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| gov    **La Crosse County** | **MEETING AGENDA & MINUTES** | | | | | | | | | |
| **MEETING:** Coulee Region Immunization Coalition | | | | | | | | | |
| **PURPOSE:** Quarterly Meeting – Updates and Planning | | | | | | | | | |
| **Date** | **Location** | | | | | | | | **Start** | **End** |
| Thursday  July 9, 2015 | Gundersen Health System–East Building 1641 8th Street South – La Crosse  Neuro-A Conference Room – 3rd Floor | | | | | | | | 1:00 pm | 2:45 pm |
| MC900384154[1]**Teleconference**: *Long-distance: 800-362-9567, ext, 50997; conference ID: 4401#*  *Within Gundersen Health System: 5-0997, conference ID: 4401#* | | | | | | | | | | |
| **Facilitator/Lead:** | | | Bryany Weigel | | **Minutes Prepared by:** | | Joe Larson | | | |
| **ATTENDEES** | | | | | | | | | | |
| **Healthcare Providers:**  **Cass Street Pharmacy**  Gretchen Kunze  **Gundersen HS**  Brenda Rooney  Marilyn Michels  Stacie Christensen  Marna Holley  Chris Masterson  **Mayo Clinic HS**  Kellee Dixon  Dixie Schmidt  **Scenic Bluffs Community Health Centers**  Anne Heath | | **Health Plans:**  **Gundersen**  Juanita Olson  **Health Tradition**  Suzee Farmer  Yolanda Grimmius  **Local Health Departments:**  **Buffalo County**  April Glasspoole  **Crawford County**  Deanna Wallin-Sander  Gloria Wall  **Houston County, MN**  Mary Thompson  Laura O’Heron | | **Juneau County**  Tina Sullivan  **La Crosse County**  Christine Gillespie  Bryany Weigel  Julie Martine  Joe Larson  **Monroe County**  Sharon Nelson    **Pharmaceutical Reps:**  **Glaxo-Smith-Kline**  Scott Sullivan  **MedImmune**  Rick Cornforth | | **Merck**  Carolyn Burns  Robert Brown  **Novartis**  Brian Flynn  **Sanofi**  Angie Torgerud  Krista Thomas  Micah Davis  **Pfizer**  Stephanie Dabrowski  **Schools:**  **La Crosse**  Sara Lieurance  **Melrose-Mindoro**  Mary Sinclair | | **Onalaska**  Julie Everson  Julie Limberg  **Scenic Rivers Area Health Education Center**  Laura Pettersen  Aubrey Stetter-Hesselberg  **Viterbo University**  Sheryl Jacobson  **WI Dept of Health Services**  Anna Kocharian  James Zanto | | |

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| **Items/Actions to Be Discussed** | **Outcome/Notes** | **Action Items** |
| 1. Introductions & Review of Minutes (1300-1307) | Introductions. No update to April’s meeting minutes. Mary Thompson shared an email from VICNetwork (Virtual Immunization Communication Network) regarding an upcoming immunization webinar. The webinar is entitled Social Media Strategies for Public Health Messages (featuring tools and resources for promoting National immunization Awareness Month) and will take place on 7/16/15. If interested, go to <http://www.vicnetwork.org/> to register for the webinar. |  |
| 1. Social Media – Marna Holley GHS (1307-1347) | Marna started with questions on what we are trying to accomplish with our outreach. Discussed the target audience using FB: Parents of adolescents/teenagers within a certain range to encompass most/all of CRIC area. FB can create targeted campaigns to certain demographics for a fee. These campaigns will show up on the news feed of our targeted group. Generally these are effective for about 2 weeks. No direct success measurement will be available, other than data such as how many “clicks” we get. Marna is available to assist us in the future with this. |  |
| 1. 2015 HPV campaign and January 2016 HPV Campaign (1347-1400) | How we can utilize 2015 HPV campaign money to reach the largest group of people in a short timeframe:  A) Facebook (see above).  B) Theaters were contacted:  1) Marcus Theaters was contacted. Two theaters fit into our CRIC area – La Crosse Theaters and Ho-Chunk Cinemas in Tomah. We looked at Sponsorship Commercials (Ads displayed before each movie on all screens at a location, would run for 4 weeks). For the La Crosse theater it would be $820.00 per month to do this and for the Tomah theater it would be $670 per month. We could also look at DCP Sponsorship Commercials which would be by movie or rating and is billed by the number of moviegoers in front of the movies shown. It would be $50/per thousand people per location.  