



Collaborative for
Public Health Research



University of California
San Francisco

Public Health for All Californians Together (PHACT) Coalition

Virtual October Meeting
October 16, 2026

Overview

- 1 Welcome**
- 2 CDPH Updates**
- 3 Respiratory Virus Vaccine Key Messages**
- 4 PHACT Coalition Conversation**

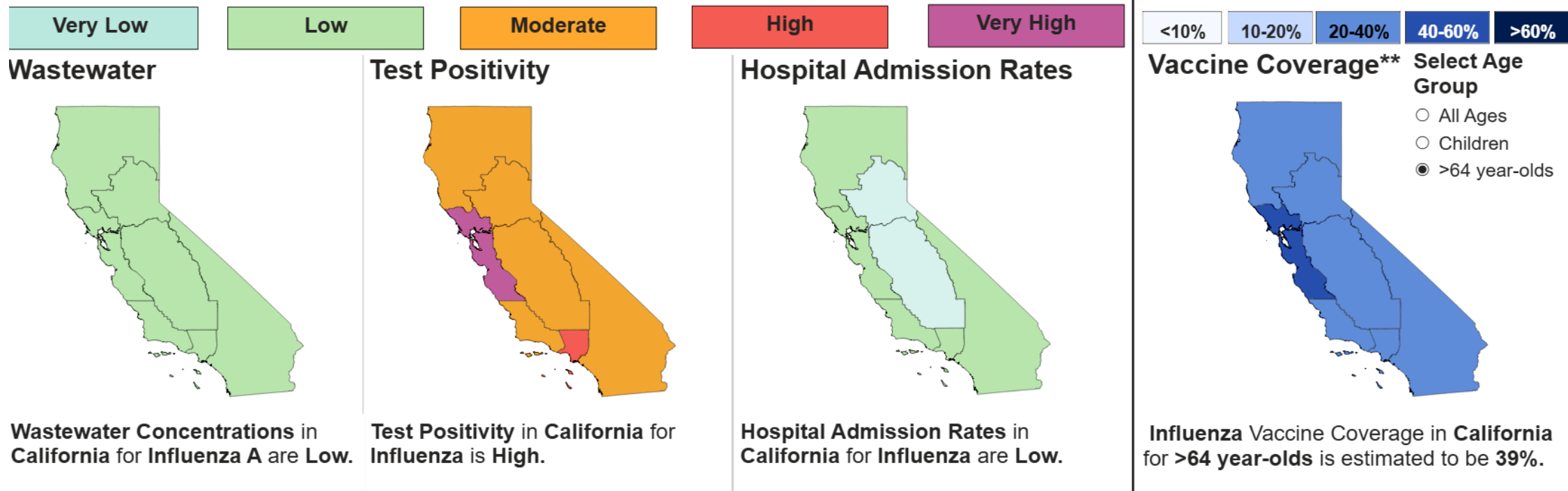
Today's Speakers

- **Dr. Barbara Rubino**, Covered California Associate CMO, PHACT Communications Working Group Co-chair
- **Dr. Eric Sergienko**, Chief, Division of Communicable Disease Control, California Department of Public Health
- **Rea Pañares**, CACHI Executive Director, PHACT Community Partnerships Working Group Co-chair
- **Dr. Matt Willis**, Your Local Epidemiologist in California
- **Erika Bonnevie**, Senior Research Director, The Public Good Projects

CDPH Update

Early Start to the 2026-2027 Flu Season

For California, Combined Respiratory Illness* is Moderate.



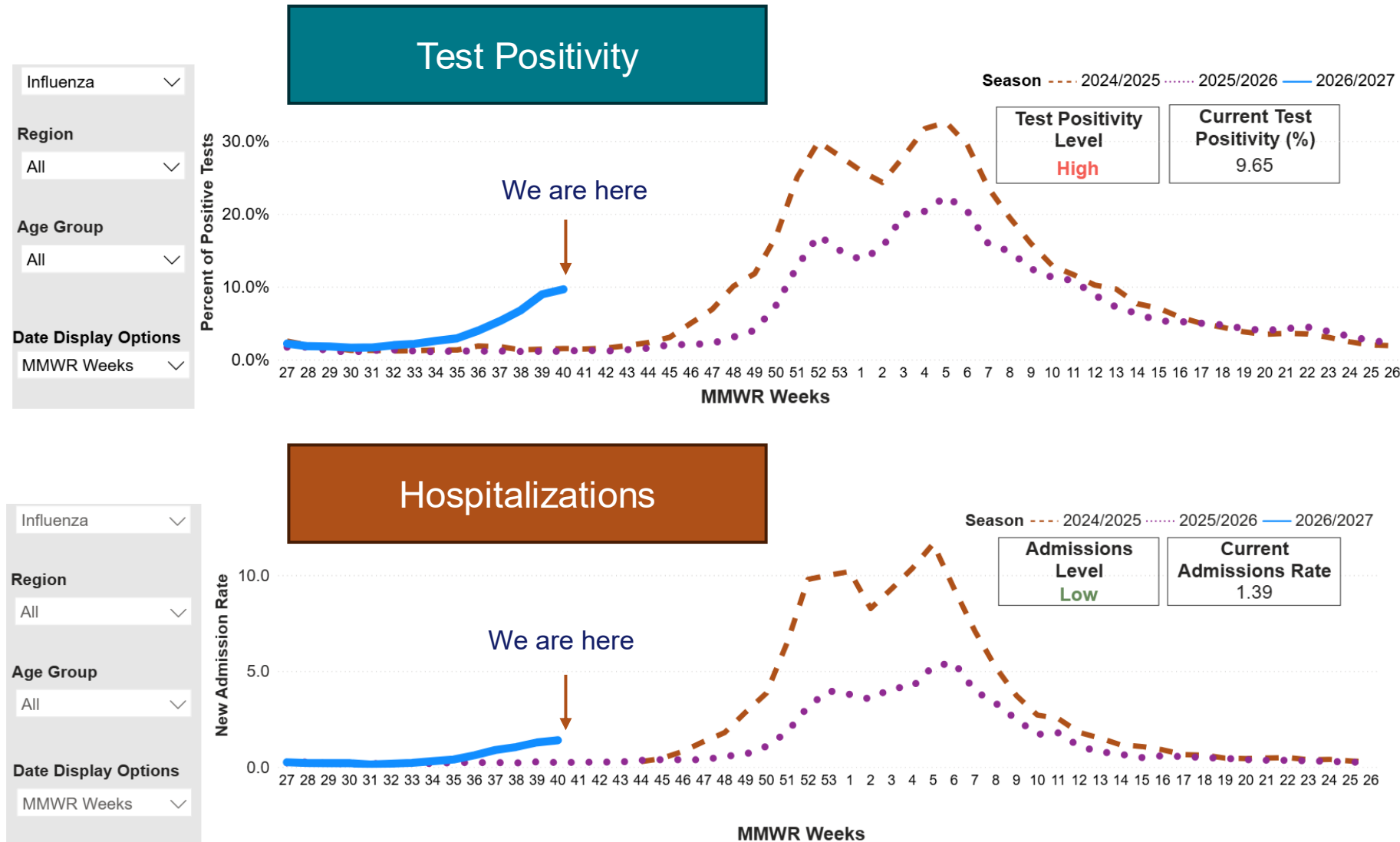
Data as of 10/16

2026-2027 Flu
Vaccines are
available now!

