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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 October 8, 2015 | 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; conference ID: 4401#**Within Gundersen Health System: 5-0997, conference ID: 4401#* |
| **Facilitator/Lead:** | Bryany Weigel  | **Minutes Prepared by:** | Bryany Weigel, Joe Larson, Laura O’Heron |
| **ATTENDEES** |
| **Healthcare Providers:****Cass Street Pharmacy** [ ]  Gretchen Kunze**Gundersen HS** [ ]  Brenda Rooney [x]  Marilyn Michels [ ]  Stacie Christensen [ ]  Marna Holley [x]  Chris Masterson**Mayo Clinic HS** [x]  Kellee Dixon [ ]  Dixie Schmidt**Scenic Bluffs Community Health Centers** [ ]  Anne Heath [x]  Sara Martinez | **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** [x]  Mary Thompson [x]  Laura O’Heron | **Juneau County** [x]  Tina Sullivan**La Crosse County** [x]  Bryany Weigel [ ]  Julie Martine [x]  Joe Larson**Monroe County** [ ]  Sharon Nelson [x]  Julie Anderson**Pharmaceutical Reps:****Glaxo-Smith-Kline** [x]  Scott Sullivan**MedImmune** [x]  Rick Cornforth | **Merck** [x]  Carolyn Burns [ ]  Robert Brown**Sanofi** [x]  Angie Torgerud [ ]  Krista Thomas [ ]  Micah Davis**Pfizer**[x]  Stephanie Dabrowski**Schools:****La Crosse** [x]  Sara Lieurance**Melrose-Mindoro** [ ]  Mary Sinclair | **Scenic Rivers AHEC** [ ]  Laura Pettersen [x]  Aubrey Stetter-Hesselberg**Viterbo University** [ ]  Sheryl Jacobson**WI Dept of Health Services** [ ]  Anna Kocharian [x]  James Zanto |

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| **Items/Actions to Be Discussed** | **Outcome/Notes** | **Action Items** |
| 1. Introductions & Review of Minutes
 | Review of July’s meeting minutes. |  |
| 1. Re-cap of 2015 Symposium
 | * 142 regular attendees (we had 152 registrants for 2014)
* 33 nursing students
* Marilyn discussed there were not a lot of comments, but overall the results were very positive. LJ’s presentation was the best received. One negative comment was that his presentation seemed political. No complaints other than the coffee was late and the temperature was too hot. Timeframe was received well and pace was good. Suggestion was to have somebody walking around with a microphone for those with questions. Noted that there were no physicians in attendance. One comment was Tuesdays and Thursdays are local sports nights and that may have dissuaded some from coming.
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| 1. Brainstorm for 2016 Symposium - Laura
 | Location: Keep the location at Waterfront; it is believed they can fit up to 300 people. Last symposium we had 175 attend room for growth.  Possibility of inviting pharmacies next year. Date: Will look to speakers to see what dates work best for them. Dates range from early-mid September through mid-October. -Oktoberfest weekend is the last weekend in September; avoid that Thursday night.-Tuesday and Thursday nights are typically sporting event nights.Theme: Focus on a specific vaccine. Meningococcal B. Speakers: Key Speaker-Greg Poland-to discuss and correct myths about vaccines -Paul Offit as a backup 2nd Speaker: Meningococcal Focus-Representative from the CDC or ACIP                -Dr. Jonathan Temte3rd Speaker: Update on Rates-WI-Stephanie Schauer -MN-do we want include MN rates again?\*Can our key speaker also work with the medical facilities to provide in-service for physicians?Things to keep in mind for next year:-Open 2nd bar or have more staff at single bar-Have microphone available for questions-End the night by 8pm. -Invite pharmacy staff -Continue to invite students | Laura and Symposium Planning Committee will lock in speaker by January meeting. Hope to choose date based on Key Speakers availability.  |
| 1. 2015 Adolescent Awareness Campaign Wrap-Up
 | **Ran** from August 2014 – October 2015* **Funding** – Total $9,000: WI Immunization Program/CDC: $7,000; Women’s Health Fund of Greater La Crosse: $1,000; Gundersen Health System Community Foundation: $1,000

