4-color version) will be included in the MOBI Office Resource pack, as an additional resource for providers. Providers may choose to copy these brochures by downloading them from the Ohio AAP website www.ohioaap.org/program-iniatives/healthy_people-2010. For physicians who would like to print their own brochures, original artwork is available from the Ohio AAP. Call Elizabeth Kelleher, Ohio AAP, at 614-846-6258 with any questions.

MOBI Trainers will receive additional information upon the brochures introduction into the MOBI Resource Packs in January 2011.

MOBI Update:

MOBI Trainers should be receiving frequent MOBI Alerts via your e-mail. Many of the MOBI Resource Pack resources have been updated with the latest edition dates. If you are not getting these e-mails, contact Karen Kirk at 614-846-6350 or e-mail kkirk@ohioaap.org for assistance.

All of the updated resources can be found on the Ohio AAP website www.ohioaap.org. The MOBI web page is accessed by clicking on the link "program initiatives" and scrolling down to Maximizing Office Based Immunization (MOBI).

Recent MOBI Resource Pack updates include:

[It's Federal Law \(12/10\)](#)

(The backside - Instructions for the Use of Vaccine Information Statements has not been updated. You can find it at: <http://www.cdc.gov/vaccines/pubs/vis/downloads/vis-instructions.pdf>)

[How to Administer Subcutaneous and Muscular Injections \(11/10\)](#)

[Emergency Response Worksheet updated \(10/10\)](#) Back side: [Vaccine Emergency](#)

[Management Plan](#) (11/10)

[Child & Teen Screening Questionnaire updated](#) (10/10)

Please visit the website throughout the year to find updated resources that may have missed our print deadlines for inclusion into the MOBI resource packs. Before any upcoming MOBI presentation, check the site, download any new updated resources. Check your MOBI resource packs prior to your program to ensure you have the latest edition dates of the MOBI resources. Whether you decide to provide a single copy or update each resource pack with a copy is up to you.

News You Can Use:

The 2011 CDC Recommended Childhood and Adolescent Immunization Schedule - "Recommended Immunization Schedules for Persons Aged 0 Through 18 Years United States 2011, will not be published in *MMWR* until Feb. 11, 2011. Normally released in January, the CDC has decided to postpone the release of this next year's schedule until February and this move is considered to be permanent. The reason for this move is to allow adequate time for the CDC to approve recommendations ACIP votes on during its late-October meeting and to incorporate those recommendations into the immunization schedules for the following year. The Adult Immunization Schedule-United States 2011 is scheduled to be released on February 4, 2011.

Reminder:

Pink Book Delivery - Not until 2011

The 12th edition of the Pink Book will not be shipped to the MOBI office until early 2011. MOBI staff will mail these books to the trainers as soon as they are available. Karen is maintaining an ongoing list of practices that requested this edition of the Pink Book.

2010 MOBI Paperwork Due

Please send any missing paperwork – ie. MOBI Feedback form, Best Practice, and 1-month Follow-Up – to Karen as soon as possible so we can close the files on 2010. Karen will try to fax or e-mail a list of missing materials to each trainer by January, or you can call Karen at 614-846-6350 to check to see if all your MOBI paperwork for 2010 has been received.

MOBI Certificates

If you have not received your MOBI certificates for attendees (for any programs prior to December), please contact Karen at 614-846-6350 or e-mail her at kkirk@ohioaap.org. The certificates are e-mailed directly to MOBI trainers – so remember to check your computer's inbox regularly – trainers can either forward the certificates to the practice or hand-deliver to the practice to make another contact with the office. Certificates for MOBI presentations held during December have not been completed yet – Karen is working on them!

Whale's Tales welcomes all FAXES, calls, mail to the MOBI Program at (614) 846-6350