

VACCINATE ADULTS!

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20 Years Later – the Final Issue of *Vaccinate Adults*

By Deborah L. Wexler, MD
Editor, *Vaccinate Adults*

This is your final issue of *Vaccinate Adults*, the Immunization Action Coalition’s (IAC) periodical for adult medicine specialists. Since 1997, I’ve been involved in every aspect of the 52 issues we’ve published, and I’d like to share with you some history of these 20 years – how *Vaccinate Adults* began, how it grew over the years, why we are saying goodbye, and what’s next. I would also like to thank some who have been deeply involved for many years in the work of *Vaccinate Adults*, making it such an inspired, successful, and long-lived publication for readers like you.

How we started...

Vaccinate Adults was preceded by IAC’s flagship periodical, *Needle Tips*, which made its first appearance in print in September 1994. The first issue of *Vaccinate Adults* was published in 1997, after it became apparent that *Needle Tips* wasn’t being utilized by adult medicine providers because of the preponderance of content related to childhood immunization. Our internal medicine colleagues recommended that IAC create a publication similar to *Needle Tips*, but containing only adult immunization material. The premier issue of *Vaccinate Adults* was printed and mailed to approximately 100,000 healthcare professionals throughout the United States in November 1997.

Following this premier issue, and through 2008, *Vaccinate Adults* was printed and mailed twice per year to internal medicine and infectious disease practices, pulmonologists, cardiologists, state and local health departments, and many others, with a circulation of up to 200,000.

According to IAC surveys, the most popular feature of *Vaccinate Adults* has been its “Ask the Experts” column, where experts from the Centers for Disease Control and Prevention (CDC) provide answers to practical questions about hepatitis B and all other routinely recommended vaccines.

From 1997–2008, we added a bit of levity to the cover of each issue by showing a singular cartoon drawing provided by the New York Department of Health but changing the dialogue bubbles to make an important point about an adult immunization topic. To further complement our serious content, we sometimes sprinkled funny riddles throughout issues, all of which were illustrated by my artistic children, Sarah, Isaac, and Leo, up until each left for college.

Printing and mailing costs became a problem...

By 2008, the cost of printing and mailing hard copies of publications had become too expensive compared to electronic distribution. As a result, CDC changed its policy and informed us that its financial support for printing and mailing *Vaccinate Adults* would be discontinued the following year, making it necessary for us to convert to electronic distribution only. The last printed edition of *Vaccinate Adults* was mailed in December 2008.

In 2009, *Vaccinate Adults* went online at www.immunize.org/va and we began building our email subscriber list. (All *Vaccinate Adults* back issues remain available at www.immunize.org/va/back-issues.asp.) We expanded the number of *Vaccinate*

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Ask the Experts

The Immunization Action Coalition extends thanks to our experts, medical officers Andrew T. Kroger, MD, MPH; Candice L. Robinson, MD, MPH; Raymond A. Strikas, MD, MPH, FACP, FIDSA; and nurse educators Donna L. Weaver, RN, MN, and JoEllen Wolicki, BSN, RN, all with the National Center for Immunization and Respiratory Diseases at the Centers for Disease Control and Prevention (CDC).

Influenza vaccines

What’s new in the 2017–18 influenza vaccine recommendations pertaining to adult vaccination?

The 2017–18 ACIP influenza vaccine recommendations were published on August 25, 2017, and are available online at www.cdc.gov/mmwr/volumes/66/rr/pdfs/rr6602.pdf. The new guidance

- Describes the vaccine composition for this season (a change in the A/H1N1 component);
- Discusses recent FDA licensure and labeling changes including approval of Afluria Quadrivalent (Seqirus) and Flublok Quadrivalent (Protein Sciences); and
- Recommends that live attenuated influenza vaccine (LAIV, FluMist; AstraZeneca) not be used during the 2017–18 season.

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Vaccinate Adults

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IAC publishes a free email news service (*IAC Express*) and two free periodicals (*Vaccinate Adults* and *Needle Tips*). To subscribe, go to www.immunize.org/subscribe.

IAC, a 501(c)(3) charitable organization, publishes practical immunization information for healthcare professionals to help increase immunization rates and prevent disease.

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IAC maintains strict editorial independence in its publications.

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Adults issues to four per year to increase its visibility and impact. *Vaccinate Adults* has always been available free of charge.

Though subscribership rose over the years to approximately 40,000, *Vaccinate Adults* no longer reached the larger audience it had with postal mailings.

Why we are saying goodbye...

Our main website, www.immunize.org, and our weekly email news service, *IAC Express*, are better able to keep *Vaccinate Adults* readers up to date on IAC's ever-expanding educational content and news. The gap of several months between *Vaccinate Adults* issues has rendered it too untimely to keep up with today's fast-changing world of adult immunization.

Going forward...

