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**Message from our Medical Director**

**Dr. Dael**

**The Growing Years**

The last few years have been tough for families around the country but few regions were hit as hard by the recession and economic crisis as Riverside County. Our families faced the brunt of a housing crisis and unemployment rates have soared. More families are finding themselves without adequate health coverage which can certainly lead to a decrease in general public health. More than that, however, there is a well established link between stress and a decline in general health.

One interesting study published in the October issue of *Pediatrics* uncovers some potentially disturbing data. A team from Children’s Hospital of Pittsburg led by Dr. Rachel Berger found an increase in rates of abusive head trauma (AHT) when compared with the four years prior. The authors studied counties from three regions: Washington, Pennsylvania, Ohio/Northern Kentucky. Rates of AHT increased in each of the regions; for some areas, investigators found more than a doubling of cases. The authors are careful to point out that their study was not designed to show direct causation though the correlation is alarming and warrants changes to policy and clinical decision-making.

(Continued on next page)
Given the undeniably devastating impact of the economic crisis on Riverside County, it’s likely our families are under tremendous stress. We may be facing a similar upsurge in violence against children in our county. As the first line of pediatric care in our region I know you’re already mindful of the earliest signs of child abuse. I urge you to pay particular attention to identifying signs of stress in your families. Please take a moment to find out how they’re doing with work, look for signs of parental depression or even changes in affect during visits. Perhaps with diligent attention to the needs of our community during a tumultuous economic time, we will be able to intervene before tragedy occurs.

Thanks once again for caring for the most vulnerable members of our community.

Christopher Dael, M.D., FAAP
Medical Director

CHDP Success Story

A nine-year old male was diagnosed with obesity at his March 2011 CHDP physical. His weight at the time of the physical was 161 lbs. According to the custodial caretaker, the child weighed 187 pounds when she began caring for him in December of 2010. The CHDP provider counseled with the patient and caretaker and offered tools, including a nutrition packet, and other information, to the family. As a result, the family implemented diet changes and the child was enrolled in gym and swimming classes in addition to using a treadmill and doing other activities at home.

The caretaker was very serious about helping this child lose weight because the child had a significant family history of obesity. His father passed away due to weight-related complications and weighed over 500 lbs. at the time of his death. His mother, who only sees her son every 2-3 weeks, frequently takes him out to fast food restaurants, which makes it difficult for him to make healthy meal choices. Despite the challenges he faces, the child is determined to reach his goal and attain a healthy age appropriate weight. With the continued support of the caretaker, the child is achieving healthy weight loss through good nutrition and exercise. He now weighs 145 lbs. and continues to lose weight.

Lead Update

IMPORTANT INFORMATION: Initial blood lead levels drawn can be either venous or capillary; however, if the resulting blood lead level is 10 ug/dL or higher, the subsequent blood lead levels have to be venous. Please remember that chelation therapy is generally recommended for lead levels 45 ug/dL or greater. However, if the initial lead level is capillary, please be sure to conduct a venous confirmatory draw as soon as possible PRIOR to initiating chelation therapy. If you have any questions, please call Jonathan Espiritu (public health nurse for Riverside County, Childhood Lead Poisoning Prevention Program) at 951.358.5734. Thank you.

Jonathan Espiritu, RN, BSN
Public Health Nurse
Child Health Programs
951.358.5734 office
951.385.5002 fax
Recent Lead Recalls

1. Build-A-Bear Workshop Recalls Lapel Pins Due to Violation of Lead Paint Standard

Name of Product: Love.Hugs.Peace lapel pins, Units: About 26,500 pins in the United States and 2,200 in Canada. Importer: Build-A-Bear Workshop®, of St. Louis, Mo. Hazard: Surface paints on the lapel pin contain excessive levels of lead which is prohibited under federal law. Incidents/Injuries: No injuries have been reported. Description: The 1.5 inch lapel pin features graphics of a heart, bear head, and peace sign all positioned in front of a globe. The words “Love.Hugs.Peace.” appear at the bottom of the pin. Sold by: Build-A-Bear Workshop stores nationwide and online at www.buildabear.com from July 2009 through October 2010 for $3.50 in the US and $4 (CDN) in Canada. Manufactured in: China. Remedy: Stop using the lapel pins and return the lapel pin to any Build-A-Bear Workshop store to receive a $5 store coupon. If it is not possible to return the pin to a store, you can contact the company for alternate instructions on receiving a refund. Consumer Contact: For additional information, please contact Build-A-Bear Workshop toll-free at (866) 236-5683 between 8 a.m. and 6 p.m. CT Monday through Friday, between 9 a.m. and 4 p.m. CT Saturday, or visit the company’s website at www.buildabear.com. Note: Health Canada’s press release is available at: http://cpsr-rspc.hc-sc.gc.ca/PR-RP/recall-retrait-eng.jsp?re_id=1385

