The ABC’s of Pertussis

Educating a community

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McHenry County, Illinois

- Demographics
  - Pop. 320,961 (2009 U.S. Census)
  - Race: 88.7% non-Hispanic; 11.3% Hispanic
  - Median age: 37.9
  - 1 out of 4: under 18
  - 1 out of 10: 65 and older
  - 7 in 10 residents: born in Illinois
McHenry County, Illinois

• Recent history of pertussis
  – 1999 to 2003: < 20 cases each year
  – 2004: 194 cases (became regional outbreak)
  – 2011: 165 cases (outbreak cont’d into 2012)
  – 2012: 233 cases (85% under 20 yrs of age)
    • 3 infants hospitalized, 19 communities
    • Similar onset – local HS (cheerleading squad, football players, band members)
GIS Mapping of Outbreak
At the State Level

• SEPT 2011: State HD mandates vaccination for 6th & 9th graders; endorsed by IL Board of Education
• Too late for 2011-2012 school year
• 4/12: Mandated for 2012-2013 school year
  – Message design
  – Enforcement
“Whooping Cough Cases Increasing in Illinois” (April 2012)

– New school requirement for whooping cough immunization coincides with National Immunization Awareness Month (endorsed by Illinois Board of Education)
Anti-Vaccine Advocates - FB

- Chiropractor:
  - “there are other choices; it’s better to build a strong immune system through proper diet than take vaccines”

- Parents:
  - “too many shots stunt the immune system; better to delay vaccines”
  - “kids don’t need these shots; just download exemption letter on your state’s webpage”
New strategies - 2012

AGGRESSIVE CAMPAIGN

Raise awareness of the importance of Tdap booster vaccination (targeted audiences)

• School partners
  – Press release April: make vaccination appointment
  – New school year: Sept is Pertussis Awareness Month
  – Article for school nurses in newsletter
  – Offer vaccine to school staff (local pharmacy provider)
New strategies - 2012

• Regional County Health Departments
  – 11 LHD (Northern IL Public Health Consortium)
  – Unified messages (pr); offer Tdap at flu clinics

• Preschools, daycare providers

• Healthcare professionals
  – *Distribute flyers*: new parents packages, hospital staff, OB/GYN offices
  – Host pertussis training with CME credits
New strategies - 2012

• Regional partners
  – Chicago Area Immunization Campaign
  – Illinois Chapter, American Academy of Pediatrics

• McHenry County Medical Society
  – Newsletter article: “Improving Immunization Coverage (uniform messaging in the face of vaccination exemptions and outbreaks)”
SUCCESS!!
HS Principal promotes vaccination

**NOTE:** His school was the epicenter for the 2011 pertussis outbreak (Prairie Ridge HS - 120 teachers; Cary-Grove HS – 160 teachers)
Whooping Cough: Communicating When Every Minute Counts

Tim Church
Washington State Department of Health
October 3, 2012
Additional cases may have occurred, especially in the most recent three weeks, that are not yet available to DOH.
Pertussis Incidence by County (Nov 2011 – Jan 2012)
Pertussis Incidence by County, 2012 (Feb - April)
Pertussis Incidence by County, 2012 (May - July)
Why declare an epidemic?

- Growing number of cases, babies are at risk
- Adults don’t know they need vaccine
- Get provider attention
- Get public and media attention
- Get people moving
Declaring an epidemic

- Getting the pieces in place
- Local health communication
- Health care providers
- Media
- The public
Using every tool we have

• Earned media
• Paid media
• Social media
• Web and public service announcements
News conferences still work
Telling your story with real people
News coverage
Paid media

• Be ready for someone to ask “what do you need?”
• Don’t lowball the number.
• You need a strategy that can happen quickly.
• Rely on help from your friends.
• Don’t let perfect be the enemy of the good.
Social media
Need Pertussis Help Immediately Colleagues
Ethnic Media Roundtable

A Media Roundtable on Current Washington State Pertussis Epidemic with National, State, and Local Health Experts

What: There is a whooping cough (pertussis) epidemic in Washington State — with more than 2,500 cases reported so far this year. Hear from public health experts from the Centers for Disease Control and Prevention (CDC), Washington State Department of Health, Public Health – Seattle & King County, and New America Media.