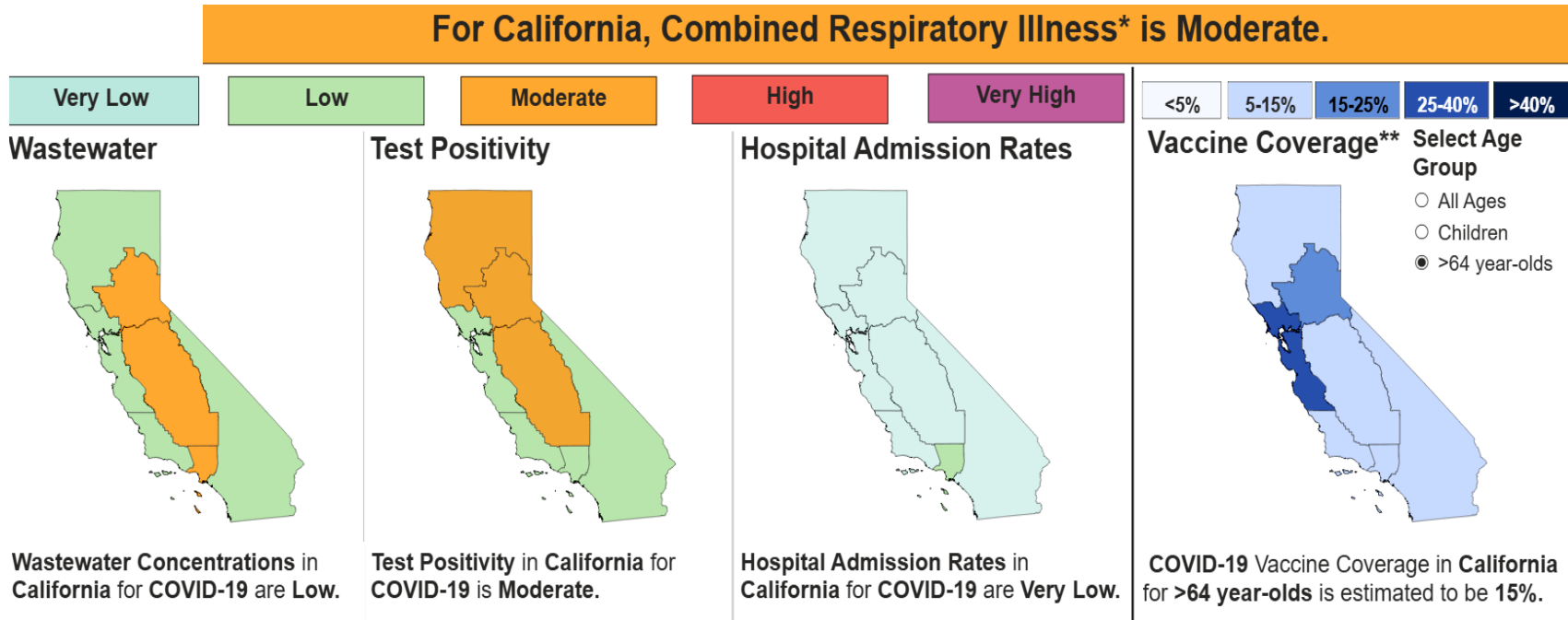


- State TP **High**, Bay Area Region TP **Very High**
- Hospitalizations across CA **low** and increasing
- Similar early influenza activity has been seen throughout the Pacific Rim, including Hawaii, Oregon, Washington, Japan and South Korea

