

## History and Accomplishments of Dane County Immunization Coalition, Incorporated

DCIC is a partnership of public and private providers, schools, service clubs, social service and child care agencies, community volunteers, and business leaders. It was established in 1993 to provide a forum for a long-term alliance to unite individuals and groups with the shared mission to facilitate the improvement of childhood and adult immunization levels.

The measles epidemic of 1989 - 1991 and concurrent reports of low immunization coverage levels among toddler age children highlighted the need for such collaboration. The ultimate coalition goal is to have all citizens of Dane County immunized according to the most current scientific recommendations and to sustain high immunization coverage throughout life.

The coalition was started using money from a WI state immunization program grant. The primary objective of the **1993** Dane County Vaccinate Infants Promptly Project grant (VIP) was to establish a coalition for the improvement of immunization levels of children two years of age and under in Dane County. The VIP project convened a meeting of public and private agencies to discuss the problem of low immunization levels. The participants were interested in efforts to improve immunization service delivery, outreach, education, information dissemination, and assessment of immunization levels. In 1995 the mission of DCIC expanded to incorporate immunizations for adult populations.

Press releases, radio, and TV spots were used to disseminate information about the VIP Project - a federal/state grant made available after the Measles epidemic of 1989-1991. A letter explaining VIP and requesting Coalition participation was sent to over 60 persons representing health care provider groups and agencies which facilitate the health and well being of children in Dane County.

The first meeting was held during National Preschool Immunization Week. WTSO Radio ran a story about immunizations that week and attendance at the first coalition meeting 4/93 was good.

Coalition members identified the following **"Barriers to Immunization"**:

- Confidentiality issues
- Contraindication misunderstandings
- Cost/Inadequate health care coverage
- Cumbersome paper systems
- Difficulty of record search
- Family or sibling illness
- Friendliness/helpfulness of staff
- Immunization side effects
- Lack of community education & awareness
- Lack of One Stop Shopping service
- Language
- Long wait times/Inconvenient clinic times
- Missed opportunities to immunize
- Not having a written record
- Provider immunization schedule discrepancies

- Transportation

### **Strategies Recommended to Decrease Barriers:**

- Collaborate with other providers
- Conduct Immunization Awareness Campaigns
- Decrease paperwork
- Don't require an appointment
- Educate about confidentiality laws
- Have translators available
- Have toys, food, incentives
- Immunize at every opportunity - *No Missed Opportunities*
- Link services with WIC, Head Start & Health Check Providers Group
- Offer am, pm, & evening clinics
- Staff adequately - shorten wait time
- Standardize schedule for providers
- Treat clients with respect
- Use convenient neighborhood sites

Subsequent activities of DCIC include efforts to improve immunization service delivery, such as Roll Up Your Sleeves hepatitis B clinics in schools; efforts to advocate for and educate about the importance of timely immunization, such as during biannual immunization campaigns; collaboration in conducting population based assessments of immunization levels; and efforts to support immunization registry development.

General membership meetings are held 5 to 7 times each year and include reports from each work group, opportunity for input of ideas, routing of projects into work groups, and acknowledgment of accomplishments. Information about DCIC gets routed back to participating agencies. Minutes of each meeting, agenda, and notices of upcoming meetings are mailed to participants.

In 1993 a chair for DCIC was instituted to provide leadership that extended beyond the **VIP** project. Hannah Rosenthal and Sarah Soglin acted as co-chair of the coalition. The role of the chair is to coordinate the efforts of the public and private sectors and the community to accomplish the objectives set forth in the coalition mission statement.

### A clear understanding of the mission is essential to keep the group focused.

DCIC members wanted a clear understanding of team projects and time frame. Team missions and objectives were adopted. The group chose March 1994, as the month to focus planned activities for Immunization Awareness Month.

DCIC wanted a written work plan for 1994. Written work plans were adopted yearly thereafter and are evaluated and revised over time.

## **1994 Accomplishments**

### Education & Outreach

- Brochure and letterhead developed and printed.
- The March public awareness campaign was seen as successful and members wanted to repeat a campaign in October. Activities included:

- City, County, and State Immunization Awareness Proclamations
- McDonald Restaurants Incentives Kickoff
- County-wide Immunization Clinic on March 29, 1994, advertised on WISC TV
- Unsuccessful attempt to obtain funds for bus advertising campaign.
- Coordinated activities with the March of Dimes activities
- Began to attend local festivals on a regular basis (Freedom Fest, Junteenth, etc.)
- Added various incentives (toys, magnets, coloring books, thermometers, school supplies)
- Clinic appearances by local celebrities (Ronald McDonald, Stu Jackson, TaDa the clown, Alice in Dairyland)
- Educational programs provided to OB staff at local hospitals

### Evaluation

Countywide Kindergarten Immunization Retro Audit Results. This audit was repeated yearly for several years.