2) Elroy theater is $25 per month/$200 per year (shows 8 times before each movie).    January 2016 HPV campaign:  a) Submitted grant proposal to Women’s Health Fund on 5/28/2015. Have not heard back from them yet.  b) Other places to reach out to with requests – Gundersen Health Foundation, Mayo Health Foundation. Brenda mentioned that another resource to contact would be the Cancer Committee, along with the American Cancer Society.  c) Bryany contacted the State of WI regarding more funding and they said at this time they do not have additional funds earmarked for local coalitions.  Upcoming WI State HPV awareness activities - June 3rd email was sent about a postcard campaign starting soon: “HPV Vaccine Reminder/Recall Activities: In the near future the Immunization Program will send out a reminder/recall postcard (attached) to adolescents as a pilot test to our efforts to improve immunization levels for the human papillomavirus vaccine in that age group.  The first group that will receive these postcards are a cohort of clients taken from the WIR that: are 11 through 12 years old; have received two doses of HPV vaccine, but have not completed the series; and have not received any WIR-generated recall notices in the last 2 months.  To further limit the size of the group we are only sending postcards to the clients who received their 2nd dose of HPV vaccine 1 or more years ago.  The postcard will include reference to the full adolescent immunization platform.”    On another HPV related note… Bryany received an email from the Immunization Action Coalition:  "Someone You Love: The HPV Epidemic" film available for just $1 in July; physicians can earn CME credit for watching this documentary  "Someone You Love: The HPV Epidemic" is a feature-length documentary that presents the struggles and triumphs of five women whose lives were changed forever by this deadly virus. Directed by Frederic Lumiere and narrated by Vanessa Williams, the film interweaves personal stories with facts about this common and potentially deadly virus. The goal of this project is to raise awareness of HPV and cervical cancer.  Viewing and promoting this film is currently being encouraged in several ways, as summarized below:   * During the month of July, [anyone can purchase the complete film online for only $1](http://hpvepidemic.vhx.tv/). You can buy as many digital copies of the film as you'd like for $1 and watch it anytime, forever! Watch this powerful film with your friends or encourage them to buy their own copy. * The Indiana Immunization Coalition, in partnership with the Indiana School of Medicine and Lumiere Media, is now offering CME credits to physicians nationwide for viewing the film. The film is available at no charge through the Indiana University School of Medicine as an online CME activity worth 1.5 AMA PRA Category 1 Credits. Physicians should use [this link](http://cme.medicine.iu.edu/hpvdocumentary) to view the film and obtain CMEs. Continuing education credit for nurses is not available now, but may be in the future. * Interested individuals or groups can sponsor a screening (unlimited audience) for $300, which covers the licensing fee. Smaller groups that can't afford the $300 fee can contact Lumiere Media at [cheryl@hpvepidemic.com](mailto:cheryl@hpvepidemic.com) to negotiate a reasonable fee relative to the audience size. The film's website also provides a way for groups that want to host a screening and groups/individuals willing to provide financial support to get together. Right now, more financial sponsors are needed.   **Related Links**   * [Someone You Love: The HPV Epidemic](https://www.youtube.com/watch?v=wOdN2fuq-zQ)[trailer on YouTube](https://www.youtube.com/watch?v=wOdN2fuq-zQ) * [Someone You Love: The HPV Epidemic](http://www.hpvepidemic.com/) website | The group determined theater advertising is not an option at this time as the cost would be above our budget. We decided to create the CRIC fb page and then use the money to boost our posts. Aubrey Stetter-Hesselberg will create a FB page for CRIC. From the page we can link to videos, etc. This page can be a long-term platform for our campaigns. Bryany will be contacting (very soon) those who expressed interest in this project.  Bryany to be looking at/contacting/applying for these grants in the near future.  Postcard attached to the email that these meeting minutes are attached to.  Bryany to send out the information for the “Someone You Love: The HPV Epidemic” documentary and how to purchase the digital copy for $1 during the month of July, 2015. Physicians can earn CME’s. Please see information to the left! ☺ |
| 1. Regional HPV Educator at SRAHEC – Aubrey Stetter-Hesselberg (1400-1410) | CDC awarded AHEC a 5 year grant to increase HPV vaccination rates. Aubrey works with WI, MN, and IA. Their focus is to work on provider education at the moment, including physicians, PAs, NPs, nurses, pharmacists, students, etc. Gave an overview of the grant and what they plan to accomplish. Offered her assistance in education/training/resources, please contact her if interested. |  |
| 1. Roundtable fall clinic planning – imms and flu (1418-1425) | Monroe County – Just in planning phases. School-based clinics after hours. Will team up again with the VA to do the drive thru clinics.  Scenic bluffs – Mainly clinic appointments. Will send out reminders to all that had their flu vaccines the year before.  Buffalo County – Planning school-based flu clinics as well as private flu to farm workers.  Juneau County – Planning to have clinics in all schools including private schools.  Houston – Planning for school-based clinics as well as home care clients. Private immunizations will be available.  La Crosse County – Planning 2 mass clinics (PODs) in Bangor and West Salem. Offering flu and all other vaccines. Mass clinics in all other schools. Private vaccines available. Some back to school clinics.  Gundersen will not open first flu shot clinic until second half of October. Will also offer pneumo vaccine.  FYI… DHS WI sent out an update on 7/6/2015 that stated: **Influenza vaccine updates:** We have heard that there will be a delay with Flu Mist shipping and therefore encourage providers and local health departments to not schedule mass flu clinics until mid to late October. |  |
| 1. IZ Symposium 2015 – Where we are at. Mary and Marilyn (1410-1418) | Symposium set for September 3rd and the focus will be on adult immunizations. Save the Date went out 6/1/15. Speakers will be: Dr. Tan, Chief Strategy Officer from the IAC, will be speaking on the Affordable Care Act and how it affects adult immunizations. Jim Zanto and Brian Moehnke will discuss vaccination rates in WI and MN. Stephanie Borchardt, an epidemiologist from the WI Imm Program, will discuss Adult Immunization Recommendations and Strategies for Improvement. Menu is set. Registration will be through Eventbrite. $49 in advance. $59 late registration. | Link for registration will be sent out once the final details are set.  Has Christe received paperwork from the vaccine manufacturers? Bryany will ask her.  As the focus is on adult immunizations, we should make an effort to invite nursing home staff. |
| 1. Pharmaceutical Updates (1425-1442) | GSK – Flu is looking good, doses should be available August/September.  Sanofi - Flu ready with manufacturing. No delays. Along with HPV, remember Mening vaccines at appointments.  Merck – No flu vaccine. Discussed long term HPV information with Gardasil.  Pfizer - Prevnar for kids and adults is available. New schedule for Prevnar and pneumovax (12 months in between). Prevnar 13 for adults is just one and done vaccine. |  |
| 1. CRIC Meeting Adjourned | Next meeting October 8th, same time, same place. |  |

**Mission: To increase immunization rates to protect the public from vaccine-preventable diseases**

**2015 Meetings:** All meetings 1:00 – 3:00 pm; Oct 8th.