CA Flu Test Positivity and Hospitalizations Rise Earlier Than Prior seasons



COVID-19 Now Declining After Summer 2026 Peak



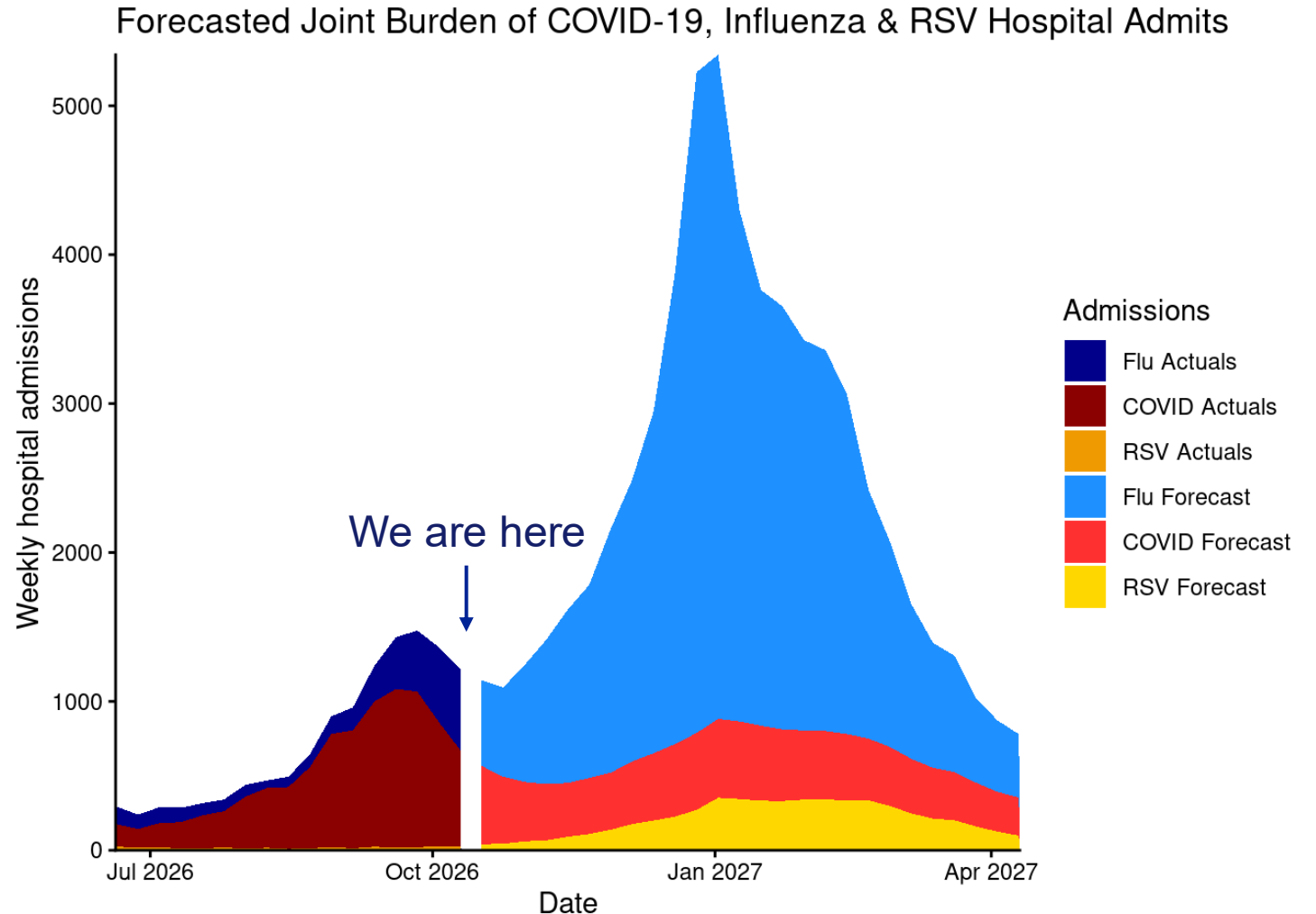
- COVID-19 in CA predominant in **summer months**
 - More hospitalizations during the past two **summers** than winters
 - 2026 summer hospital admissions **lower** than 2024 and 2025 summer waves
- 2026 COVID-19 Summer wave saw **high TP** and **very low hospital admissions**
 - High TP likely due to much lower testing volume
- Overall COVID-19 burden continues to **decline** over time since 2020

The 2026-2027 COVID-19 Vaccine is available now!

Data as of 10/16

Fall/Winter Respiratory Virus Season Forecast

- COVID-19 projected to continue declining
- Flu showing early increase; RSV remains at baseline low; further increases in activity expected by late October
- Flu is expected to be the major driver of peak combined respiratory hospitalization burden this winter



CDPH Immunization Recommendations

- [CDPH continues to recommend immunizations](#) in accordance with AAP, AAFP, ACOG* and other trusted medical and scientific organizations ([Assembly Bill 144](#)).
- CDPH's recommended vaccines continue to be covered by health care insurers regulated by the State of California and can be received at no cost at usual sites of access in network (health care provider, pharmacy, etc.)
- With its [WCHA](#) partners (OR, WA, HI), CDPH has issued vaccine recommendations for the 2026–27 respiratory virus season.

*American Academy of Pediatrics (AAP); American Academy of Family Physicians (AAFP); American College of Obstetricians and Gynecologists (ACOG)

WCHA 2026-27 Respiratory Virus Season Immunization Recommendations

Age/Condition	COVID-19	Influenza	RSV
Children	• All 6–23 months • All 2–18 years with risk factors or never vaccinated against COVID-19 • All who are in close contact with others with risk factors¹ • All who choose to reduce risk of severe illness	• All 6 months and older²	• All younger than 8 months³ • All 8-19 months with risk factors
Pregnancy	• All who are planning pregnancy, pregnant or postpartum	• All who are planning pregnancy, pregnant or postpartum	• All who are 32-36 weeks gestational age^{3, 4}
Adults	• All 65 years and older • All 19–64 years with risk factors • All who are in close contact with others with risk factors¹ • All who choose to reduce risk of severe illness	• All	• All 75 years and older⁴ • All 50–74 years with risk factors⁴
Healthcare Workers	• All	• All	• All who meet criteria above

1. COVID-19 vaccine is available for persons 6 months and older.

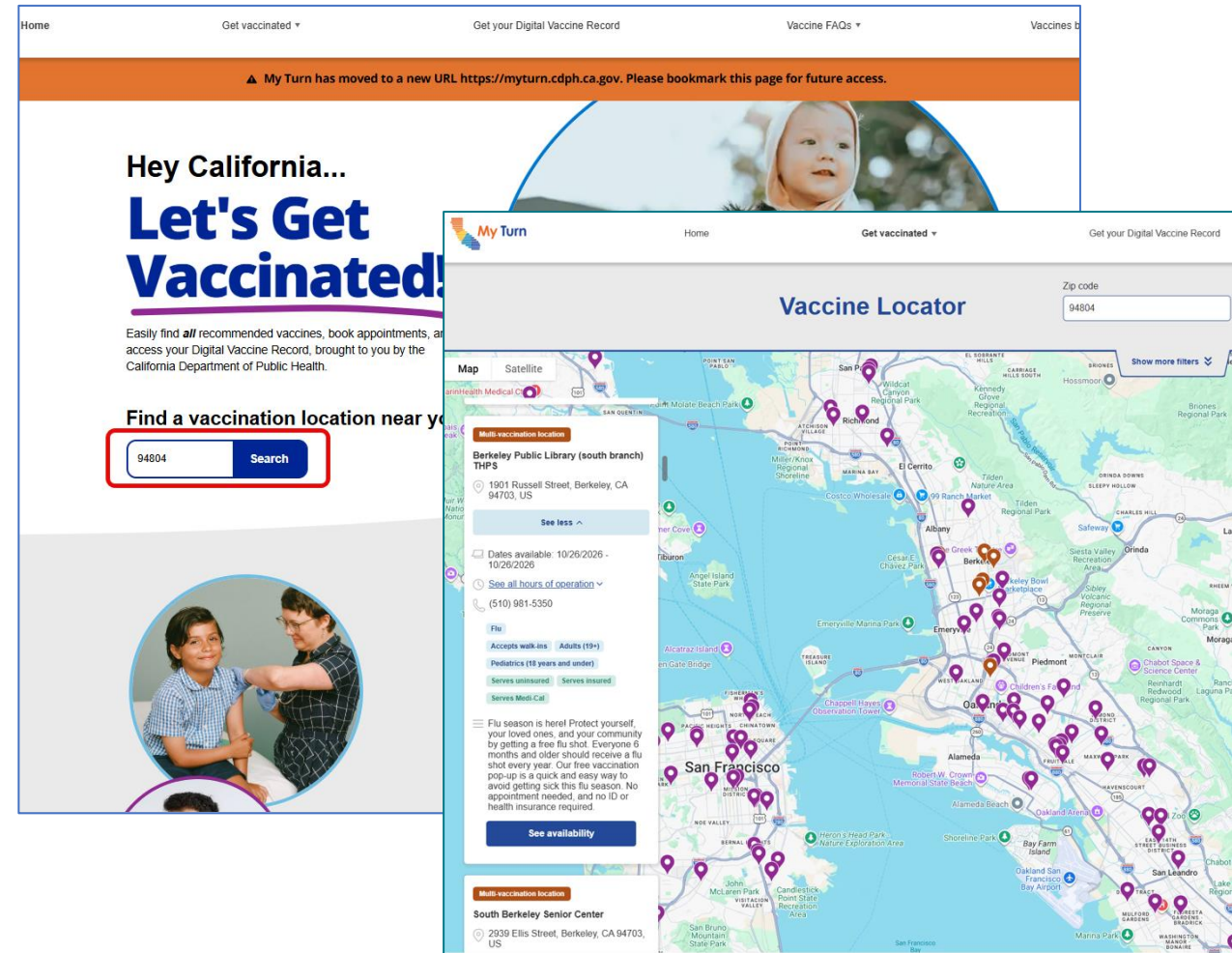
2. Two doses given at least 4 weeks apart are recommended for ages 6 months–8 years who are getting flu vaccine for the first time.