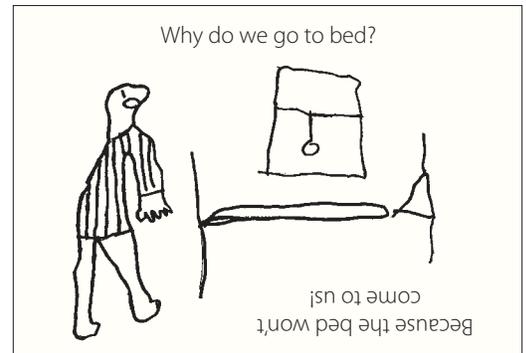
Although *Vaccinate Adults* will be gone, *IAC Express* will carry on, bringing all *Vaccinate Adults* content to its readers on a weekly basis. News about recently updated ACIP recommendations, new vaccine licensures, Vaccine Information Statements, and CDC publications will be announced, along with articles about IAC's free, downloadable CDC-reviewed educational materials for patients and clinic staff (e.g., standing orders templates and handouts for patients). At least five times per year, we will publish special editions of *IAC Express* that are exclusively "Ask the Experts" Q&As. If you're not already an *IAC Express* subscriber, please visit www.immunize.org/subscribe.

Thank you!

Over these 20 years, I have been honored to work closely with so many wise, talented, and dedicated individuals to bring you every issue of *Vaccinate Adults*. Here are the names of those to whom I am most particularly indebted and about whom I have treasured memories that will never leave me.

CDC's "Ask the Experts" Hall of Fame

Andrew Kroger, MD, MPH, medical officer at CDC's National Center for Immunization and Respiratory Diseases (NCIRD), has served since 2012 as IAC's key *Vaccinate Adults* contact for providing answers to all "Ask the Experts" questions. To do this, he works with NCIRD's expert education team members who include medical officers **Candice L. Robinson, MD, MPH**, and **Raymond A. Strikas, MD, MPH, FACP, FIDSA**; and nurse educators **Donna L. Weaver, RN, MN**, and



Leo Wexler-Mann

JoEllen Wolicki, BSN, RN. Thank you all for working with us. It has been an honor for me and IAC to collaborate with CDC's entire education team on *Vaccinate Adults*.

William L. Atkinson, MD, MPH, medical epidemiologist at NCIRD answered hundreds of "Ask the Experts" questions (sometimes from the beaches of Mexico) between 1995 and his retirement from CDC in 2012. Fortunately for IAC, Bill is now our associate director for immunization education and continues to coordinate "Ask the Experts" Q&As with the CDC team of experts.

Harold S. Margolis, MD, past director, CDC's Division of Viral Hepatitis (DVH), devoted long hours over many years (even from a mountaintop camping trip with his family) to answering hepatitis A and B questions for *Vaccinate Adults* readers until 2004 when he retired from CDC.

Linda A Moyer, RN, retired chief, Education and Training Team, DVH, likewise devoted many hours for many years to answering "Ask the Experts" hepatitis questions until she retired from CDC in 2006. Following retirement, she became a consultant for IAC and continued to answer "Ask the Experts" questions until she retired again in 2015.

IAC staff who are no longer with us

Margaret Vaillancourt, writer and community activist, who started IAC with me in 1991, devoted many years to *Vaccinate Adults* and IAC, providing lots of laughs and boundless energy. Margaret passed away in 2014.

Becky Payne, assistant to the director (me), served as editor, proofreader, finder of riddles, and devoted 14 years to IAC and to keeping watch over many aspects of *Vaccinate Adults*. We lost our dear Becky to a massive stroke in 2011.

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Subscribe to *IAC Express*, the Immunization Action Coalition's e-news and information service at www.immunize.org/subscribe

DISCLAIMER: *Vaccinate Adults* is available to all readers free of charge. Some of the information in this issue is supplied to us by the Centers for Disease Control and Prevention in Atlanta, Georgia, and some information is supplied by third-party sources. The Immunization Action Coalition (IAC) has used its best efforts to accurately publish all of this information, but IAC cannot guarantee that the original information as supplied by others is correct or complete, or that it has been accurately published. Some of the information in this issue is created or compiled by IAC. All of the information in this issue is of a time-critical nature, and we cannot guarantee that some of the information is not now outdated, inaccurate, or incomplete. IAC cannot guarantee that reliance on the information in this issue will cause no injury. Before you rely on the information in this issue, you should first independently verify its current accuracy and completeness. IAC is not licensed to practice medicine or pharmacology, and the providing of the information in this issue does not constitute such practice. Any claim against IAC must be submitted to binding arbitration under the auspices of the American Arbitration Association in Saint Paul, Minnesota.