We’ll have an in-depth conversation about the epidemic, the health risks that whooping cough poses, and the importance of vaccinating children and adults.

You’re invited to learn more from — and ask questions to — federal, state, and local officials about this epidemic and the efforts to address it. We would also like to hear about how to best work with you now and in the future to reach and inform ethnic communities about the importance of whooping cough vaccination.

When: Wednesday, June 27, 10:00 a.m. - 12:00 p.m. - Interviews Available

Where: Tukwila Community Center
Room: Social Hall
12424 42nd Avenue
South Tukwila, WA 98168
(206) 768-2822
*Parking available onsite

RSVP: New America Media
Ray Lenenthal
klaventhal@newamericamedia.org
415.503.4170 ext:120
Lessons learned

• Make sure you’re part of the decision team.
• Traditional tools still work.
• Be ready with your wish list.
• Use your network.
PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

Timothy.church@doh.wa.gov
Social media
CDC Pertussis Communication Update

Michelle Basket
Alison Patti
Health Communication Specialists
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

NPHIC Symposium – Washington, DC
October 3, 2012
Objectives

- **Pertussis**
- **Provide an overview of CDC’s efforts to promote pertussis vaccine**
  - Outbreak Communication Support and Technical Assistance
  - Media Efforts
  - Parent and Public Education Resources
  - Provider Education Resources
  - Outbreak Website
  - Looking Ahead

- **What do you need? How can we help?**
Whooping Cough (Pertussis)

- Highly contagious respiratory disease; 80% secondary attack rate
- Transmission – respiratory droplets
- Symptoms – uncontrollable, violent coughing – hard to breathe
- Most serious complications and deaths in babies younger than 1
- Vaccination recommendations
  - DTaP:
    - 2, 4, 6, 15 - 18 months and 4 - 6 years
  - Tdap:
    - 1-time dose at 11-12 years
    - 1-time dose for adults 19 years or older who have not been vaccinated
    - 1-dose for pregnant women who have not been vaccinated, preferably during the third trimester or late second trimester
Reported NNDSS pertussis cases: 1922-2012*

*2011 data are provisional; 2012 data are provisional through week 30..

SOURCE: CDC, National Notifiable Diseases Surveillance System and Supplemental Pertussis Surveillance System and 1922-1949, passive reports to the Public Health Service
Changes in Pertussis Reporting by State from 2011 to 2012* †

*Data for 2012 are provisional and subject to change.
†Cases reported through Week 37 in 2011 were compared with cases reported through Week 37 in 2012; fold-changes were calculated for each state.
Communications Goals

- Increase awareness among general public and providers about:
  - Vaccine recommendations (prevention/control)
  - Seriousness of disease in infants and need for rapid treatment
  - Signs/symptoms

- Increase providers’ recognition of pertussis and utilization of appropriate tests

- Develop resources and inform partners of these resources to promote clear, consistent communication

Calls to Action:

- Know the signs and symptoms and seek treatment (no whoop)
- Get vaccinated
Call to Action: Get Vaccinated
Maximizing the Vaccination Program

- Sustain DTaP coverage
- Increase Tdap coverage
- Vaccinate to protect infants/Cocooning
Outbreak Support and Technical Assistance to States

- **Communication Support**
  - Strategy
  - Linkages
  - Key Messages
  - Media Outreach (Leveraging Resources / providing CDC spokespeople)
  - Materials – public and healthcare providers
  - NPHIC collaboration will bring addition tools/support

- **Epi Support**
Pertussis Key Messages

- One of the most commonly occurring vaccine-preventable diseases in the US, with cases typically reported annually in every state.
  - 2010 last peak year, with 27,550 reported cases – the most since 1959.
  - Fully vaccinated people can catch this very contagious disease.

- Can be serious, especially for young children including hospitalization/death.

- Vaccines are the safest and most effective tool for preventing pertussis. No longer seeing 200,000 cases per year as in the pre-vaccine era.