### Immunization Practices

Creation of an Immunization manual for all providers of immunizations in Dane county. Standardized Immunization Manual for Area Practitioners written, distributed to all Dane County immunization providers. This manual is regularly updated. Manual seen as helpful.

### Technology

Surveyed provider groups & schools about currently used immunization data storage systems. Three schools used computer databases. Some clinics used computer billing. No systems link. City & County share MadVacs database.

## **1995 Accomplishments**

- Mission of DCIC expanded to incorporate immunizations for adult populations. Executive Group added. A new chairperson, a member of the Madison - West Towne - Middleton Rotary joined DCIC. Rotary clubs throughout Dane County began to participate as well. Kiwanis club members also joined.

### Executive Committee

Consist of representatives of all provider groups. Oversee coalition activities. Established a group to serve as Honorary Chair to endorse DCIC. Requested funding support from 3 pharmaceutical companies. Wyeth responded donating \$5,000.00.

- Immunization Awareness Months planned for April and October.
- UW Journalism students conducted a family immunization survey to learn where to target immunization campaign information. Four publics (the media, general community, health care community, and parents) need to be given accurate and consistent information to dispel misconceptions about the immunization process and to effectively heighten the overall immunization rate. Parent information & media kits and a sample budget were designed for use.
- UW Medical students designed a packet of information about immunizations for parent groups. The class was presented to SAPAR, MATC Parenting class, and a Women's Offenders Group.
- Educational programs (conducted by variety of members) expand:

- Hot Topics - Immunization Success Story - 2/18/95
  - Planned Parenthood & Adult Immunizations - 5/23/95
  - Immunizations - Grand Rounds, Meriter Hospital - 6/14/95
  - Public Private Partnerships and Education & Outreach - 8/03/95
  - Immunization Update/Madison Schools - 9/28/95
  - Immunization - Primary Prevention Training – 12/0/95
- ***Color Me Immunized Poster Contest*** conducted fall 1995. Winning Posters displayed throughout Dane County following a Contest Awards Ceremony attended by Mark Johnson.
  - Countywide Kindergarten Immunization Retro Audit Results.
  - Standardized Immunization Manual for Area Practitioners updated. Team instituted a newsletter for all providers of immunizations, "Immunization Pearls".
  - A County-wide Immunization Data Base Pilot Project with Wisconsin Health Information Network, ATT, initiated 6/95 is now on hold pending outcome of a State-wide Database Project also under development. Provider groups in the County-wide DB project include:
    - City and County Health Departments
    - Dean
    - Group Health
    - Madison Metropolitan School District
    - Physicians Plus
    - Unity/U-Care
    - UW Department of Family Medicine
  - A Statewide Immunization Data Base System is being designed using CDC core data guidelines. This system will allow for record storage & exchange, population assessment, reports, and state and national record search. The system is anticipated to begin operation in 1997. Groups in the State-wide DB project include:
    - WI Bureau of Public Health Immunization Program
    - Bureau of Health Care Financing
    - Division of Health Bureau of Information Services
    - Marshfield Clinic
    - Milwaukee Health Department
    - Reps from the above county-wide DB group
    - WIC

## 1996 Accomplishments

Objectives expanded to:

- Identify additional community resources able to enhance DCIC.
- Identify methods to sustain DCIC in absence of grant sponsorship.
- UW Med student presentation.
- UW Pharmacy student presentation.
- Immunization insert updated in Parenting In the First Year - Kiwanis/UW Extension publication.
- Working with FOX 47 on a Media campaign.
- Current Immunization Levels of children 2 years of age study was completed by the Evaluation team. Using a population based sample of children in Dane County

charts of children from public and private providers were audited to determine Current immunization levels, i.e. immunization status of children between 19 and 36 months of age on 1/1/95. Results indicated 75% of children in Dane County were Up to Date at two years of age.