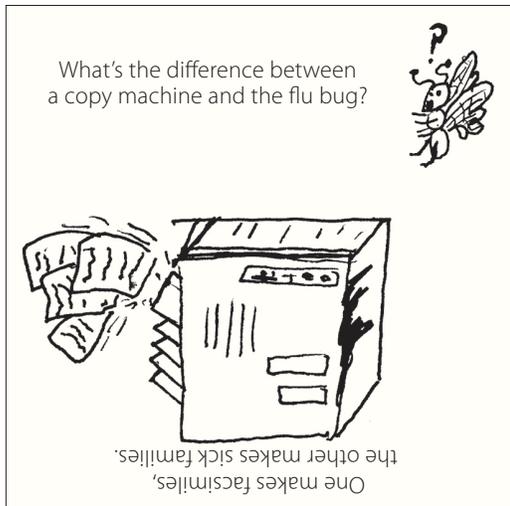
Current IAC staff

Diane Peterson, IAC's associate director for immunization projects, associate editor, and master organizer has been always ready with the preliminary plan for each issue of Vaccinate Adults since she started working at IAC in 2002. Her Vaccinate Adults assignments are completed early so she can move to everything else she works on. Diane's motto is "Let's git 'er dun."

William L. Atkinson, MD, MPH, in addition to being IAC's associate director for immunization education, in recent years has joined Diane as associate editor of Vaccinate Adults. He selects and develops "Ask the Experts" questions within days of our needing them, and sends them to Dr. Kroger at NCIRD. Bill completes his work with astonishing efficiency and accuracy. His home base is in Missouri, but we all hope that someday Bill will move to Minnesota.

Kathryn de Boer, IAC's creative consultant for several years, works wonders at designing the most beautiful pages for displaying Vaccinate Adults content. She makes my job easy and working with her is a joy.

Many more IACers work on Vaccinate Adults, and all have contributed in important ways. Thank you to Teresa Anderson, DDS, MPH; Marian Deegan, JD; Mike Franey, PhD; Sheila Franey, MA; Chrystal Mann; Jane Myers, EdM; Julie Murphy, MA; Casey Pauly; L.J Tan, MS, PhD; Robin VanOss; Pat Vranesich, RN, BSN; and Laurel Wood, MPA.



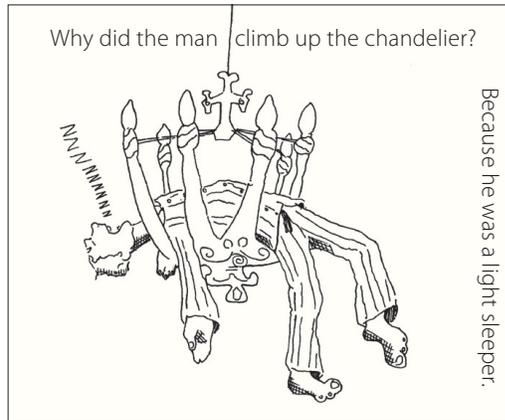
Isaac Wexler-Mann

And, of course, my family

Michael Mann, my dear husband of nearly 40 years, is so easy-going about my schedule and deadlines, and his presence is such a gift to me and our children.

Sarah Wexler-Mann, our first-born child, was IAC's earliest illustrator featured in Vaccinate Adults. Sarah is now an organic hops and flower-growing farmer, communications director, graphic designer, and mom residing outside of Houston, Minnesota.

Isaac Mann, our second-born and second Vaccinate Adults illustrator, is now a painter and teacher of mas-



Isaac Wexler-Mann

ter's level art students. He lives in New York City.

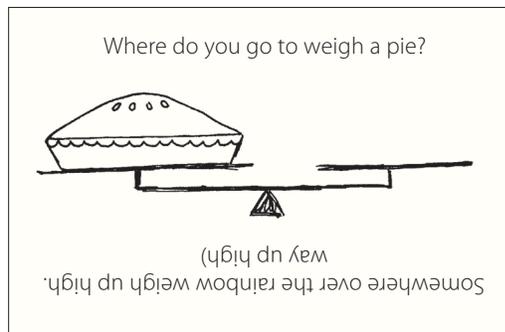
Leo Wexler-Mann, our third-born child, was IAC's talented riddle illustrator until 2008. Leo has grown up to become a conservatory-trained pianist, composer, piano teacher, and podcaster, and he continues to draw. He also lives in New York City.

Mark Wexler, my father, who died in 2006, founded Medical Arts Press, a printing company in Minneapolis, Minnesota. I am a printer's daughter. As a child, I spent time learning how to hand set lead type and, to my mother's horror when she found out, how to hand-feed a printing press. Dad taught me about designing printed pages, the importance of white space, font choice, line spacing, and placement of art. When he received his copies of our periodicals in the mail, he would send them right back to me, covered with edits and advice so I would get it right in the next issue. Thank you, Dad.

And, finally, our readers

Thank you for reading Vaccinate Adults. Supporting you, the front lines of adult immunization in the United States, has been our priority. Your appreciative words over the years have enhanced our passion for our work. Thanks for writing to us. A sampling of your messages can be read online at www.immunize.org/aboutus/what_ntva.asp. We will miss hearing from you about Vaccinate Adults, but look forward to receiving your messages about IAC Express. Please keep in touch.

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