3. Protect infants with either prenatal RSV vaccine or infant dose of nirsevimab or clesrovimab.

4. RSV vaccination during pregnancy or for adults is currently recommended once rather than annually.

Where to Find Vaccine Appointments in CA

- COVID-19, influenza, and RSV immunizations are now available, including through the Vaccines for Children program
- Where to find appointments?
 - [My Turn Vaccine Locator](#)
 - Pharmacies
 - Clinics



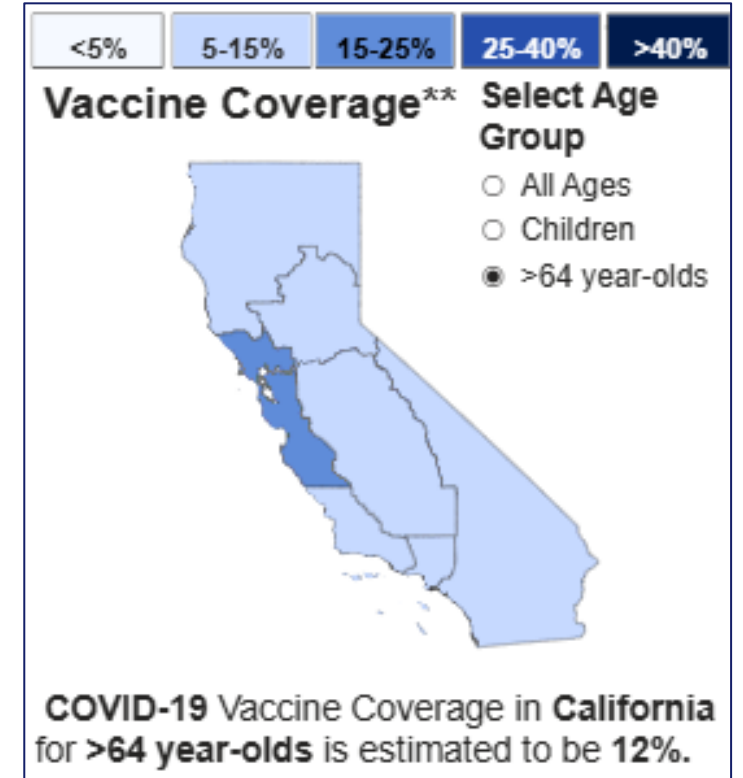
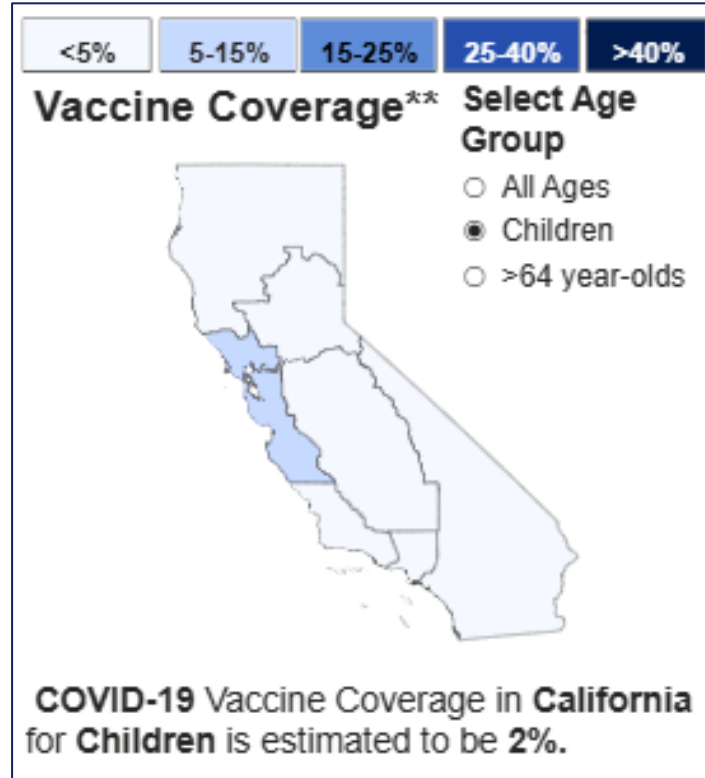
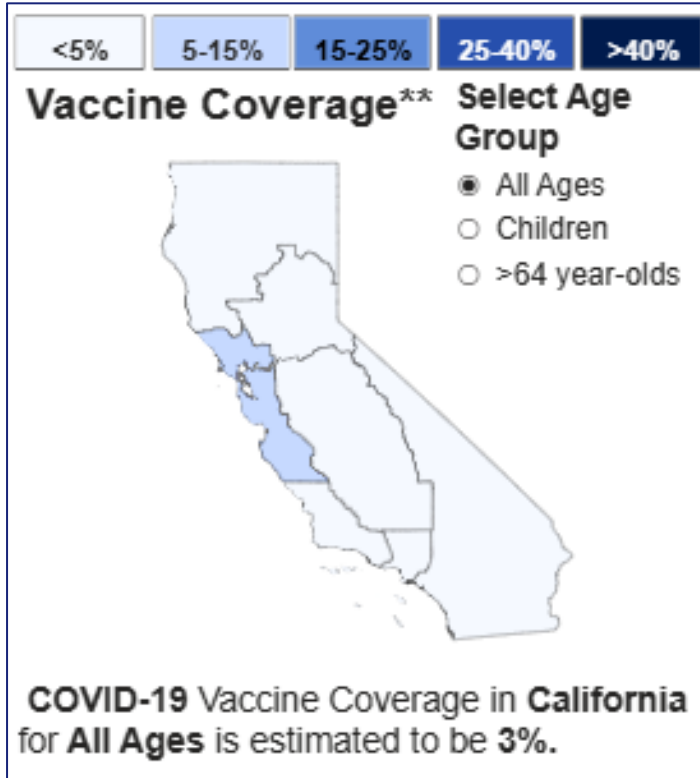
Estimated Coverage of Respiratory Vaccines, U.S. 2025-2026 Season

