
 **Social marketing campaign to increase immunization awareness.** (*WMJ. 2015;114:10-5*)

The aim of this study was to assess community awareness of childhood immunizations and intent to immunize children after a social marketing immunization campaign. Two interviewer-assisted street-intercept surveys were used to evaluate awareness of childhood immunizations. The “Take Control! Immunize” social marketing campaign was developed using a community-based participatory research approach. Billboards, flyers, and various “walking billboard” (eg, backpacks, pens) were used to deliver immunization messages in the community settings. Over 85% of community members recalled the “Take Control! Immunize” message. Almost half of those who saw the immunization message indicated that the message motivated them to act, including getting their children immunized or calling their physician to inquire about their children’s immunizations status. All respondents indicated that immunizations were important for children, and that they were likely to immunize their children. It seems that culturally appropriate social marketing immunization messages can increase parental awareness and behavioral intention to immunize their children.


 **Influenza vaccine for asthma.** (*Asian Pac J Allergy Immunol. 2015;33:3-7*)

Acute exacerbations of asthma and readmission may be associated with severe influenza infection, and children with asthma are a priority group for influenza vaccination. This study evaluated the outcome of the influenza vaccine in Asian children with asthma. The aim of this study was to analyze the outcomes of inactivated influenza vaccine in children with mild persistent asthma. A cross-sectional non-randomized study was performed on 93 mild persistent asthmatic children who attended a Pediatric Allergy Clinic. Forty eight patients were immunized with two doses of inactivated influenza vaccine at one month interval. Respiratory illnesses and asthma-related events were compared between the immunized and the un-immunized groups. The two study groups had similar demographic and clinical characteristic, except with regards to eczema, including asthma controllers and skin prick testing results. One year after the vaccine was administered, the immunized group had significantly reduced acute respiratory tract illnesses, asthma exacerbations, emergency room visits, bronchodilator usage and systemic steroid administrations. Hospitalizations and their

duration were also reduced in the immunized group. Immunization with inactivated influenza vaccine in children with mild persistent asthma seems to reduce the occurrence of respiratory illnesses and asthma-related events.

 **Prevention of dental caries with xylitol.** (*J Tenn Dent Assoc 2014;94:25-8*)

The epidemiological data from many countries indicates a global increase in dental caries in children and adults. The purpose of this study was to determine if children in a school setting would accept an after-lunch brushing program, and if such program would be effective in reducing plaque. A small school of 300 students in Eastern Tennessee was selected to participate, of which 200 elected to brush after lunch for 30 school days. An ADA-approved 27-tuft brush pre-pasted with a paste made with 49% by weight of xylitol was given to each child after lunch. The paste did not require water or the need to spit. A short, 4 minute, musical educational video on correct brushing was designed with the assistance of the mathematics teacher to be shown while the students brushed. The students, principal, and the staff readily accepted the concept, and were very cooperative and appreciative; the reduction in plaque levels was dramatic.

 **Internet addiction and loneliness.** (*J Pak Med Assoc. 2014;64:998-1002*)

The aim of the study was to determine the frequency of internet addiction and loneliness in secondary and high school students. This cross-sectional study was conducted between among secondary and high school students in Sivrihisar, which is a district in rural part of Anatolia, Turkey. The study group consisted of 1157 students. Young Internet Addiction Scale was used to assess the internet addiction. University of California, Los Angeles Loneliness Scale was used for the evaluation of the level of loneliness. According to the Internet Addiction Scale, 91 (7.9%) of the subjects were addicted to the internet. Obesity , ‘Type A’ personality, first time usage of internet before age 12 , using the internet every day, and using the internet more than 2 hours a day, were risk factors of internet addiction. A positive correlation was found between the internet addiction and loneliness. Internet addiction seems to be a major health problem in middle and high school students.

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