Date of Recall: 8-4-11

2. Cost Plus Inc. Recalls Wooden Animal Drum Due to Violation of Lead Paint Standard

Name of Product: Wooden animal drum. Units: About 1,000. Importer: Cost Plus Inc. of Oakland, Calif. Hazard: The paint used on the drum is in excess of the maximum allowable level of 90 ppm, a violation of the federal lead paint standard. Incidents/Injuries: None. Description: The recalled toy is a wooden hexagon drum with pictures of animals on the six sides. SKU No. 424857 is printed on a sticker on the bottom of the drum. Sold at: Cost Plus World Market stores nationwide from December 2010 through May 2011 for about $7. Manufactured in: China. Remedy: Consumers should immediately stop using the toy and return it to Cost Plus World Market for a full refund. Consumer Contact: For additional information, contact Cost Plus toll-free at (877) 967-5362 between 7 a.m. and midnight ET seven days a week or visit the firm’s website at www.worldmarket.com

Date of Recall: 6-3-11
Many of today’s youth rated films include smoking images. In fact, more than 75% of PG-13 movies contain smoking scenes and more than one-third of G and PG films have the portrayal of smoking (UCSF Center for Tobacco Control Research and Education, 2006).

Unfortunately, images of smoking in movies are influencing young people to start a deadly addiction to tobacco (CDC, 2004). According to the UCSF Smoke-free Movies project, up to 44% of the adolescents start smoking due to tobacco images they see in movies each year in the U.S.

Movies are a very powerful way to influence a society’s norms, values, and cultural identity (Tobacco & Hollywood Community Action Guide, 2008). Movies affect the way we talk, dress, and act in certain situations. Certainly, it is no surprise that smoking in movies has such a powerful influence on youth’s smoking behavior.

The Riverside County Department of Public Health, Tobacco Control Project (TCP) is pleased to support the goals of the Tobacco and Hollywood Campaign. The use of tobacco in the movies is unnecessary, serving no purpose but to glamorize and inappropriately emphasize smoking as a desirable behavior.

The messages that young people get from the media influence their decisions about their health, including tobacco use. TCP believes the following four campaign recommendations, if implemented, will limit tobacco use in movies seen by youth audiences, thereby helping to reduce the number of young people who use tobacco.

1. **Rate Smoking Movies “R.”** Any film that shows or implies tobacco use should be rated “R.” The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.

2. **Certify No Pay-Offs.** Movie producers should post a certificate in the credits at the end of movies declaring that no one on the production received anything of value in exchange for using or displaying tobacco products.

3. **Require Strong Anti-Smoking Ads.** Studios and theatres should require effective counter-tobacco advertising (not produced by tobacco companies) before films with any tobacco featured, regardless of rating.

4. **Stop Identifying Tobacco Brands.** No tobacco brand identification should be present in movies, nor should brand images appear in action or background scenes.

Significantly reducing the amount of smoking in movies is a very effective way to help prevent young people from becoming smokers. TCP would like to encourage community-based organizations/agencies concerned about the health of our children to endorse these policies and the motion picture industry to adopt and implement them.

If you or your medical clinic would like to support the smoke-free movies project by providing a letter of endorsement or would like more information on the project, please contact the Riverside County Department of Public Health, Tobacco Control Project at (951) 358-4977.
The Link between Childhood Asthma and Obesity

In the past 20 years, there have been significant increases in the prevalence of asthma and obesity among children. While the exact cause is still unknown, research suggests a relationship between the two conditions – asthma can lead to obesity and vice versa. One common assumption is that weight gain occurs because many asthmatic children avoid exercise since physical activity can trigger their symptoms. Less physical activity predisposes the child to obesity and long-term respiratory problems continue, thereby supporting the vicious cycle of inactivity, obesity and worsening asthma.

In addition, excess body fat in the airways can compress the lungs and restrict movement of air as well. Since extra weight may adversely affect the respiratory health of children with asthma, weight management and increasing physical activity for overweight and obese children is an important component in their care. Life-long exercise increases lung function; swimming is a great activity and helps to decrease the severity of asthma symptoms.

It is highly recommended that healthcare providers aid in the prevention of childhood obesity and asthma exacerbation by educating children and their families about a healthy lifestyle, which includes eating well and encouraging physical activity, as well as properly managing asthma symptoms and monitoring asthma triggers. While further research is still needed regarding the connection between asthma and obesity, a preventative approach is suggested as the best method of treatment.

For more information about asthma please call the Riverside County Department of Public Health’s Asthma Program at 951-358-4977.

Sources:


CHDP Honors…..

As part of the Fall edition of The Growing Years we are introducing a new feature which will be included in all future editions. Each quarter we will acknowledge those providers who have demonstrated excellent performance in the following areas:

Site review score of 100% and Chart review score of 98% and above;

Desktop review score of 100%

The following providers are being honored for their achievements during the months of January – August, 2011:

SITE REVIEWS:

Yvonne D’Sylva, M.D. Corona
Mommy & Me (University) Riverside
Pediatric Partners Hemet
Palm Springs Family Care Center Palm Springs
Stanley Schwartz, M.D. Moreno Valley
Metropolitan Family Medical Clinic Riverside
Vivien Pacold, M.D. Cathedral City
Indio Family Care Center Indio
Corona Pediatrics (Mihwa Yoo, M.D.) Corona
Lake Elsinore Family Care Center Lake Elsinore

DESKTOP REVIEWS:

Touraj Shafai, M.D. Riverside
Riverside Unified School District Riverside

On behalf of the CHDP Program we would like to welcome our new CHDP provider, Mihwa Yoo, MD at Corona Pediatrics, Inc. in Corona. Please join us in welcoming her to the wonderful team of Riverside County CHDP providers.

