



# Epidemiology & Prevention of Vaccine-Preventable Diseases

*Presented by:*

**Immunize Nevada and the Centers for Disease Control and Prevention National Center for Immunization and Respiratory Diseases**

**November 2–4, 2011  
Eldorado Hotel Casino  
Reno, Nevada**

## **TARGET AUDIENCE**

Physicians, nurses, nursing students, medical assistants, pharmacists and other health professionals who provide immunizations. The target audience also includes health educators, immunization program managers, Department of Defense paraprofessionals and other persons who administer adult healthcare services.

## **COURSE INFORMATION**

Join the powerhouses in the world of immunizations for the **most current vaccine information, tools for educating patients and techniques for increasing immunization rates** within any immunization setting, provider office or clinic. In addition, this opportunity seeks to improve public health as a whole by promoting collaboration and partnerships in the fight against vaccine-preventable diseases.

## COURSE AGENDA

Wednesday, November 2, 2011

On Wednesday, join Immunize Nevada for an energizing day of plenary and concurrent sessions presented by **regional and national immunization experts**. Presentations will feature information and updates on vaccination strategies and advances including improving immunization rates in your practice and community; strategies for immunizing children and adolescents; and regional and national immunization trends.

This one day course kicks off with keynote speaker, **Dr. Ari Brown M.D., FAAP**, a pediatrician, author, child health advocate and mom. She completed her pediatric residency and developmental pediatrics fellowship at Harvard Medical School/Boston Children's Hospital. She practices full-time in Austin, Texas. Dr. Brown's passion to educate families about children's health led her to co-author the best-selling "411" parenting book series including *Expecting 411: Clear Answers and Smart Advice for your Pregnancy, Baby 411*, and *Toddler 411*. She is a trusted voice for children's health. Dr. Brown is a medical advisor for *Parents Magazine* and a spokeswoman for the American Academy of Pediatrics.

### Agenda—Wednesday, November 2

Registration  
7:30 a.m. to 8:30 a.m.

Introductions and Keynote Address—Dr. Ari Brown  
8:30 a.m. to 9:15 a.m.

Morning Sessions\*  
9:30 a.m. to 12:00 p.m.

Lunch and Exhibits  
12 p.m. to 1:30 p.m.

Afternoon Sessions\*  
1:30 p.m. to 5:30 p.m.

*\*15-minute breaks, refreshments and exhibits included*

**Course titles and guest speakers are being confirmed. Possible topics include:**

### **Improving Your Practice/Improving Immunization Rates**

- Using Web IZ and other reminder/recall tools in your office to increase vaccination rates
- How to market/communicate the importance of immunizations to your patients (utilizing public relations, marketing, social media, waiting room resources, etc. to your advantage)
- How to implement billing and other management changes in your practice (i.e. coding, billing, schedules)

### **Children and Adolescent**

- Answering parent questions and addressing vaccination hesitancy with parents
- Low immunization rates and the dangers of outbreaks of serious diseases
- Barriers to immunizing and strategies for overcoming these barriers (access, insurance, transiency, etc.)

### **Regional/National Immunization Trends**

- Regional best practices for improving adult immunization rates
- Healthcare reform and its impact on immunizations
- Immunizing healthcare workers—why you need to be vaccinated

### **Learning Objectives – Wednesday Program**

**At the end of the program, participants will be able to:**

- Demonstrate and implement strategies for increasing immunization rates and delivery within a practice in order to positively impact that practice, its community and state.
- Implement strategies to effectively manage the business aspects of vaccines.
- Apply effective tools and use evidence-based information to communicate with patients and families.
- Outline and describe the regulatory and financial aspects of vaccine.

## COURSE AGENDA

Thursday, November 3 and Friday, November 4

The program on Thursday and Friday is presented by **CDC's National Center for Immunization and Respiratory Diseases**. This comprehensive two-day course covers the principles of vaccination, vaccine-preventable diseases and the vaccines that prevent them and provides the most current recommendations and answers from our nation's vaccination experts.

