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| gov**La Crosse County** | **MEETING AGENDA & MINUTES** |
| **MEETING:** Coulee Region Immunization Coalition |
| **PURPOSE:** Quarterly Meeting |
| **Date** | **Location** | **Start**  | **End**  |
| Thursday July 14th, 2016 | Gundersen Health System–East Building 1641 8th Street South – La CrosseNeuro-A Conference Room – 3rd Floor  | 1:00 pm | 3:00 pm |
| MC900384154[1]**Teleconference**: *Long-distance: 800-362-9567, ext, 50997; Local: 775-0997; conference ID: 4400#**Within Gundersen Health System: 50997, conference ID: 4400#* |
| **Facilitator/Lead:** | Bryany Weigel | **Minutes Prepared by:** | Tamara Glentz |
|  **ATTENDEES**  |
| **Cass Street Pharmacy** [ ]  Gretchen Kunze**Gundersen HS** [ ]  Brenda Rooney [x]  Marilyn Michels [ ]  Chris Masterson**Mayo Clinic HS** [x]  Kellee Dixon [ ]  Dixie Schmidt [ ]  Jacquelyn Streets Benningfield **Scenic Bluffs Community Health Centers** [ ]  Anne Heath | **Mile Bluff Clinic** [ ]  Michelle Jorgensen **Gundersen**  [x]  Juanita Olson**Health Tradition** [ ]  Suzee Farmer**Buffalo County** [ ]  April Loeffler**Crawford County** [ ]  Gloria Wall **Houston County, MN** [x]  Mary Thompson [x]  Laura O’Heron**Juneau County** [x]  Tina Sullivan | **La Crosse County** [x]  Julie Martine [x]  Bryany Weigel**Monroe County** [ ]  Julie Anderson [ ]  Sharon Nelson**Vernon County** [ ]  Trish Helgerson**Trempealeau County** [ ]  Sherry Rhoda [ ]  Barb Barczak**Jackson County** [ ]  Tammy Danielson | **Glaxo-Smith-Kline** [ ]  Scott Sullivan [x]  Alan Barker**MedImmune** [ ]  Rick Cornforth [x]  Steve Yelle**Merck** [x]  Carolyn Burns**Pfizer** [x]  Stephanie Dabrowski [x]  Cadin Truesdale**Sanofi** [ ]  Angie Torgerud [x]  Krista Thomas via phone | **Melrose-Mindoro** [ ]  Mary Sinclair**La Crosse** [ ]  Sara Lieurance**Scenic Rivers Area Health Education Center** [x]  Aubrey Stetter-Hesselberg**Viterbo University** [ ]  Sheryl Jacobson**WI Dept of Health Services** [x]  James Zanto |

