

You Can Bet on Vaccines: Don't Gamble with Your Children's Health

6TH ANNUAL NEW JERSEY VACCINES FOR CHILDREN CONFERENCE

- ❖ **Media Training for Pediatric Leaders**
- ❖ **Parents, Peers and the Media**
- ❖ **Communicating Vaccine Safety Data**
- ❖ **Social Media Webinar – Communications Made Easy**
- ❖ **Ask the Experts – Question & Answer Panel**
- ❖ **Strategies to Communicate Vaccine Safety to Parents**

This activity has been jointly sponsored by Health Research and Educational Trust of New Jersey and New Jersey Pediatric Council on Research and Education, the Foundation of the American Academy of Pediatrics, NJ Chapter.

This activity is provided by Central NJ Maternal and Child Health Consortium.

This activity is supported by an educational grant from the New Jersey Department of Health and Senior Services- Vaccine Preventable Disease Program.

Early Bird Registration Fee - \$125.00; after October 15, 2010 - \$200.00
Registration fee is non-refundable

Fee includes:

**CMEs, Family Physician CMEs, Nursing Contact and Professional Development Hours,
Training Materials, Breakfast and Lunch**

Register Today www.njpcore.org

**1.5 Day
Conference**

**6TH ANNUAL VACCINES FOR CHILDREN CONFERENCE
November 9-10, 2010
Atlantic City Convention Center**



3836 Quakerbridge Road, Suite 108
Hamilton, NJ 08619

NON PROFIT ORG
U.S. POSTAGE PAID
TRENTON, NJ
PERMIT NO. 293

You Can Bet on Vaccines: Don't Gamble with Your Children's Health

November 9-10, 2010
Atlantic City Convention Center, Atlantic City, NJ

NOVEMBER 9TH CONFERENCE (Day 1)

- 12:30 pm Registration and Exhibitor Showcase
- 1:25 pm Welcome and Introduction
- 1:30 pm Parents, Peers and the Media: *Margaret Fisher, MD & Paul Offit, MD*
- 2:45 pm Break
- 3:00 pm **Workshops:**
- A: Media Training for Pediatric Leaders: *Daniel Levy, MD*
 - B: NJ Immunization Network: *Margaret Fisher, MD & Lawrence Frenkel, MD*
 - C: Communicating Vaccine Safety Data: *Alison Singer, MBA*
 - D: Strategies to Communicate Vaccine Safety to Parents: *Marguerite Leuze, RN, DMH; Patricia Lucarelli, MSN, RN, CPNP; Nancy Gerrity, MSN, RN, HO*
 - E: Social Media Webinar - PKIDs: Communications Made Easy: *Trish Parnell, BS*
- 4:30 pm Exhibitor Showcase & Reception

NOVEMBER 10TH CONFERENCE (Day 2)

- 7:00 am Registration, Continental Breakfast, and Exhibitor Showcase
- 7:55 am Welcome: *Fran Gallagher, MEd*
- 8:00 am State Update: *Christine Armenti, BSN, MS, CIC*
- 8:30 am **Keynote:**
From Pig Viruses to Insect Vectors and New Adjuvants:
Margaret Fisher, MD & Paul Offit, MD
- 9:40 am Facilitated Networking/Exhibitors
- 10:10 am Children with Special Health Care Needs: *Diana MTK Autin, Esq.*
- 10:40 am National Perspective - CDC: *Iyabode Beysolow, MD, MPH*
- 11:40 am Exhibitor Showcase
- 12:10 pm Lunch, Door Prizes & Award Ceremony
Facilitated Networking Community Resources Exhibit
- 1:15 pm **Ask the Experts - Question and Answer Panel:**
Iyabode Beysolow, MD, MPH; Jeffrey R. Boscamp, MD; Margaret Fisher, MD; Lawrence Frenkel, MD; Everett Schlam, MD; Charles A. Scott, MD, MPH
Moderator: Steven Kairys, MD, MPH
- 2:15 pm **Workshops Repeat:**
- A: Media Training for Pediatric Leaders: *Daniel Levy, MD*
 - B: NJ Immunization Network: *Margaret Fisher, MD & Lawrence Frenkel, MD*
 - C: Communicating Vaccine Safety Data: *Alison Singer, MBA*
 - D: Strategies to Communicate Vaccine Safety to Parents: *Marguerite Leuze, RN, DMH; Patricia Lucarelli, MSN, RN, CPNP; Nancy Gerrity, MSN, RN, HO*
 - E: Social Media Webinar - PKIDs: Communications Made Easy: *Trish Parnell, BS*
- 3:00 pm **Evaluations**
- 3:05 pm Conference Concludes
- Full disclosure will be provided at the educational activity.*

Sheraton Atlantic City Hotel Accommodations & Directions

Hotel Accommodations: A block of rooms has been reserved at the Sheraton Atlantic City Hotel at \$129/night.