- Vaccines are recommended for children, adolescents, and adults.

- Waning immunity – vaccine protection decreases over time.
  - Duration of protection may differ for DTP vs. DTaP
  - This year is first cohort of teenagers who got only DTaP for all 5 doses
  - Looking into duration of protection for Tdap

- Illness is typically milder in those who have been vaccinated, protecting from severe disease.
Media Outreach Efforts

- Still responding to lots and lots of inquiries
- National Telebriefing – July 19
- Radio Media Tour
  - 5 states, 25 million impressions
- Ethnic Media Roundtable
- Social Media Outreach
- Matte Articles
- Web

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CDC: Nation on track for most whooping cough cases since 1959; adults urged to get vaccinated

CP | By Mike Stobbe, The Associated Press
Posted: 07/15/2012 12:05 pm | Updated: 07/15/2012 1:05 pm
Social Media

Facebook
- Ranked #1 in July for CDC highest engagement
- 434 likes (top 25 of CDC postings)
- 764 shares (highest # CDC shares this year)
- 697 click throughs
- 46,164 reach (4th for CDC this year)
- 66 comments (typical average is 10)
Whooping cough can be serious, especially in infants. Vaccination recommended during pregnancy.

Whooping cough vaccine protection fades over time. Teens & adults need a booster dose to protect against whooping cough.

Know a family with a new baby? Tell them whooping cough vaccine recommendations have changed; they may need a booster.

US will likely have most whooping cough cases since 1959. Vaccine urged for all, esp pregnant moms.

All adults 19 & older should get a whooping cough booster vaccine if they haven’t already.
Parent and Public Resources

- Disease overview
  - Audio and video of “the cough”
- Vaccine recommendations
- Diagnosis and treatment guidelines
- Multimedia
  - Podcasts
  - Videos
  - ecards
  - Print materials
  - Matte articles
  - Photo novela
  - Photos

www.cdc.gov/pertussis
Posters, Billboards, and Bus Ads

- Posters: 2 Sizes
- English/Spanish
- Co-branding

Professional Resources

- Videos
  - Demonstrations
- PCR best practices
- Diagnostic timeline
- Vaccine recommendations
  - Summaries
  - Q&As
- Webcast
- Collaborating with AAP, Medscape, and others

www.cdc.gov/pertussis/clinical
Website

- **Outbreak Webpage**
  - Trends, US map
  - Examples, case counts
  - Publications

- **Features/Syndicate**

Spike after press briefing

www.cdc.gov/pertussis/outbreaks
Looking Ahead

- October ACIP Meeting
- Vaccine effectiveness evaluation in WA state – results expected in 2013
- Sustaining DTaP coverage
- Increasing Tdap coverage among adolescents (78%) and adults (8%)
- Reaching expectant mothers
- Continue to promote cocooning
- New materials: PSA, infographics, print and digital materials
What Do You Need?

How Can We Help?

What additional resources would be useful?
Thank You!

Michelle Basket, mbasket@cdc.gov
Alison Patti, apatti@cdc.gov
EXTRA SLIDES
Annual incidence by State, 2011*
Incidence 5.0
(n=15,216)

*2011 data are provisional. Incidence is per 100,000 population
Source: CDC National Notifiable Disease Surveillance System, 2011
CDC Wonder Population Estimates (Vintage 2009)
Selected Current and Future MVPD Activities

- Vaccine effectiveness investigation in WA state
- Improving diagnostic testing to improve surveillance
- Enhanced Pertussis Surveillance sites
  - Enhanced case ascertainment and improved data quality
  - Platform for analyses and studies
- Evaluating effectiveness of cocooning/maternal vaccination
- Evaluating Tdap duration of protection
- Assessing temporal trends in susceptibility/infection
  - Serosurvey
  - Modeling
Pertussis Key Messages: Waning Immunity

- Multiple factors likely contributing to increase in reported cases since 1980s, including waning immunity, increased recognition, and improved diagnostic testing and reporting.

- Studying the increase in several states, considering all possible causes.