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| **Items/Actions to Be Discussed** | **Outcome/Notes** | **Action Items** |
| 1. Introductions and review of April 2016 Meeting Minutes
 | No changes to previous minutes.  |
| 1. Discussion: ACIP recommendation not to use nasal spray for 2016-2017 flu season.
 | <http://www.cdc.gov/media/releases/2016/s0622-laiv-flu.html>Steve/MedImmune – On 6/22 ACIP made a recommendation not to use flu mist this season – it said only 3% effective. Data was based on H1N1 strain. MedImmune studies did show a higher percent effective. Working on correcting. They are not holding anyone to their contract and letting people cancel. He will email a healthcare provider letter.Does not sound like this is going to change anyone’s fall flu plans too much.  |
| 1. WI Adult Vaccination Rates, Remote Monitoring Systems – Jim
 | Jim – passed out 2014-15 adult imm coverage rates from website. 1. We’ve really not, until this grant, concentrated with any consistency on adult immunization. Needs to do education on immunization for adults. Thought tribal health should have been listed. Do we know what % of Wi adults are in the registry? No. As the registry is used the data keeps building. We need to somehow in the future take out real old records and keep in a separate area in the future. How about students that go elsewhere? Jim – not sure. The use of the registry – is it required for VFC? Yes, but providers are using it. Have to put data in perspective on what we know. Do we have a lot of outliers still not utilizing WIR; more likely smaller providers? Yes, it’s a continuing problem. Do you know when the registry starting entering death dates? Not exactly when. It’s much more sluggish on the death side. He doesn’t know why. It’s one thing that we’d like to spruce up if we can. Other states are dealing with the same issue. Remote Monitoring Systems – Becky Nelson is the name of the person sitting on the policy. At the final steps, will come out soon. The VFC has not recognized remote monitoring before. It is going to be acceptable once the policy is done. Will have to have the certificates which go to the probe, not the system. Probe will be checked when they do the site visits. It will be helpful for large entities. Data loggers will be able to be used in 2018. Guessing maybe $120-$130. Probably have a break in time frame for the new remote monitoring. Remote – does it have an alarm? Yes. How much does remote monitoring cost? Not sure. Make sure it is set up correctly. Hope it’s out by VFC webinars in August.  |
| 1. IZ Symposium 2016 re-cap
 | Save-the-date was sent out yesterday. Agenda is set, have to look at menu, registration will open in Aug. Laura handed out the agenda as of now. 415 – 815. Last 15 min. maybe a meet and greet. Speakers will be carpooling and not staying overnight so that will save money. Last yr we had 33 students. Do we want to charge $10-$15 or so for them this year? Have a consistent student rate. Laura will pass out menu choices to planning committee. For vendors, use the save-the-date. Agenda will get finalized and sent out. Handouts will be on the web. Julie M. - Eventbright.com registration will be open Aug. 1, but will do something different for students as far as registration goes.  |
| 1. Adult Immunization Grant for Coalitions awarded to CRIC!
 | Bryany – talked about the grant we were offered by the state $8,000 to focus on adult immunizations. After poll of counties, Gundersen and Mayo, the money was written to go to the 2017 symposium and a webinar for providers/pharmacists. Talked about the goals, the big name speakers (like Dr. Poland), and the expenses for them. All the grant $ has to be paid out by 6/30/17 and the symposium would have to be moved to the beginning of June, discussion about possibly having it in the last two weeks of April. Have we considered doing something different in 2017? Do a different location or different providers. Need to reach out to those who don’t attend the symposiums. Providers don’t attend because we don’t offer them credits. Physicians are just so busy. Grand rounds work sometimes but not always and CME’s are not as valuable as they used to be. Discussion about Tan’s presentation. Bryany wrote for it to be about standing orders. However, there’s some good programs on population health right now and people are really looking into that. Cadin has information on the programs for population health and said she will forward what they’ve put together. Nursing homes are not all up on standing orders. If we did focus on nursing homes, especially for the webinar, standing orders would work well. Dr. Ray Strickus was really good (but what does he speak on? Standing orders? Can someone let Bryany know? ☺). Looking into the future (possibly 2018) Julie M was contacted by Kim Dowat researching education of pregnant mothers and how this impacts their decision to immunize. She offered to come and speak. Maybe 2018 Symposium could focus on infants/children.  |
| 1. 2016 HPV awareness campaign re-cap
 | * Wrapping up 2016 – Submitted the HPV article to Coulee Region Women’s Magazine, Coulee Parenting Connection and La Crosse Magazine. Got back proofs from Coulee Parenting and Coulee Women’s Magazine. Haven’t gotten a proof back yet from La Crosse Magazine but they do have the article.
* Have a high resolution proof. If anyone wants to submit it to a local newspaper, let Bryany know.
* Cost was more than expected as the article ended up being longer than expected but we should be ok with our finances.
* Merck has started putting out education on Gardasil 9. Large media campaign featuring males and females.
 | Bryany will send a high resolution copy to Tina.  |
| 1. Future Awareness Campaign
 | 2017 Awareness Campaign – La Crosse Foundation Women’s Fund encouraged Bryany to submit to them again for HPV, which we did. Haven’t heard back yet from them. Plan to submit again to Gundersen, Mayo, and the Gundersen Cancer Committee. * Much smaller campaign than the last 2 years. Looking at creating PSA’s similar in theme and style to the CDC’s HPV PSA’s but with local faces.
* Small subgroup met in May and decided to contact some local faces to see if they would “star” in our PSA’s. Gundersen media department was also involved in the meeting.
	+ Sarah, HPV cancer survivor, spokesperson for this year’s Relay for Life.
	+ A second male HPV cancer survivor. – He said no at this point just not ready to put it all out there.
	+ A local athlete or someone that many young people in our area would look up to. Bronson Koenig – UW Madison Athletics said no but wished us the best of luck.
	+ A doctor and Miss Oktoberfest whose platform is cancer prevention.
	+ Local OBGYN? Colby student from Central? Local coach? One of our nurse’s hair dressers is a survivor and was ready to talk.
* Gundersen Medical Media is willing to produce the videos at no cost once we have out line up.

For the future… Do we want to branch out from HPV? Jim thinks the next shift at focus is to look at missed opportunities? The electronic systems we have now do a good job now. It’s been noticed that missed opportunities at flu shot visits. Info on Affordable Care Act/Flu campaign/Building knowledge on late adolescent platform for immunization. Thoughts on how that would look? Do a partnership with the colleges and their health services. WTC would be good. Passed around an info card that was developed by Pfizer focusing on older adolescent immunizations. Attending group was agreeable to looking into how we could focus on the late adolescent platform for an awareness campaign.  |
| 1. Financial Report
 | $1,700 for symposium. Will grow as we get vendor payments. Awareness campaign - $5,900, but will be spent out by the end of 2016. Looking forward to 2017 we have a grant application to the La Crosse Foundation – Women’s Fund – asked for $2,000, haven’t heard back from them yet.  |
| 1. Roundtable
 | Stephanie/Pfizer has baby campaign posters. Let her know. Meningococcal posters are available too. She has kits for pneumococcal vaccinations. Good to partner with flu. She has for nurses and MA’s a flash drive on having better conversations/techniques and dialogues to discuss with patients. Krista/Sanofi - flu – licensed on July 1st, Angie and she will let everyone what’s coming out. They are collecting returns right now through Aug. They are focusing on the adolescents’ platform – 2nd meng shots. Doing advertising on that. Working on a vaccine advocacy for supporting nurses/doctors. Carolyn/Merck – Focusing on HPV awareness campaign.Alan/GSK – Some flu presentations are waitlisted. In season doses may likely be available. They guarantee 100% to be received by the end of Sept. if ordered. There should be a sufficient supply for what is ordered. Meng. campaign is going on for awareness. Steve/MedImmune – Did everyone get a memo from Jackie that ordered flu regarding changing order? Yes. |

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

**2016 Meetings:** All meetings 1:00 – 3:00 pm; Jan 14th; Apr 14th; Jul 14th; & Oct 13th.