



Carlsbad Unified School District

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ROTARY TDAP INCENTIVES ARE MUSIC TO STUDENTS' EARS

Carlsbad, CA ... San Diego County efforts to ensure the health of its citizens recently got a shot in the arm from Carlsbad Unified School District's (CUSD's) Julia Hart-Lawson. District Nurse Hart-Lawson was one of three nurses countywide to partner with Rotary District 5340 in promoting the combined tetanus, diphtheria and pertussis (Tdap) vaccine that entering 7th-12th graders were required to obtain before starting school in Fall 2011. She and her two colleagues were honored by the District Rotary and San Diego County Board of Supervisor Greg Cox at a luncheon on November 5, 2011 where they received the prestigious Paul Harris Award for their highly successful work.

Hart-Lawson relates, "Last spring, Rotary 5340 leaders Amnon Ben-Yehuda and Larry Scott challenged San Diego County nurses to promote immunizations in the interest of health. I quickly volunteered because our county has the second highest number of personal belief vaccine waivers in all of California. This vaccine and other immunizations have stemmed the tide of epidemics such as polio that once devastated many people's health and lives."

Before jumping into the project, Hart-Lawson had a lightbulb moment. "I wanted to incentivize Carlsbad Unified students and families to comply, so I asked Mr. Ben-Yehuda and Mr. Scott to consider purchasing iPod Nanos as raffle prizes. Without hesitation, they said yes, giving us one iPod for each middle school plus three for Carlsbad High. Every student who complied with the new Tdap regulation by getting either the vaccine (preferable) or the waiver by June 10, 2011 was eligible for the drawing."

Motivated by Hart-Lawson and site health techs, Carlsbad Unified students took to the incentive like Winnie the Pooh to honey. The result: The District achieved greater than 99% compliance, including a perfect 100% at Valley Middle School.

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Valley Achieves 100% Tdap Compliance

Valley Health Tech Kim Lane states, “Our school’s success was a total team effort. Every single person in our front office, including the principal, vice principal and administrative assistants, mentioned the need for the Tdap immunization to parents whenever we saw them. Principal Morales made Blackboard Connect calls stressing the importance of getting the shot and emphasizing that it was the law. As we approached the deadline, I reminded the few remaining parents. Our parents are fabulous. Valley is like a family.”

On November 18, the school’s VMSTV broadcast team filmed the raffle live as James Brubaker, Carlsbad Hi-Noon Rotary President, presented a surprised and ecstatic Lauren Berger with the iPod Nano. Lauren said, “I’m so happy to win the iPod. I need this.” The program can be viewed at <http://www.schooltube.com/channel/vmstv/>

In congratulating Lauren, an eighth-grader, Principal Morales noted, “In actuality, complying with this important health regulation has made all of our students and families winners.”