



IMMUNIZATION *for* WOMEN
Immunization Information for Ob-Gyns and Their Patients

April Immunization Newsletter

Immunization Focus Groups: Tell Us Your Thoughts

Make your voice heard! Contribute your expertise and experiences by participating in an ACOG focus group on immunization activities, during ACOG's Annual Clinical and Scientific Meeting in Nashville, Tennessee. The information collected through the focus groups will help ACOG evaluate and improve its immunization resources, messaging, and promotion strategies.

All focus group participants will receive a complimentary meal during their session and a \$100 Amazon gift certificate upon completion of the focus group.

The focus groups will be held on-site during ACOG's Annual Meeting on

- Saturday, May 4, from 8 to 9 a.m.
- Saturday, May 4, from noon to 1 p.m.
- Sunday, May 5, from 8 to 9 a.m.
- Sunday, May 5, from noon to 1 p.m.

Take the Interest Survey

Please complete the [immunization focus group interest survey](#) if you plan to attend the Annual Meeting and would like to participate in one of ACOG's immunization focus groups. This survey will take less than three minutes to complete.

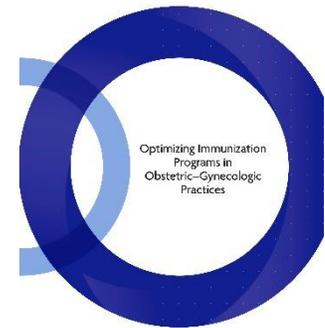
If you have any questions, please contact us at immunization@acog.org.

Optimizing Immunization Programs in Obstetric-Gynecologic Practices

ACOG is pleased to share a new health care provider resource, [Optimizing Immunization Programs in Obstetric-Gynecologic Practices](#). This tool kit provides information and resources for women's health care providers as they implement strategies to improve immunization processes and increase patient immunization rates. This tool kit can assist ob-gyn practices in effectively integrating immunizations into workflow and routine practice.

Within the [tool kit](#), you will find the following ACOG immunization resources for providers:

- **CO 772: Immunization Implementation Strategies for Obstetrician-Gynecologists**
- Strategies for Effectively Integrating Immunizations into Routine Obstetric-Gynecologic Care **tip sheet**
- Seasonal Influenza Vaccination Programs: Tips for Optimizing Practice Management **tip sheet**
- Developing an Immunization Referral System **tip sheet**
- 2019 Immunization Coding for Obstetrician-Gynecologists **quick reference coding card**



CDC Health Advisory: Flu Is Still Circulating

The CDC issued a [health advisory](#) to notify clinicians that influenza activity remains high in the United States. An increasing proportion of influenza A(H3N2) virus, continued circulation of influenza A(H1N1) viruses, and low levels of influenza B viruses have been reported.

Influenza should be considered as a possible diagnosis for patients with respiratory illness while local influenza activity remains elevated. Check the CDC's weekly [FluView](#) reports to learn when and where influenza activity is occurring, what influenza viruses are circulating and what their properties are, and what impact influenza is having on hospitalization and deaths in the United States.

The CDC [health advisory](#) serves as a reminder that early empiric treatment with influenza antiviral medications is recommended for hospitalized and high-risk patients. Antiviral treatment should be started as soon as possible after illness onset and should not wait for laboratory confirmation.

Refer to ACOG's CO 753: [Assessment and Treatment of Pregnant Women With Suspected or Confirmed Influenza](#), which emphasizes the importance of recognizing the symptoms of influenza, assessing severity, and prescribing safe and effective antiviral therapy for pregnant women with influenza. This document includes an [algorithm](#) designed to aid practitioners in promptly assessing and treating suspected or confirmed influenza in pregnant women and can be used for telephone triage.

Updated: Zika Practice Advisory

ACOG has updated its Zika [Practice Advisory](#) to include updates from [CDC's travel recommendations](#) that are relevant to obstetric care providers.

Below is a summary of the recent updates to the Practice Advisory.

- Pregnant women should avoid travel to areas where **current Zika virus outbreaks are occurring** because of the potential for major birth defects and developmental abnormalities in exposed and infected fetuses.
 - Pregnant women and those planning a pregnancy should talk to their health care provider about potential risks before traveling to an area where current or past Zika virus transmission has occurred.
 - To help pregnant women and others identify areas of Zika risk, [see CDC's interactive world map of areas with Zika risk](#) to search for location-specific Zika information and travel recommendations.
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Get Ready for the 25th National Infant Immunization Week

This year marks the 25th anniversary of the National Infant Immunization Week (NIIW), which will be held April 27–May 4, 2019. NIIW highlights the positive effects of vaccination in the lives of infants and children. Health care professionals are on the front lines of the fight against vaccine-preventable diseases. According to CDC research, parents consistently identify health care professionals as their most trusted source of immunization information. Research also shows that many parents make vaccine decisions before their baby is even born.

During NIIW, ACOG encourages you to remind parents and pregnant women about the importance of on-time infant immunization. We also encourage you to review [Provider Resources for Vaccine Conversations with Parents](#), a suite of materials created by the CDC, the American Academy of Pediatrics, and the American Academy of Family Physicians. We have recently updated two pieces called [Talking with Parents about Vaccines for Infants](#) and [Preparing for Questions Parents May Ask about Vaccines](#). The CDC also has a [slide deck](#) you can use to with staff to discuss how to create a culture of immunization in your practice.

The CDC is also hosting two digital events during NIIW:

- An **#ivax2protect Twitter storm** on Tuesday April 30, from 7 to 9 p.m. ET. This event will be cohosted by American Academy of Pediatrics and What to Expect.
- An **Instagram Story Q&A** on Thursday May 2, from noon to 2 p.m. ET, during which CDC experts will respond to parents' vaccine questions.

Please consider participating in the Twitter storm and promoting the Instagram Story Q&A to parents. You can find more information on the [NIIW website](#), along with sample social media content, talking points, website banners, and more.