Reservations:

Go to www.NJPCORE.org and click [6th Annual NJ Vaccines for Children Conference](http://www.starwoodmeeting.com/Book/njpcore2010)
<http://www.starwoodmeeting.com/Book/njpcore2010> or call 888. 672. 7212.

Directions to the Sheraton:

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1001229589&key=14FA>

FACULTY

The following faculty does not have anything to disclose:

Christine D. Armenti, BSN, MS
Perinatal Hepatitis B Coordinator, New Jersey Department of Health & Senior Services Vaccine Preventable Disease Program

Diana MTK Autin, Esq.
Executive Co-Director for Health and Special Education of the Statewide Parent Advocacy Network

Iyabode Beysolow, MD, MPH, FAAP
Medical Officer, Centers for Disease Control and Prevention

Jeffrey Boscamp, MD, FAAP
Marvin I. Gottlieb, MD Chair in Pediatrics, Physician-in-Chief, Joseph M. Sanzari Children's Hospital, Hackensack University Medical Center

Nancy Gerrity, MSN, RN, HO
Director of Public Health Nursing Camden County Department of Health and Human Services

Steven Kairys, MD, MPH, FAAP
Chair/Medical Director, New Jersey Pediatric Council on Research and Education, Chairman of Pediatrics, Jersey Shore University Medical Center

Daniel Levy, MD, FAAP
Past-president, AAP Maryland Chapter

Marguerite Leuze, RN, DMH
Director of Nursing, Office of Health Services, Newark Public Schools

Paul Offit, MD
Chief, Division of Infectious Diseases and Director, Vaccine Education Center, Children's Hospital of Philadelphia

Trish Parnell, BS
Director, Parents of Kids with Infectious Diseases (PKIDS)

Alison Singer, MBA
Founder and President of the Autism Science Foundation

The following faculty has disclosed:

Margaret Fisher, MD, FAAP
Chair, Department of Pediatrics, Monmouth Medical Center; Vice President, American Academy of Pediatrics, NJ Chapter, Member of the Section of Pediatric Infectious Diseases of the American Academy of Pediatrics. Unlabeled/Unapproved Uses- Intend to discuss either non-FDA approved or investigational use of vaccines

Lawrence Frenkel, MD, FAAP, FCAAI, FPIDS
Professor of Pediatrics and Microbiology, Univ. of Illinois College of Medicine at Rockford; Member, Division of Allergy, Immunology, and Infectious Diseases, the Children's Hospital at Saint Peter's University Hospital; Chair, Senior Section American Academy of Pediatrics, NJ Chapter. Speaker/Speakers Bureau Sanofi Pasteur, MedImmune

Patricia Lucarelli, MSN, RN, CPNP, APN-BC, CCHCC
Jersey Shore University Medical Center; Speaker-GlaxoSmithKline

Everett Schlam, MD
Mountainside Family Medicine Residency Program, Liaison to NJ Academy of Family Physicians. Speaker/Speakers Bureau Merck, Sanofi Pasteur, GlaxoSmithKline

Charles A. Scott, MD, FAAP
Primary Care Pediatrician; Past President of American Academy of Pediatrics, NJ Chapter; Consultant-Merck, GSK (for HPV vaccine only) Speaker - Sanofi Pasteur, GSK, Merck (coding & HPV only)

VFC PLANNING COMMITTEE:

Christine Armenti, BSN, MS, CIC
New Jersey Department of Health and Senior Services

Frank Coviello, BA
New Jersey Department of Health and Senior Services

Mary Ditri, MA
New Jersey Hospital Association

Robyn D'Oria, MA, RNC, APN
Central New Jersey Maternal and Child Health Consortium

Fran Gallagher, MEd
AAP, NJ Chapter, New Jersey Pediatric Council on Research and Education

Judith Grandjean, BS
New Jersey Pediatric Council on Research and Education

Steven Kairys, MD, MPH, FAAP
Jersey Shore University Medical Center

Bert Mulder, BS
AAP, NJ Chapter, New Jersey Pediatric Council on Research and Education

Pam Olliver, BS
New Jersey Pediatric Council on Research and Education

Jane Sarwin, MA, MPH
Gateway NW Maternal and Child Health Network

Everett Schlam, MD
Mountainside Family Medicine Residency Program

Ellen Shuzman, PhD, RNC, NEA-BC, APN
Central New Jersey Maternal and Child Health Consortium

Jennifer Smith, MPH, CPS
New Jersey Department of Health and Senior Services

Angela Sorrells-Washington, JD
New Jersey Department of Health and Senior Services

Ellen Strong, RN, MPH
Central New Jersey Maternal and Child Health Consortium

The planning committee has no vested interest in the content of the continuing nursing education activity. Commercial support will be provided by: MD Advantage; New Jersey's Early Intervention System; American Express; Novartis

You Can Bet on Vaccines: Don't Gamble with Your Children's Health

6th Annual New Jersey Vaccines for Children Conference

REGISTRATION FORM

November 9 - 10, 2010
The Atlantic City Convention Center

For both days:
Continuing Medical Education:
7.75
Family Physician CME Up to:
7.25
Nursing Contact Hours:
7.75

Same low price for both days!

