



Innovative Immunization Programs

The New Mexico Department of Health (NMDOH) and the Las Cruces Public Schools have a good working relationship with each other. When students need school required immunizations, the school nurses refer them to either their doctor's office or to Public Health's Immunization Center. Just before school starts each summer, the Dept. of Health runs mass immunization clinics as a convenience for the students and their parents. These are either held at some of the local schools or at a centralized location that is large enough to accommodate the flow of approximately 1000 people. We have also gone into the schools and immunized 6th graders for Tdap.

| Year | # PODs | # Students | # Shots |
|-------------|--------|------------|---------|
| 2006 | 8 | 1008 | 2422 |
| 2007-Spring | 6-Tdap | 1131 | 1131 |
| 2007 | 5 | 838 | 2245 |
| 2008 | 7 | 589 | 1598 |
| 2009-Spring | 6-Tdap | 698 | 698 |
| 2009 | 6 | 542 | 1296 |

In 2007, the Doña Ana County Immunization Coalition (DACIC) came up with an exciting new idea to take immunizations out of the clinic and into the theater – they named it Movie Mania. The coalition wanted to create an environment where children and their parents could not only have a great time, but also have their shot records checked and receive any shots that were missing. Free immunizations were provided onsite by the New Mexico Department of Health (NMDOH) for those requesting updated children's vaccinations.

The plan was to have parents bring their kids and the children's shot records to the selected movie theater. Trained nurses would check each shot record

and determine if the child was up to date on their immunizations. The child was then given a free ticket for the prearranged movie, a small unbuttered popcorn, and a small non-carbonated drink. Immunization nurses were available to give shots, if the parent wanted their child immunized at this time. Parents could also enjoy the movie for a nominal fee.

The cost of advertising, posters, the movie, and refreshments came from mini-grant funds received by the DACIC.

Spring Break Movie Mania – “Horton Hears A Who!”

was the first Movie Mania scheduled and was to take place on March 26, 2008. However, disaster struck in the form of the actor, Jim Carrey. A local press release had been issued several weeks earlier to advertise Movie Mania. Apparently the story found its way to Jim Carrey, the voice of Horton in the movie.

The following is a summary of the an article written on 3/25/08:

Jim Carrey Halts “Horton Hears A Who” Vaccine Campaign

“Late last week a story hit the wire about “Free movie and immunizations: Horton hears an ow!” The article referenced free vaccinations at a theater in New Mexico featuring the movie “Horton Hears A Who.” Jim happens to be Jenny McCarthy’s boyfriend, who has an autistic son and is outspoken on vaccines and vaccination safety.

Once word from the autism community got to Carrey and McCarthy about this story of a New Mexico vaccination plot, things got a



AGE OF AUTISM

Editor: Dan Olmsted

03/25/2008

JIM CARREY HALTS "HORTON HEARS A WHO" VACCINE CAMPAIGN



By Lisa Ackerman

Horton Hears An "Ow?"

Late last week a story hit the wire about “Free movie and immunizations: Horton hears an “ow!” (HERE.) What’s this? A new vaccination strategy you say?

The article referenced free vaccinations at a theater in New Mexico featuring the movie “Horton Hears A Who.” In case you have been in a cave under a rock for the last month, Horton’s voice is none other than the amazing Jim Carrey. And if that rock still has you covered, Jim happens to be Jenny McCarthy’s boyfriend. Jenny is outspoken on vaccines & vaccination safety. A theme that runs throughout her book “Louder Than Words” featuring the story of her recovered son, Evan.

Once word from the autism community (Who-ville in this case) got to the Carrey & McCarthy super team about this story of a New Mexico vaccination plot things got a brewing. After his morning coffee, Jim made a few calls this morning on behalf of the autism community.

Following a long discussion with his representatives at Fox Entertainment – Who-ville – once again through Horton – was heard. The New Mexico test market of drive thru vaccines while at the movies with your children was stopped. Halted by **Horton himself** because he heard “we are here, we are here, we are here!” once again.

Thank you Jim & Jenny. You continue to be amazing heroes for the autism community. (And thanks to Kevin Barry of Generation Rescue for the heads up.)

Lisa Ackerman is a proud parent of Jeff, a child with autism. She founded the parent support group Talk About Curing Autism in November 2000 with a dozen families in the living room of her Southern California home. The group has now grown to over 8,000 families. TACA is dedicated to community building support and disseminating information about treatments most beneficial including: dietary interventions, biological treatments, and behavioral based therapies.

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The theater was notified and possibly threatened by Fox Entertainment and Movie Mania was canceled 2 days before it was to happen. In a frenzy, posters were removed and press releases were sent out canceling Movie Mania. On the morning of the event, DACIC members and theater staff handed out 420 \$1 movie passes to all the people that didn't know the event was canceled. The theater graciously donated their time and the passes, good for 1,400 people to see a movie for \$1.



The DACIC quickly worked with the theater and made a second plan. New advertising and posters were sent out announcing **Snow Day Movie Mania – “Bob the Builder”** on April 14, 2008. This time, Movie Mania was a success! The event was attended by 228 people – 153 kids had their immunization records checked and 75 parents stayed for the movie. Thirty-five (35) children were immunized with 52 shots.

In 2009, the DACIC again applied for a mini-grant and received funding for the second Movie Mania. This took place on May 8, 2009 and was named **Kindergarten Registration Movie Mania – “Earth”**. The movie tickets were given to the children at kindergarten

registration after the school nurses checked their immunization records.

Several problems occurred During this Movie Mania as well. The original date and movie chosen was on April 24th for “Monsters Versus Aliens”. The date of kindergarten registration changed to April 30th and this movie would no longer be playing. Advertising and posters were changed to the new date and “Hannah Montana”. Then the theater manager called and said that “Hannah Montana” wasn't doing well at the box office and could we change the date and



movie to "Earth". The DACIC agreed to do this and again the advertising was changed. Tickets were distributed at registration on April 30th to see "Earth" on May 8th. This Movie Mania was also successful, although there were only 113 participants. Perhaps this was due to the 8 day space in time between registration and the actual movie. However, 500 shot records were checked during kindergarten registration, reminding parents when their children needed their next vaccinations.