As of August, our total number of CHDP providers is 127.
It’s that time of year again when we began to think of flu season. Now is a good time to remind your patients to come in and get their flu shot. Below are a few key points about flu vaccine that may help address some of your questions. The State has developed some talking points that you can use when discussing flu vaccine with your patients.

<http://eziz.org/assets/docs/Template/InfluenzaMessagesES.doc>

**Flu vaccine virus strains**
The 2011 flu vaccine contains the same virus strains as the 2010 formulation last flu season. These include, A/California/7/2009 (H1N1), A/Perth/16/2009 (H3N2), and B/Brisbane/60/2008.

Since protection from flu vaccine has been shown to decline over time, annual vaccination is recommended for optimum protection against influenza, even in seasons in which vaccine virus strains do not change. Please encourage your patients to get vaccinated for the best protection against flu.

**Influenza dosing**
*Influenza dosing for children 6 months to 8 years of age* - If the child received 1 or more doses of the 2010-2011 seasonal influenza vaccine, then only one dose of flu vaccine is needed.

*If the child did not get the 2010-2011 seasonal influenza vaccine or if the influenza immunization history is unknown, then two doses of the flu vaccine are needed.

**VFCs Website - EZIZ**
Remember the EZIZ website contains the regular communications from the VFC program including vaccine order status, mailings, and recent fax broadcasts etc. Don’t forget to check out the interactive training lessons. There are modules on vaccine administration as well as storage and handling. The modules are educational and fun. [www.eziz.org](http://www.eziz.org)

**Immunization Supply Materials**
Childhood Immunization History and Record form (chart documentation form) as well as the California Immunization Record (yellow card given to parents), can be obtained by contacting the Riverside County Immunization Branch at 951-358-7125. Plastic sleeves for the yellow cards are no longer available.

**California Immunization Registry (CAIR)**
All Provider offices are encouraged to become members of CAIR. Benefits of CAIR include the display of patient’s vaccination history, vaccine due at each visit, and forecasting for future vaccines. Reminder/recall notices generated by the system assist practices in reminding parents about due or overdue immunizations for their children. Also it has the ability to print out yellow cards (for providers) and blue cards (for schools). The vaccine management reports available in the registry are also helpful for tracking vaccine usage and inventories. You can reach the Help Desk by calling (800) 578-7889, Monday-Friday, 8:00 am to 5:00 pm. [www.CAIRweb.org](http://www.CAIRweb.org)

Riverside County’s Immunization Program staff are available by appointment to come to your site and provide an in-office Immunization update on new vaccine information and storage/handling. For an in-office Immunization update please contact the Immunization Branch for an appointment at 951-358-7129.
CHDP Provider Billing Tips:

Do not use a signature stamp on the PM 160
Document the child’s age in one letter format (D-day, W-wks, M-month, Y-years)
Document the month, day and year of the child’s next CHDP exam date for children younger than three years, however, may document the month and year for children aged three and older
Document the height, weight, blood pressure, hemoglobin, hematocrit, birth weight as applicable in proper format on the PM 160
BMI percentile needs to be documented on the PM 160 not the BMI number. Please use the BMI-for-age growth chart in plotting the BMI
Include the 9-digit zip code where the service was provided
Five digits must be entered for the ICD-9 code, if it’s a three digit code, enter zeros to the right of the diagnosis code
Identify children with health concerns using codes 4 or 5 on the PM 160
All comments, concerns or problems are entered in the Comments/Problems area
The recipient date of birth matches the date of birth on the MediCal eligibility (even if it is incorrect on the file)
The appropriate two-digit place of service code must be entered
Send the yellow copies of the PM 160 or the white copies (CMC billing) to the local CHDP program within 30 days of the health assessment
Any billing questions please call, Telephone Service Center at 1-800-541-5555.

CHDP Overview Workshops:

October 12 Palm Springs
November 16 Riverside

BMI 2 hour training on November 2, 2011 at Riverside

Children enrolled in Gateway in Riverside County

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Great Job!!!

BMI 2 hour training on November 2, 2011 at Riverside

New Provider Information Notices:

11-08  Revised CHDP Eligibility Determination Table Effective April 1, 2011
11-03  CHDP Health Assessment Guidelines (HAG) Revisions: Section 71 - Iron Deficiency Anemia
11-02  Expansion of Age Range for Vaccine for Children (VFC) TDAP Vaccine

You may also download online brochures, please visit our County website at www.rivcoph.org/cms/chdp.

Please call any of our CHDP nurses; Linda Overton Sr. PHN; Lizza Jeciel, PHN; or Lorraine Buckley, PHN at (951) 358-5481. Our Lead Poisoning Prevention PHN, Jon Espiritu may be contacted at the same number for any questions concerning Lead.