Date:

Please indicate if you are attending *one* or *both* days 11.09.10 11.10.10

Please select: MD Family Physician Pediatrician School Nurse Other: _____

First Name: _____ Last Name: _____

Degrees/Designations: _____

Title: _____ Subspecialty: _____

Hospital/Dept./Practice Name: _____

Mailing Address: Home Office

Street: _____

City: _____ State: _____ Zip: _____

Telephone: Cell or Pager: _____ Fax: _____

EMAIL (REQUIRED): _____

Early Bird Registration Fee - \$125; after October 15th - \$200.00

Registration fee is non-refundable

Register: www.njpcore.org

Please make checks payable to NJPCORE/VFC CK #: _____

Credit Card Payment: Visa MasterCard American Express

Purchase Order/Voucher #: _____ (\$10.00 administrative fee)

(ALL PURCHASE ORDERS / VOUCHER PAYMENTS MUST BE RECEIVED BY OCT 22, 2010). NO EXCEPTIONS WILL BE MADE.

Billing address (if different from mailing address):

_____ Zip Code: _____

Credit Card #: _____ (CSV code): _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Please select 2 workshops
One for 11.09.10 and one for 11.10.10

11.09.10 – Day One (90 minutes)

- A:** Media Training for Pediatric Leaders: *Daniel Levy, MD*
- B:** NJ Immunization Network:
Margaret Fisher, MD & Lawrence Frenkel, MD
- C:** Communicating Vaccine Safety Data: *Alison Singer, MBA*
- D:** Strategies to Communicate Vaccine Safety to Parents:
Marguerite Leuze, RN, DMH; Patricia Lucarelli, MSN, RN, CPNP; Nancy Gerrity, MSN, RN, HO
- E:** Social Media Webinar - PKIDs: Communications Made Easy:
Trish Parnell, BS

11.10.10 – Day Two (45 minutes)

- A:** Media Training for Pediatric Leaders: *Daniel Levy, MD*
- B:** NJ Immunization Network:
Margaret Fisher, MD & Lawrence Frenkel, MD
- C:** Communicating Vaccine Safety Data: *Alison Singer, MBA*
- D:** Strategies to Communicate Vaccine Safety to Parents:
Marguerite Leuze, RN, DMH; Patricia Lucarelli, MSN, RN, CPNP; Nancy Gerrity, MSN, RN, HO
- E:** Social Media Webinar - PKIDs: Communications Made Easy:
Trish Parnell, BS

You Can Bet on Vaccines: Don't Gamble with Your Children's Health

6TH ANNUAL NEW JERSEY VACCINES FOR CHILDREN CONFERENCE

At the conclusion of this activity, participants should be able to:

- 1) Use the most current immunization information and understand how it can impact your clinical and practice management
- 2) Relate the most current resources and strategies to enhance your practice and community partnerships
- 3) Define social media tools and discuss strategies for positive on-line immunization exchange
- 4) Discuss immunization education tools for parents of children with special health care needs
- 5) Identify the NJ Immunization Network as advocates for all children



*A special thanks acknowledging the pioneer efforts of Barbara Giudici whose insights contributed tremendously to the birth and growth of the New Jersey Annual Vaccines for Children Conference.
Thank you Barbara!*

Target audience

Physicians: Pediatricians, Family Physicians and other physicians

Nurses: RN, APN and LPN

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Medical Society of New Jersey (MSNJ) through the joint sponsorship of Health Research and Educational Trust of New Jersey (HRET) and NJ Pediatric Council on Research and Education (NJPCORE). HRET is accredited by MSNJ to provide continuing medical education for physicians. HRET designates this educational activity for a maximum of 2.75 *AMA PRA Category 1 Credits™* for November 9 and 5.0 *AMA PRA Category 1 Credits™* for November 10. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity, 6th Annual New Jersey Vaccines For Children Program Provider Education Conference - You Can Bet on Vaccines: Don't Gamble with Your Children's Health, with a beginning date of November 9, 2010, has been reviewed and is acceptable for up to 7.25 Prescribed credits by the American Academy of Family Physicians.

This program has been awarded 2.75 contact hours for November 9th and 5.0 contact hours for November 10th.

Central New Jersey Maternal and Child Health Consortium is an approved provider of continuing nursing education by the New Jersey State Nurses Association, an accredited approver, by the American Nurses Credentialing Center's COA.

Provider #P92-1/08-11. Provider approval is valid through January 31, 2011.

Accreditation refers to recognition of continuing education activities only and does not imply approval or endorsement of any commercial product.