	Vaccine coverage estimate (CDC-NIS)
Seasonal influenza vaccine	49.8% (children) 46.5% (adults 18+) 49.1% (adults 65+)^
Updated COVID-19 vaccine	9.7% (children) 17.5% (adults 18+) 22.6% (adults 65+)^
RSV vaccine, adults 75+ (ever received)	37.3%^

CDC-NIS vaccine coverage estimates available [here](#). Adult 18+ estimates through 2/21/25. Children and older adults estimates through March-May, 2026. California estimates are similar to U.S. estimates.

^Limited to Medicare fee-for-service beneficiaries enrolled in Part D, from CMS claims data.

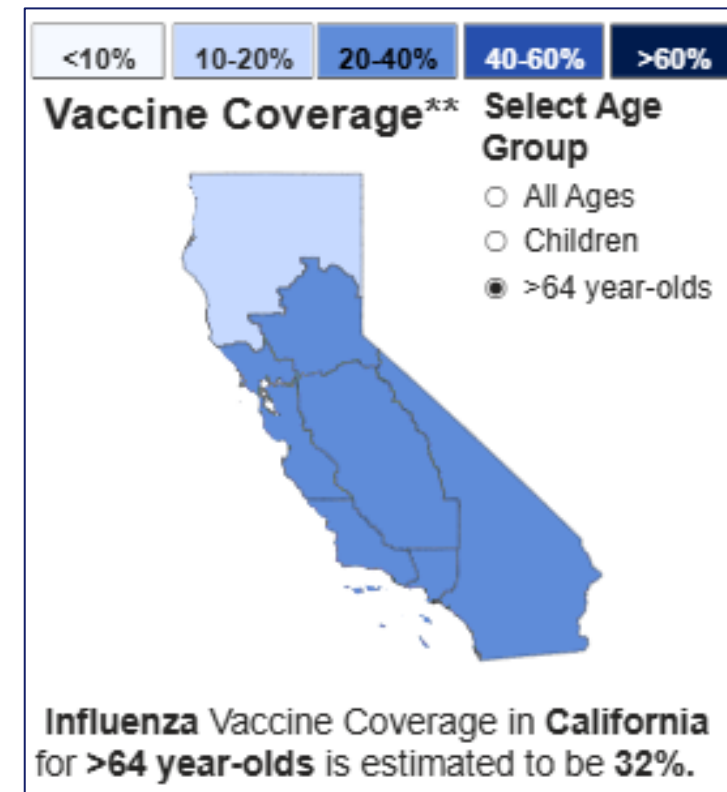
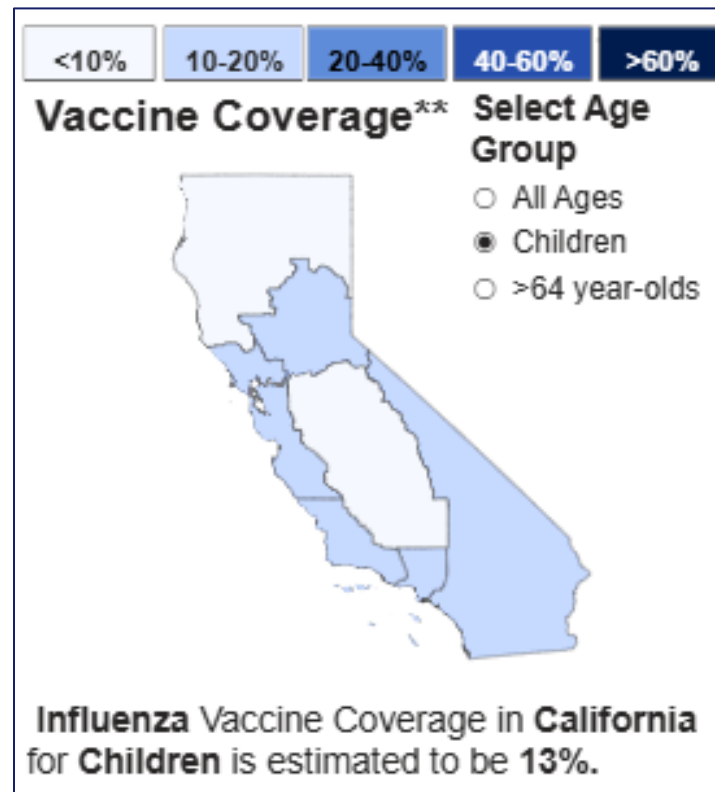
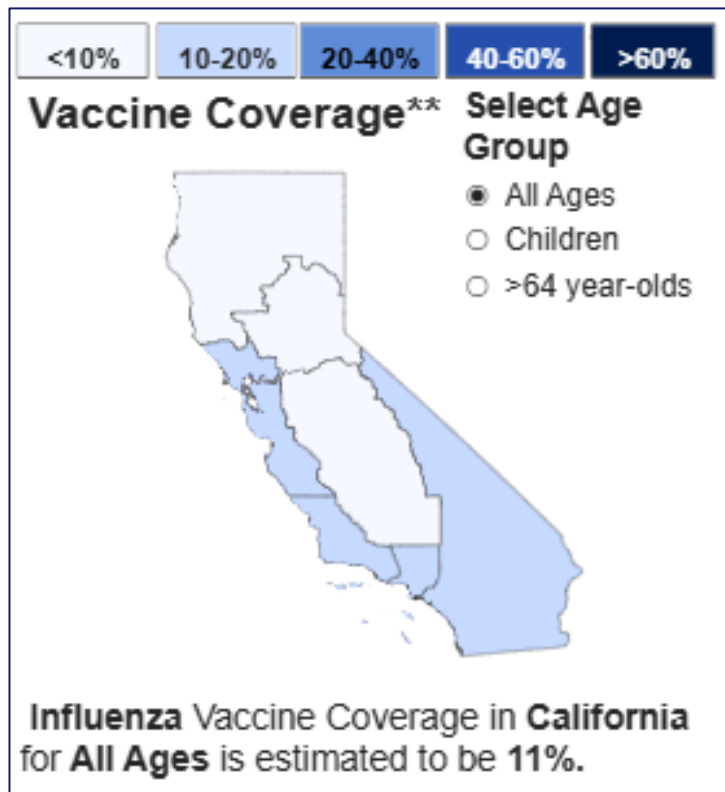
Modeled COVID-19 Vaccine Coverage Estimates: Coverage Is Highest in 65+ Year Olds