### Agenda—Thursday, November 3, 2011

Registration, Exhibits & Continental Breakfast  
7:00 a.m. to 8:00 a.m.

Course Kickoff  
8:00 a.m.  
Morning presentations  
Overview, vaccination principles and general recommendations\*

Lunch on your own and exhibits open

Afternoon presentations  
Vaccine-preventable diseases, associated vaccines and practices\*

*\*15-minute breaks and refreshments included*

## **Agenda—Friday, November 4, 2011**

Exhibits & Continental Breakfast  
7:00 a.m. to 8:00 a.m.

Course Kickoff  
8:00 a.m.  
morning presentations  
Continuation of vaccine-preventable diseases

Lunch on your own

Continuation of vaccine-preventable diseases, course summary, questions and answers, and course evaluation  
afternoon presentations

*\*15-minute breaks and time to visit exhibits included*

### **Learning Objectives – CDC Program**

At the end of the program participants will be able to:

- Describe the difference between active and passive immunity.
- List two characteristics of live attenuated vaccines.
- List two characteristics of inactivated vaccines.
- Describe an emerging immunization issue for each vaccine-preventable disease.

## **REGISTRATION INFORMATION**

Registration includes continuing education credits, continental breakfast and snack breaks. Those registering for Thursday and Friday receive the latest edition of The Pink Book - *Epidemiology and Prevention of Vaccine-Preventable Diseases* – a \$35 dollar value.

*Upon registration, your payment / billing will be your receipt. No confirmations will be mailed.*

### **REGISTRATION INFORMATION**

**Early-bird registration** (submitted / postmarked by September 16, 2011)

- \$75 November 2 ONLY
- \$100 November 3–4 ONLY
- \$150 November 2–4 (FULL CONFERENCE)

**Advance Registration** (submitted / postmarked by October 21, 2011)\*

- \$125 November 2 ONLY
- \$150 November 3–4 ONLY
- \$200 November 2–4 (FULL CONFERENCE)

**On-Site Registration** (space available basis only)

- \$200 November 2 ONLY
- \$225 November 3–4 ONLY
- \$275 November 2–4 (FULL CONFERENCE)
- Register online at :

- Checks and purchase orders can be mailed to:

Please make checks or purchase orders payable to the **Board of Regents** and mail to:

University of Nevada School of Medicine  
Office of CME/PD  
411 W. 2<sup>nd</sup> Street, MS 150  
Reno, NV 89503

For questions concerning registration, please contact [mdobrien@medicine.nevada.edu](mailto:mdobrien@medicine.nevada.edu) or call (775) 784-1983.

Click here to register online:

<http://cmetracker.net/UNEV/Login?FormName=RegLoginLive&Eventid=1209>

\* Substitutions will not be accepted after Friday, October 21, 2011. Such changes must be made on-site.

\* In the event of unforeseen circumstances, cancellations must be received in writing by October 14, 2011 for a full refund; October 21, 2011 for a 50% refund. No refunds after October 21.

## **ACCOMODATIONS**

Located in the heart of downtown Reno, just 10-minutes from the Reno-Tahoe International Airport, the Eldorado Hotel Casino is the host site for the 2011 Conference. In order to reserve your room at the special conference rate of \$49.99, simply call the hotel directly at 1-800-648-5966 and mention code HIMMU11 before October 14, 2011. Reservations made after this date will only be accepted on a space and rate availability basis. The Conference is booked under "Immunize Nevada." Those wishing to extend their stay beyond November 4 will receive a special rate of \$89.99/night.

## **CONTINUING EDUCATION: WEDNESDAY PROGRAM**

*Each participant will receive a certificate of attendance.*

*To receive continuing education credit, participants must attend all sessions and complete a course evaluation.*

These certificates of attendance may be used for verification of attendance and/or licensing purposes and will reflect up to 6.75 hours.