- Immunization manual was updated for all providers of immunizations. Another newsletter distributed. The team instituted the *Roll Up Your Sleeves* School Based Hepatitis B Project.
- CASA program was made available to evaluate MadVacs database. The WI Division of Health is seeking an improved immunization software package for local health departments and is also working on a statewide immunization registry.
- DCIC supports the development of a statewide immunization database system being designed. This system will allow for record storage & exchange, population assessment, reports, and state and national record search. The system is anticipated to begin operation in 1997.
- A Volunteer Team was established which helped to support School Based Hepatitis B Clinics. Volunteers assisted at Roll Up Your Sleeves clinics, helping to immunize over 2,000 students in sixth grade in Madison and Dane County.

## 1997 Accomplishments

- Leadership of Mary Feldt as Chair and changeover to Wayne Glowac as Chair
- Award winning media campaign of Orion Advertising, "*Don't Play This Game!*"
- Broadcasting of Radio and TV PSAs on WIBA, WISC, & FOX 47
- Presentation of Dane County's successful *Roll Up Your Sleeves* programming at the National Immunization Conference by Freddi Adelson, Dr. Thomas Saari, and Marjorie Hurie
- Media articles about Hep B coordinated by Amy Vieth
- Volunteer Support of *Roll Up Your Sleeves*
- Volunteer recognition by radio and newspaper stories
- Support of McDonalds & Z104
- Production & distribution of updated immunization practice standards to all providers
- Distribution of *Immunization Pearls* authored by the Immunization Practices Team
- Support of Rotary and Kiwanis
- Morning news segment on WISC TV by Stacey Moyer
- Contributions of Connaught, Merck, & Wyeth Pharmaceutical Companies
- Exterior Bus Posters *Save Lives, Immunize*
- Press Conference with Mayor Sue Bauman & County Executive Kathleen Falk, with presentations by Dr. Thomas Saari and Wayne Glowac, and bestowing of Community Partnership Awards
- Coordination of a county-wide influenza/pneumonia campaign yielding multiple media stories
- New DCIC Letterhead
- Retrospective audit of immunization for children < 2 yrs
- Membership feedback via coalition evaluation
- General Membership meetings 2/19/97; 4/30/97; 6/25/97; 8/21/97; 10/8/97; & 12/10/97
- Assistance of David Grams & Associates for 501 C-3 application, Articles of Incorporation, and Bylaws

- April and October Immunization Awareness campaigns

### **Accomplishments of 1998**

- Leadership of Wayne Glowac as Chair
- Assistance of David Grams & Associates for 501 C-3 application, Articles of Incorporation, and Bylaws
- Successful process for incorporation of DCIC
- Participation of the Officers and Board of Directors of DCIC, Inc.: Wayne Glowac, Dr. Thomas Saari, Carmella Glover, Jeanan Yasiri, Amy Vieth, and Stacey Lauth Moyer
- Stellar media campaigns done by Orion Advertising, "Immunize for Life!" as well as "Don't Play This Game!"
- Design, production and distribution by Orion Advertising of a marketing video for broadcast time for immunization commercials
- Participation of Randy Wright in the marketing video
- Design of a tray liner model by Orion Advertising for use by McDonald Restaurants
- Support of McDonald Restaurants for tray liners about immunization as well as food coupons for children immunized at health departments throughout southeastern WI
- Broadcasting of Radio & TV immunization commercials on WISC, WMTV, & Z104
- Broadcasting of immunization videos on Madison City Channel
- Volunteer support from Dean, Group Health Cooperative, Meriter, Physicians Plus, and Kiwanis and Rotary for *Roll Up Your Sleeves*
- Immunization Display table set up by UW Medical students at South Towne Mall during National Infant Immunization Week
- Design of a suggested public relations campaign by students of the UW School of Journalism and Mass Communications
- Production & distribution of updated immunization practice standards to all providers
- Distribution of *Immunization Pearls* in the spring and fall, authored by the Immunization Practices Team
- *Stop the Flu* proclamation by Governor Thompson
- Support of Rotary and Kiwanis
- Collaboration of all influenza providers for a fall influenza & pneumonia campaign yielding multiple media stories: Dean, Group Health Cooperative, Physicians Plus, Unity, Visiting Nurse Service, City and County Health Departments
- Participation of Group Health Cooperative and Physicians Plus in a Current Study of Immunization levels of children two years of age
- TV news segments about immunizations by Dr. Tom Saari & Dr. William Scheckler
- Participation in WI Adult Immunization Coalition & the State Immunization Task force
- April and October Immunization Awareness campaigns
- General Membership meetings 2/18/98; 4/30/98; 6/25/98; 8/18/98; & 11/3/98