[CDPH Respiratory Virus Dashboard](#) as of 10/3/26

Modeled Influenza Vaccine Coverage

Estimates: Coverage Is Highest in 65+ Year Olds



[CDPH Respiratory Virus Dashboard](#) as of 10/3/26

Vaccination Resources

COVID-19 Vaccine Timing 2026-27

Routine Schedule

[Access text version.](#)

Age	Vaccine	If unvaccinated:		If had any prior doses, give 2026-27 doses:
6 – 23 months	Moderna– Spikevax (pediatric)	1st Dose	4-8 weeks → 2nd Dose	If 1 prior Moderna dose: 4-8 weeks → ① If 1 prior Pfizer dose: 3-8 weeks → ① ≥4 weeks → ② If ≥2 prior Moderna/Pfizer doses: ≥8 weeks → ①
2 – 4 years ^{^^}	Moderna– Spikevax (pediatric)	1 Dose		If ≥1 prior Moderna/Pfizer dose: ≥8 weeks → ①
5 – 11 years ^{^^}	Moderna– Spikevax (pediatric)	1 Dose		If 1 or more prior doses (of any of the brands), then*: ≥2 months → ① Spikevax/Comirnaty
	Pfizer– Comirnaty (pediatric)	1 Dose		
12+ years ^{^^}	Pfizer– Comirnaty (adol/adult)	1 Dose	6 months[§] Ages 65+ years: Additional Dose of any of the brands	If 1 or more prior doses (of any of the brands), then*: Ages 12–64 years ^{^^} : ≥2 months [§] → ① of any of the brands Ages 65+ years: ≥2 months [§] → ① 6 months [§] → ②
	Moderna– Spikevax (adol/adult)	1 Dose		
	Moderna– Mnxespike	1 Dose		
	Sanofi/ Novavax– Nuavaxovid	1 Dose		

^^ Vaccination is especially recommended to 2-64 year olds who have [risk factors](#), are in close contact with others with risk factors, or have never been vaccinated.

^ Janssen (J & J) vaccine has been deauthorized. Follow schedule for 12+ years for any prior doses.

§ Minimum interval 2 months, except for Mnxespike, the minimum interval is 3 months.

View additional [CDPH recommendations](#), [pediatric vaccination guidance](#), and [adult vaccination guidance](#). For storage and administration information, see [COVID-19 Vaccine Product Guide](#).



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Influenza Vaccine Product Guide 2026-2027

6 Months & Older Fluarix* GlaxoSmithKline Biologicals 0.5 mL single-dose syringe SGF VFC	FluLaval* GlaxoSmithKline Biologicals 0.5 mL single-dose syringe VFC
Flucelvax* Seqirus 0.5 mL single-dose syringe VFC	Fluzone* Sanofi Pasteur, Inc. 0.5 mL single-dose syringe SGF VFC
9 Years & Older FluBlok^{AA} Sanofi Pasteur, Inc. 0.5 mL single-dose syringe SGF 65+	65 Years & Older FLUAD[®] Adjuvanted* Seqirus 0.5 mL single-dose syringe 65+
2–49 Years Old & Healthy FluMist* AstraZeneca 0.2 mL single-dose nasal spray SGF VFC <i>Self-administered version not offered in SGF/VFC.</i>	Fluzone[®] High-Dose^A Sanofi Pasteur, Inc. 0.5 mL single-dose syringe 65+

Store all influenza vaccines in the refrigerator.
SGF Vaccines supplied through State General Fund are made available to local health departments to share with external partners.
VFC Vaccines available through the Vaccines for Children Program should only be used for VFC-eligible children 18 years of age or younger.
65+ Preferred vaccine product for persons 65 or older. If not available, any other age-appropriate inactivated product may be given.
^A For solid organ transplant recipients aged 18-64, high-dose, adjuvanted, recombinant, and standard-dose flu vaccines are acceptable options. Only FLUAD and Fluzone High-Dose are the products available through VFC for patients 18 years of age meeting this criteria.
 Multi-dose vials containing thimerosal should NOT be given to pregnant women and children under 3 years of age unless Secretary of the Health and Human Services Agency issues an exemption (CA Health & Safety Code 124172).
 For more information, visit [CDC's Seasonal Influenza Vaccine Dosage & Administration page](#).

VFC Questions:
 Call 877-2GET-VFC (877-243-8832)
 MyVFCvaccines@cdph.ca.gov
State General Fund (SGF) Flu Program participants can contact:
 Provider Call Center (833) 502-1245

California Department of Public Health, Immunization Branch
 IMM-859 (8/26)

RSV Season Immunization Recommendations

Patient and Product	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Infants & Children Clesrovimab, Nirsevimab*	October 1 – March 31* - All infants 0–7 months entering 1st RSV season if mother wasn't vaccinated: Clesrovimab or Nirsevimab* - High risk 8–19 month olds entering 2nd RSV season: Nirsevimab* only											
Pregnant People Abrysvo*	September 1 – March 1 Between 32–36 weeks gestation*											
Adults 75+ and 50–74 at increased risk Abrysvo, Arexvy, mRESVIA	All year Offer to eligible, unvaccinated adults. CDC encourages healthcare providers to maximize the benefit of RSV vaccination by offering in late summer or early fall.											

- * Providers should:
- Stay informed. Check the [Public Health for All web page](#) for updates.
 - After RSV season, keep unused, unexpired doses for next season. Label them "Keep for Fall." VFC providers: Unexpired doses cannot be returned to McKesson.

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California Department of Public Health

[CDPH COVID-19 Timing Guide](#)

[CDPH Flu Vaccine ID Guide](#)

[RSV Immunization Recommendations](#)

Test and Treat for Respiratory Viruses

- In clinic or at-home tests are available
- Testing **at the first sign of symptoms** can help with next steps (infection control strategies, seek treatment, etc.)
- For patients at **higher risk** of developing severe disease, COVID-19 and flu treatments can reduce the risk of illness complications, including hospitalizations and death.

