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|  | **MEETING AGENDA & MINUTES** |
| **MEETING:** Coulee Region Immunization Coalition |
| **PURPOSE:** Quarterly Meeting |
| **Date** | * **Location**
 | **Start**  | **End**  |
| Thursday 1/10/2019 | Gundersen Health System–East Building, 724 Denton Street – La CrosseNeuro-A (3135) Conference Room – 3rd Floor | 1:00 pm | 3:00 pm |
| MC900384154[1] | **Teleconference**: * Within GHS – call 50994 and enter meeting number 53332#.
* Local - call (608) 775-0994 and enter meeting number 53332#.
* Long distance – call (800) 236-0019 and enter meeting number 53332#
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| **Facilitator/Lead:** | Marilyn Michels | **Minutes Prepared by:** | Marilyn Michels |
|  **ATTENDEES**  |
| Marilyn Michels – GundersenCarolyn Burns – MerckTom Thorsness – Group Health Eau Claire | Maggie Traastad – QuartzKrista Thomas – Sanofi PasteurMichelle Breuer – Crawford PH | Jeff Wirth – GSKSara Lieurance – School District of La Crosse | Telephone Conference:Jenny Nottestad – Scenic Bluffs |

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| **Items/Actions to Be Discussed** | **Outcome/Notes** |
| 1. Intros and review of 10.18 Mtg Minutes.
2. Update Mission, Goals, Strategies for 2019. Any changes?
 | * **Mission:** To increase immunization rates to protect the public from vaccine-preventable diseases.
* **Goals:** To support the Healthy People 2020 goal of increasing vaccine coverage in all age groups, CRIC will initiate the following evidence-based interventions:
1. Provide continuing education to persons who administer and promote vaccines by hosting an annual immunization symposium.
2. Increase community demand by providing education to target populations through the development and implementation of an annual immunization campaign.
3. Share strategies to enhance the public’s access to vaccination services.
* **Strategies:**
* Engage and collaborate with regional partners to:
	+ Provide evidence based, clear, consistent educational messages to the public about the importance, benefits, and scientifically proven data on the effectiveness and efficacy of vaccines.
	+ Prevent and control seasonal influenza through education and vaccination of the public.
	+ Provide an optimal community response in the event of a vaccine shortage or epidemic.
* Identify populations with low immunization rates and develop strategies to improve them.
* Provide continuing education for healthcare providers.
* Utilize social media to provide educational messages to healthcare providers and the public.
* Advocate the use of state immunization registries to all healthcare providers.
* Advocate for legislative policy that supports improving vaccination rates.
* Compile and compare annual vaccination rates data to evaluate success of interventions.

Discussion: Current statement was reviewed. We identified our pressing issues as:* Provider education – poor participation. Currently we rely on external and internal pressure to improve our rates. There are provider incentives to meet Preventative Health goals.
* Challenging geographics
* HEDIS measures are broad and need to be met (<https://www.ncqa.org/wp-content/uploads/2018/08/20190000_HEDIS_Measures_SummaryofChanges.pdf>
* DHS sets goals for Medicaid plans – how do they impact our strategies and goals?
* We need greater participation in the coalition. How do we get more involvement from front line staff?

Action item:We need to include – ‘Obtain grant funding to achieve the above goals.’ under strategies. DONE.Have a membership campaign at next symposium. |
| 1. 2018 HPV Vaccine is Cancer Prevention Award Winner Spotlights
 | Dr. Jacobson and Dr. Naik<https://www.cdc.gov/hpv/champions/2018-winners.html>The awards were provided jointly by the Centers for Disease Control and Prevention (CDC), the Association of American Cancer Institutes and the American Cancer Society.  The HPV Vaccine Is Cancer Prevention Champion Award program recognizes clinicians, clinics, practices, groups and health systems that are going above and beyond to foster HPV vaccination in their community.  We are lucky to have them both involved with our coalition. |
| 1. Flu season overview
 | Flublok - Krista shared some information about Flublok. It contains three times more antigen than the standard flu shot. It is a cell mediated vaccine and provides a greater strain match due to greater control in production.La Crosse County flu season – Used up all Emergency prep and VFC flu vaccine and were able to get a small supply to last through the end of flu season from Buffalo and Pierce Counties (Thank you!!!). They have exhausted their private stock, and have just a small amount left. They had a small amount of Flublok but didn’t target its use on a particular patient group. They plan to make some changes for next flu season but plan to purchase again.  |
| 1. 2019 Symposium Planning

-with financial report | Reviewed attached financial report. Event is planned for Sept 12 in the Cargill Room. Room has been reserved. There were very few remaining options for the Cargill Room during the month of September.Teresa A. Anderson, DDS, MPH from the Immunization Action Coalition has agreed to present on the next steps related to common vaccine errors. Dr. Mahr has agreed to present on the basic/common rules to consider when administering vaccines and vaccine allergies/contraindications. We are hoping to find someone from the Mayo system to present on the adolescent vaccine platform so there is a semblance of balance between the two health care systems. |
| 1. 2019 Awareness Campaign Planning

-with financial report | Bryany has submitted 3 grants (Mayo and Gundersen Medical Foundations and the La Crosse Community Foundation) each for $2,000. Specified:1. TV PSA’s with CRIC’s PSA’s – WXOW and WKBT
2. Radio PSA’s with CDC Jackie’s Story – Magic 105 and Kicks 106. Reached out to WRJC in Mauston but have not heard back from them yet.
3. HPV article in the Coulee Parenting Connection. Saw an article in Hometown Health, Mayo’s newsletter, and asked Dr. Sousou and Mayo if we could utilize it in the Coulee Parenting Connection. They said yes!

Mayo has granted CRIC $2,000 to work on the campaign. Gundersen will review on February 4th. Bryany has not heard back from them as of 2.11.19. And La Crosse Community Foundation will be reviewing the application in May (Bryany’s fault as I couldn’t figure out their new grant app system). Thank you to Tina Sullivan from Juneau County PH, Christe Gillespie from La Crosse County PH, and Laura Petterson from SRAHEC for your letters of support! Action item: Consider using a radio station in Viroqua/PdC or Black River Falls (areas with a low immunization rate). Should we hire/contract with someone to manage our social media site? Are we missing an opportunity? |
| 1. Roundtable
 | Merck – Adult Hep B vaccine will not be available in 2019GSK – We need to prioritize patients that need their second dose of the shingles vaccine. They are working on producing more but supply will be tight for the next couple of years. They plan to deliver their flu vaccine by the end of September for the upcoming season. Need to place more emphasis on use of the Men B vaccine on the adolescent platform.Sara – Clinics were well attended. Good response at the middle schools for Tdap and HPV. Sent notices electronically/email. The Tdap requirement will move to the 7th grade to fit in better with the adolescent schedule. The flu season has started.Group Health – focusing on getting adolescents protected against HPV, working on a phone app to help get a better patient responseGundersen – still have flu vaccine but focusing on moving inventory around to prevent unnecessary waste. |

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

**2019 Meeting Dates:** All meetings 1:00 – 3:00 pm; Jan 10th; Apr 11th; Jul 11th; & Oct 10th