### **Accomplishments of 1999**

- Leadership of Wayne Glowac as Chair

- Participation of the Officers and Board of Directors of DCIC, Inc: Wayne Glowac, Dr. Thomas Saari, Carmella Glover, Jeanan Yasiri, Amy Vieth, and Stacey Lauth Moyer
- Stellar media campaigns done by Orion Advertising:
  - *"Immunize for Life!"*
  - *"Don't Block the Shots!"*
- Support of McDonald Restaurants for tray liners about immunization as well as food coupons for children immunized at health departments throughout southeastern WI
- Broadcasting of Radio & TV immunization commercials on WMSN FOX 47, and Z 104
- Volunteer support from Dean, Group Health Cooperative, Meriter, Physicians Plus, UW Health, Kiwanis, and Rotary for *Roll Up Your Sleeves*
- Production & distribution of updated immunization practice standards to all providers
- Distribution of *"Immunization Pearls"* authored by the Immunization Practices Team
- Kiwanis participation in "Youth Helping Youth", a project for the April awareness campaign focusing on Hepatitis B immunization for adolescents
- Establishment of Web Site @ [www.ci.madison.wi.us/health/dcic.html](http://www.ci.madison.wi.us/health/dcic.html)
- WinCASA clinic assessments at Madison Community Health Center, City, and County Departments of Public Health
- ***"Save Lives, Immunize!"*** transit ad on city buses during November
- Participation of Dean Medical System, Group Health Cooperative and Physicians Plus and UW Health in a Current Study of Immunization levels of children two years of age
- TV news segments about immunizations by Dr. Tom Saari
- Collaboration of all influenza providers for a fall influenza & pneumonia campaign yielding multiple media stories:
  - Dean, Group Health Cooperative, Physicians Plus, UW, Unity, Visiting Nurse Service, City and County Health Departments
- Participation in WI Adult Immunization Coalition
- **"Stop the Flu"** proclamation by Governor Thompson
- Participation in the National Coalition for Adult Immunizations
- Participation in Protect All Kids Immunization Coalition of Milwaukee
- DCIC feature article in the Fall 1999 NCAI newsletter, "Coalition Close-Ups"
- Participation in the WI Immunization Registry pilot
- April and October Immunization Awareness campaigns
- General Membership meetings 1/7/99; 3/18/99; 5/6/99; 6/30/99; 9/8/99; & 11/10/99
- The following businesses and organizations gave contributions of money, staff time, and other resources in 1999 to create and broadcast these important immunization messages:

Dean Health System  
 Group Health Cooperative  
 Kiwanis Division 4  
 Madison East Kiwanis Club  
 Madison West Towne Mall  
 Middleton Rotary  
 Merck & Co. Inc.

Middleton Kiwanis Club  
 Middleton Kiwanis Key Club  
 Orion Advertising  
 SmithKline Beecham  
 Wyeth-Lederle Vaccines  
 WMSN FOX 47 TV  
 Z104 Radio

### Accomplishments of 2000

- McDonald Restaurant tray liners about immunization and food coupons for children that are immunized at health departments throughout southeastern WI

- Study of Current Immunization Levels done by the Evaluation Team
- Award winning TV ads Produced by Orion Advertising and broadcast on FOX 47 TV
  - ***Immunize for Life!***
  - ***Don't Block the Shots!***
- Immunization Billboards in five locations throughout Dane County
- "*Immunization Pearls*" authored by the Immunization Practices Team
- General Membership meetings 6 times throughout the year and leadership of the Officers and Board of Directors:  
Wayne Glowac, Bill Bathke, Dr. Thomas Saari, Carmella Glover, Jeanan Yasiri, Carola Gaines, Freddi Adelson, Amy Vieth, Stacey Lauth Moyer.
- Immunization Symposium at the Monona Terrace Convention Center featuring Dr. Thomas Saari and Dr. Ray Strikas
- Varicella Event – October 4, 2000
- Outreach Proposal
- Bill Bathke starts as Chair Person of DCIC