REMINDER! A new **single-dose** influenza treatment **baloxavir** (Xofluza®) is available for **uncomplicated flu**.



Respiratory Virus Season Resources

- CDPH [Public Health For All webpage](#) for latest updates on public health guidance and recommendations in the State.
- California Respiratory Virus [Dashboard](#) - shows statewide and regional weekly respiratory virus data, the activity and severity of flu, RSV, and COVID-19.
- [CDPH Vaccines for All - Immunization Recommendations](#)
- [Respiratory Virus Season Communication Toolkits](#)
- [Health Education – Influenza Resources](#)



Respiratory Season Immunization Resources

- [CDPH EZIZ resources:](#)
 - [COVID-19 Vaccine Product Guide](#) - ***now updated!***
 - [IMM-1396 COVID-19 Vaccine Timing Chart](#)
 - [IMM-1567 RSV Season Immunization Recommendations](#)
 - [IMM-1480-RSV Immunization Guide for Infants/Toddlers](#)
 - [Respiratory Disease IZ Recommendations for Children and Adolescents](#)
- 2026-2027 Specialty Society Guidance:
 - AAP: [COVID-19](#) | [Influenza](#) | [RSV](#)
 - AAFP: [COVID-19, Influenza, RSV](#)
 - IDSA: [COVID-19, Influenza, RSV](#)
 - ACOG: [COVID-19](#) | [Influenza](#) | [RSV](#)
- [The Evidence Base for 2026-2027 Respiratory Season Immunizations](#) (VIP)
- [Respiratory Virus Season Immunization Recommendation Hub](#) (AMA)

Respiratory Virus Key Messages

Our Approach to Message Development

Develop effective communications strategies and activities through **listening, learning and data analysis** in coordination with other PHACT WGs

Disseminate and **amplify aligned messaging** to Coalition **partners and the public**

Upskill and modernize healthcare communications approach across California

2026-2027 Resp Virus Vaccine Key Messages

- **California vaccine recommendations are unchanged.** Respiratory virus vaccines, like the flu vaccine, continue to be recommended by the California Department of Public Health and are available.
- All respiratory virus vaccines, like the flu vaccine, recommended by the California Department of Public Health are **updated for the current season**, as they are each year. These vaccines continue to be **covered by insurance** in California.
- Getting vaccinated is the best way to **avoid serious respiratory illness** this fall and winter. Respiratory virus vaccines can **keep your community healthy** and help you avoid spreading illness to others.
- Learn more about California's vaccine recommendations at [Vaccines for All](#). Track how respiratory viruses are spreading in your community on the [CDPH Dashboard](#).

Respiratory Virus Vaccine Messaging

Home | Programs | Office of Policy and Planning | Respiratory Virus Vaccine Messaging

PUBLIC HEALTH FOR ALL

Public Health for All

Vaccine Questions & Answers

CDPH Immunization Recommendations

Public Health Network Innovation Exchange

Respiratory Viruses Hub ▶

Respiratory Viruses Healthcare Professionals Hub ▶

California Respiratory Virus Season Vaccine Messaging

Californians are asking important questions about fall and winter vaccines, due in part to confusing federal public health guidance. As a trusted health messenger, you can share the importance of vaccines with your family, friends, neighbors and colleagues.

The Public Health for All Californians Together (PHACT) Coalition developed a messaging guide for respiratory virus season. Use this guide to share that vaccines for fall and winter respiratory viruses are recommended, available and covered in California.

The PHACT Coalition connects leaders and organizations throughout the state who are committed to improving health outcomes in California and protecting access to evidence-based, high-quality public health information.

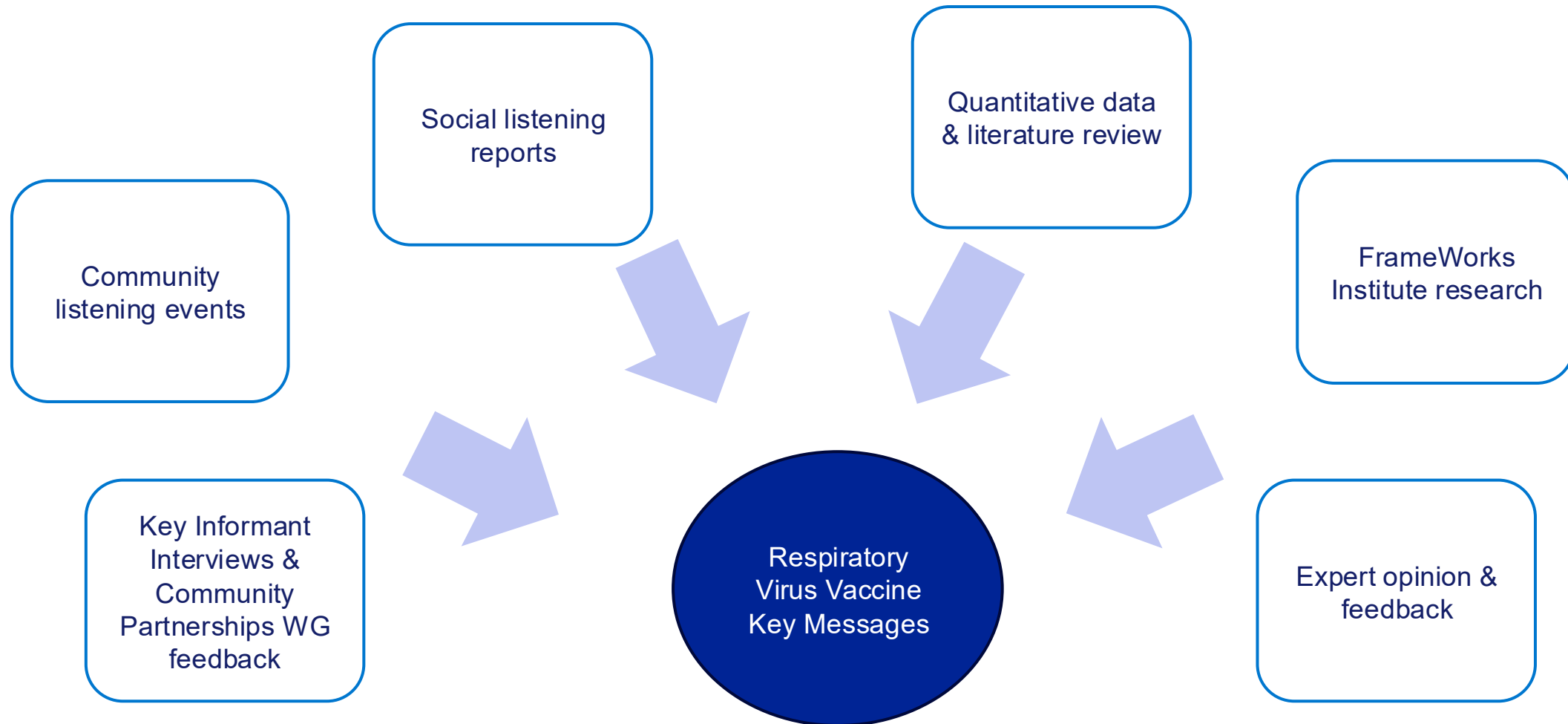
Key Messages for the 2026 - 2027 Respiratory Virus Season