**CME:** This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Nevada School of Medicine and Immunize Nevada. The University of Nevada School of Medicine is accredited by the ACCME to provide continuing medical education to physicians. The University of Nevada School of Medicine designates this **LIVE ACTIVITY** for a maximum of **6.75 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Nursing:** The University of Nevada School of Medicine approves this program for **6.75** hours of nursing continuing education credit.

**Pharmacy:** The University of Nevada School of Medicine is a provider of continuing education credit through the Nevada State Board of Pharmacy. This program is approved for **6.75** hours of continuing education credit for pharmacists.

## CONTINUING EDUCATION: THURSDAY AND FRIDAY PROGRAM

### ACCREDITATION STATEMENTS:

**CME:** The Centers for Disease Control and Prevention (CDC) is accredited by the Accreditation Council for Continuing Medical Education (ACCME®) to provide continuing medical education for physicians. The CDC designates this **LIVE ACTIVITY** for a maximum of **14 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity. Non-physicians will receive a certificate of participation.

**CNE:** The CDC is accredited as a provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation. This activity provides **14** contact hours.

**CEU:** The CDC has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. The CDC is authorized by IACET to offer **1.4** ANSI/IACET CEU's for this program.

**CECH:** Sponsored by the *CDC*, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designed for Certified Health Education Specialists (CHES) to receive up to **14** Category I CECH in health education. CDC provider number **GA0082**.

**CPE:** The CDC is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.



This program is a designated event for pharmacists to receive **1.4** CEUs in pharmacy education. The Universal Activity Number is 387-000-08-011-L01-P. Course Category: This activity has been designated as Knowledge-Based.

### DISCLOSURES

In compliance with continuing education requirements, all presenters must disclose any financial or other associations

with the manufacturers of commercial products, suppliers of commercial services or commercial supporters as well as any use of unlabeled product(s) or product(s) under investigational use. CDC, our planners, and the presenters for this seminar do not have financial or other associations with the manufacturers of commercial products, suppliers of commercial services or commercial supporters. This presentation does not involve the unlabeled use of a product or product under investigational use. If any changes to this disclosure occur between now and the date of this activity, they will be announced before the activity begins. There was no commercial support for this activity.

### SUPPORT/FUNDING

This course is hosted by **Immunize Nevada**. CDC provides course instructors and course content, for which it receives no commercial support and charges no fee. Participant registration fees or grant funding is managed by **Immunize Nevada** and collected for the sole purpose of meeting course costs.

### CONTACT INFORMATION

Content-related questions: [NIPIInfo@cdc.gov](mailto:NIPIInfo@cdc.gov)  
CE-related questions: [MBarnett@cdc.gov](mailto:MBarnett@cdc.gov)  
State-specific questions: [katie.nannini@chw.edu](mailto:katie.nannini@chw.edu)

### PREREQUISITES

Participants should have a basic educational background in science including general knowledge in the subject areas of biology, immunization and vaccine-preventable diseases.

### METHOD OF PARTICIPATION

Participate in the educational activity by attending the live course.

### FEES

No fees are charged for CDC's CE activities, however registration fees to Immunize Nevada cover course expenses.

### MATERIALS

The course text will be provided to participants as part of the course fee. To preview the course text, go to [www.cdc.gov/vaccines/pubs/pinkbook](http://www.cdc.gov/vaccines/pubs/pinkbook). There are no hardware/software requirements for this live course.

### ADA

All partners of this program, the Eldorado Hotel Casino, and University of Nevada Medical School fully comply with the legal requirements of the Americans with Disabilities Act rules and regulations. If you need special accommodations based on the ADA, please contact [mdobrien@medicine.nevada.edu](mailto:mdobrien@medicine.nevada.edu) or call (775) 784-1983 or write at least three weeks in advance of the program.



## REGISTRATION FORM

Mr.  Mrs.  Ms.  Miss

First \_\_\_\_\_ Last \_\_\_\_\_

Degree \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Day Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

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