**Activities**:* **Education Targeting Providers**:
	+ Gundersen Health System offered CME’s for their medical providers in a lunch/learn format; Jan 5th Dr Mary Kuffel presented on HPV-associated diseases & cancer, and Feb 2nd Marilyn Michels presented on HPV vax recommendations. These GHS activities were provided in-kind to support the campaign efforts.
	+ CRIC’s 2014 Immunization Symposium topics emphasized adolescent vaccine recommendations, with emphasis on HPV-associated diseases and cancers with a presentation by Dr Mary Kuffel. Dr Robert Jacobson from Mayo/Rochester presented: “Addressing Specific Adolescent Vaccine Concerns of the Parent, Adolescent, and Vaccine Provider”. (funding by exhibitor and attendee registration fees, no grant funds used)
* **Education Targeting the Public** ($9,000):
	+ 3 billboards in La Crosse and 1 billboard in Juneau Counties for 4 weeks in January 2015.
	+ CDC’s TV PSAs on WKBT and WXOW for month of January 2015 – coverage for ~ 12 counties
	+ CDC’s Radio PSAs on Kicks 106 and Magic 105 for month of January 2015 – coverage for ~ 12 counties
	+ Printing: CDC Handouts – Vaccine for Preteens and Teens: What Parents Should Know. Copies requested for West Salem & Holmen Schools, and Crawford County; distribution with adolescent parent packets in spring 2015.
	+ 4 Facebook Posts $333.
 | Group decided to use the last $400 to play our 30 second PSA at different area theaters before the showing of Mocking Jay the weekend of Nov 19th and 20th. Mary and Laura contact Spring Grove theater.Tina contact Elroy theater.Julie contact Sparta and Tomah theaters.Bryany contact La Crosse Marcus Cinemas.  |
| 1. January 2016 HPV Campaign
 | Received $1,500 from Women’s Health Fund, $1,500 from Gundersen Medical Foundation, $500 from Gundersen. Mayo Foundation will be meeting 10/28 and will contact us when they make their decision.What to do with the money – 1. Putting an ad/article in local magazines. Have one of our local providers, perhaps Dr. Naik or Dr. Menagh, write an article targeting parents regarding HPV for admittance to the magazines.
2. Putting an ad/article in local college newspapers. Have one of our local providers, perhaps Dr. Naik or Dr. Menagh, write an article targeting college age people regarding HPV for admittance to the newspapers with the message of, “Know Your Status.”
3. Facebook posts – one each week in January to coincide with Cervical Health Awareness Month - ~ $200
4. TV PSA’s – Can assign almost any amount that we want to spend, the tv stations will take that and essentially double the times they play it free of charge. So if we pay $20 for 20 plays, they will play it that 20 times and then about 20 more in kind.
5. Radio PSA’s
6. Billboards
7. Lunch and Learns for medical providers with Aubrey (in kind).
8. Letters to parents of adolescents and teens who need their 2nd or 3rd HPV (in kind at county or health system level).
9. Learn about how to establish a call system to send reminder calls out to parents (in kind at county or health system level).
 | Bryany to contact local magazines and college newspapers regarding cost for putting an article in. Need to figure out prices of the things on the list above. After that Bryany will send out a SurveyMonkey survey to the awareness campaign planning committee in the next two weeks to vote on the top two or three activities from the above list.  |
| 1. Round Table
 | Sara, La Crosse School District – Clinics being done on Monday in middle schools to mesh with parent/teacher conferences. 2 hours at each to be run as mass clinics. Flu clinics being done with staff.Scott, GSK – All flu delivered. On demand shipping right now.Gundersen – Marilyn – Still waiting for FluMist. Chris – Flu shot clinic starting to get geared up. Open the 19th and thru the day before Thanksgiving. Offering pneumococcal vaccines at the same time people get their flu vaccine. Reminder cards will be given utilizing CDC resources. Carolyn, Merck – Focusing on their Flu+one campaign – When people are getting their flu vaccine it is a great time to consider giving pneumovax and Shingles too.Angie, Sanofi – Still have flu presentations available - trivalent and quad mdv, intradermal, high dose, .25 syringes.Stephanie, Pfizer – Also really focusing on making sure eligible people receive their pneumococcal vaccine when they get their flu vaccine. Has new posters if anyone needs any feel free to contact her. Tina, Juneau County – Has all of their flu vaccine. Started clinics in businesses and three school districts, about halfway done.Rick, Medimmune – Behind schedule on delivery of Flumist. VFC is 30% distributed. Reach out to Jackie Nelson for more information for VFC. Prioritizing private vaccines for those that reach out to them first. There are 3 scheduled deliveries for this month.Sara, Scenic Bluffs – Flu clinics set up.Kellee, Mayo – Staff flu clinic last week. Has most of Mist but not all. Physician’s offices are vaccinating during clinic visits. Community clinic to open up 10/12-11/12 (M-TH), new location. Watch for Kellee in Mayo’s upcoming flu commercial!Mary, Houston County – Working with nursing homes to offer Zoster and Tdap. Have four nursing homes (did two last year, will so two this year). Nursing homes now asking for Prevnar 13 for long term care. Julie, Monroe County – On 2nd week of flu clinics. Over 400 flu vaccinations given so far. Going well.Laura, Houston County – Still have no FluMist. Starting businesses and schools next week. Waiting a little bit (November timeframe) for community clinics because they are waiting for their Mist.Email from Mary Sinclair at Mel-Min Schools - Jackson County holding a flu clinic at Mel-Min High School open to community on 10/14/2015. They have a flier! Says their completed Tdaps are significantly down since last year. Jackson County is coming to do an in school clinic. Has two reports from parents that have tried unsuccessfully to make a “nurse only” appointment at Onalaska Mayo for their kid’s immunizations. One got as far as the nurse and the other did not get past receptionist. They needed to have a physician's appointment.  Bryany, La Crosse County – 2 PODS and 2 mass clinics, offering flu and childhood immunizations. Offering flu through our triage clinic. Have received most but not all of our order. Not received any private FluMist yet.  | Why kids might be turned away for a vaccination nurse only visit… If they haven’t had a regular well child exam in the last year, the provider will want to see them. |
| 1. 2016 Meeting Dates and Times
 | 2016 CRIC meetings - January 14th, April 14th, July 14th, and October 13th. The times will be from 1-3 pm, unless otherwise noted. Location will stay the same! |  |

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