- Getting vaccinated is the best way to keep your family and community healthy and avoid serious respiratory illness this fall and winter. Respiratory virus vaccines can help you avoid spreading illness to others,

5 Guiding Principles for Talking about Vaccines

1. **PREPARE** – Amid ongoing disruption of federal policy, expect and prepare for questions on California's guidance on vaccines and preventive services.
 - Californians want to know which [vaccines are recommended](#) and covered by insurance, providing an opportunity to share why vaccines are so important. Staying up to date on vaccines is the best way to safeguard your family's health and prevent serious illness.
2. **LISTEN** - Acknowledge the concerns of your patients and community members, and pivot toward clear explanations about how vaccines support healthy communities.
 - Get curious about what sources of information people in your community are turning toward, what questions they have, and what might be points of confusion. Consider preferred languages and cultural norms.
 - Learn about available resources in your community for people who are uninsured, like community health centers or your [local health department](#).
 - Clinicians may find best practices on prepping for discussions about vaccines at American Academy of Pediatrics [Immunization Discussion Guides](#).
 - Review resources including those that can help illuminate the [online conversations](#) as well as what you're hearing in person.
3. **CONNECT** - Explain how vaccines work and talk about the benefits of vaccines, avoid “debunking” myths. Lead with values rather than with data and science.
 - Do more of this:
 - Focus on how vaccines help prepare the immune system.
 - Emphasize that vaccines help families and communities stay healthy, including the most vulnerable community members like older adults, people with chronic health conditions, and

2026-2027 Resp Virus Vaccine Key Message Inputs



Panel Discussion



Closing and Next Steps

Find the 'Passive Positives' in Your Life!

Maybe YOU are the trusted messenger that listens, encourages, and connects with your friends and family

Check out the Guiding Principles for Community & Public Health Messengers

Access helpful tools for talking about fall & winter vaccines

Add Your Voice to the Call for Public Comment on Proposed Federal Changes

Learn more about opportunities to provide comment and share how these proposed changes could impact your community



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PHACT Coalition: Collaborating to protect the health of our communities



About the PHACT Coalition

The Public Health for All Californians Together (PHACT) Coalition was launched on September 26, 2025, to bring together a network of multi-sectoral partners across the state of California to provide timely, evidence-based guidelines and culturally appropriate health messaging to protect the health and advance the well-being of all Californians.

The Coalition is led by the California Department of Public Health (CDPH), with support from Covered California and UCSF's Collaborative for Public Health Research (CPR3).

PHACT Coalition Objectives

This Coalition connects leaders and organizations throughout the state who are committed to improving
Confidential - Low

CDPH Public Health for All

Bookmark the CDPH Public Health for All page for evidence-based public health recommendations and resources.

PUBLIC HEALTH FOR ALL

5/22/2026



cpr3.ucsf.edu/phact
Email: cpr3@ucsf.edu

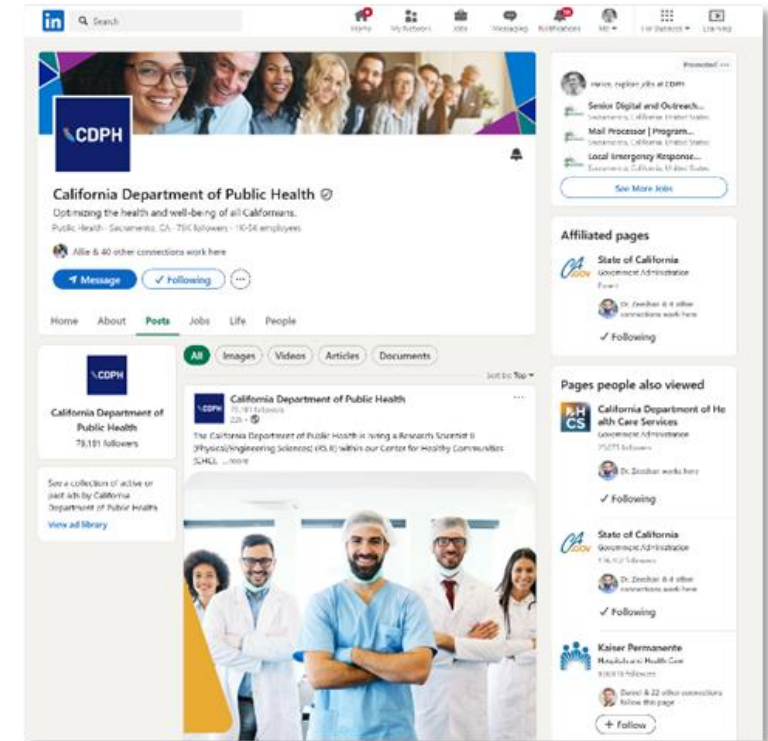
Sign Up for CDPH Newsletters & Webinars

Resources for Communicators

- [CDPH Comms Weekly Newsletter](#)
- [CDPH News Releases](#)
- [CDPH Policy & Web Updates](#)

Resources for Clinicians & Providers

- [CDPH Immunization Branch Newsletter](#)
- [Sign up for CDPH Immunization Webinar Series](#)



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LinkedIn: [California Department of Public Health](https://www.linkedin.com/company/california-department-of-public-health)



YouTube: [CA Public Health - YouTube](https://www.youtube.com/channel/UCaPbUcHtHtHtHtHtHtHtHtHt)



Threads: [@CAPublicHealth](https://www.threads.net/@CAPublicHealth)



BlueSky: [@capublichealth.bsky.social](https://bsky.app/profile/capublichealth.bsky.social)



TikTok: [@capublichealth](https://www.tiktok.com/@capublichealth) - **NEW!**