## Accomplishments 2001

- **Educational Events for Immunization Providers**
  - Immunization Symposium at the Monona Terrace Convention Center
  - Immunization Workshop at Olbrich Gardens
  - "Immunization Pearls" newsletters distributed to over 300 providers.
- **Awareness Events**
  - ***Mock Chickenpox Outbreak Event Stop the Pox!*** at the State Capitol with guest speakers Sue Ann Thompson and Senator Jon Erpenbach; an award winning event.
  - ***Varicella radio ad*** produced and broadcast to encourage families to seek the Varicella vaccine for their children in preparation for the 2001-2001 school year requirement for children entering kindergarten and day care to receive the varicella vaccine or to demonstrate history of illness.
  - ***Parents & Providers, Do You Know What's New?*** – Rotary Foundation Blane Immunization Awareness Campaign to highlight what's new in immunizations for the year 2001. Displays and educational packets containing information about WI Act 115, Varicella vaccine, PCV, and the importance of immunization were designed, produced, and placed in pediatric, family practice, public health clinics, and over 1,000 day care centers.
  - ***Influenza Campaign*** – A fall campaign to improve influenza immunization rates among health care workers, particularly at Community Based Residential Facilities and nursing care centers. Barriers to getting flu shots and myths about the flu shots were addressed. Incentives were offered to those who were immunized for influenza.
  - ***Kids Day at the ZOO***
  - ***"Don't Play This Game! Have Your Child Immunized Today!"*** Immunization Billboards in five locations throughout Dane County
  - ***McDonald's Tray-liners:*** Effort to inform parents of immunization needs of the children.
  - ***Award winning TV ads Immunize for Life! and Don't Block the Shots!*** Produced by Orion Advertising and broadcast on FOX 47 TV.

- **Roll Up Your Sleeves:** *A special effort to assist school-aged children get Hepatitis B immunization.*

### **Accomplishments of 2003**

- 4 Board meetings (Jan 22, Mar 26, June 18, Oct 15)
- 4 General membership meetings (Feb 5, May 7, Aug 12, Nov 12)
- Smallpox Preparedness: How it May Impact clinical Practice in Dane County, Dr. Scheckler & Lorna Will
- Immunization Pearls – March & December 2003
- Pearls is available on DCIC web site @ <http://www.ci.madison.wi.us/health/coalitions/dcic.html>
- Immunization Awareness Campaign
- Influenza for Health Care Workers Campaign
- Immunization Symposium in November
- Fund Raising – \$53,262.00 for the year 2003
- Amy Carlson would like to be the new Chairperson for DCIC

### **DCIC Accomplishments of 2004**

- Amy Carlson becomes new Chairperson
- WIR Hospital Pilot Project initial meeting
- Statewide meeting of local coalitions
- Immunization Pearls –
  - March & September 2004
- WMTV NBC 15 The More You Know TV spots
  - Varicella
  - Infant Immunizations
- “Scratch Out the Pox” radio ad runs July 19 through August 7
- Flyers for back to school immunizations distributed at stores during back to school sales
- Educational Symposia for Immunization Providers
  - Oct 8 – Influenza for Adults and Children
  - Nov 4 – Vaccine Safety Issues
- “Protect those You Care For” Influenza Campaign

### **DCIC Accomplishments of 2005**

- Kim Sveum becomes new Chairperson
- Presentations at DCIC meetings
  - Pertussis: Dr. Jeffrey Davis
  - New Vaccines on the Horizon: Dr. Thomas Saari
  - Influenza Strategies in Dane County: Sandy Jacobsen, Pat Harper, and Susan Kleppin
- Immunization Pearls
- Tdap Campaign
  - Radio Ad by Glowac Harris

- Press Releases
- Media Coverage
- Immunization Update for Practitioners
  - Oct 18 – Lussier Family Heritage Center
- WIR Hospital Pilot Project meeting
- RX for Survival, Capitol Rotunda, Oct 8

## 2006 Accomplishments

- Kim Sveum stays on as chair
- **Presentations at DCIC meetings**
  - Dr. Tom Schlenker- Autism and Vaccines
  - Ruth Mueller- Rotavirus/ Hep A
  - Dr James Conway- Teaching Old Dogs New Tricks- Immunization Improvements in Kenya
  - Jerry Gabor- Influenza season 06-07
  - Tom Satterstrom- Prevnar Best Practice Recommendations
  - Craig Roberts, PA- Gardasil & HPV
- **Fall Immunization Symposium** for healthcare providers
  - Monday, September 11, 2006
  - Held at Promega's Biopharmaceutical Technology Center
  - Donna Weaver, MS as speaker
- **Media Campaign: "Keep Them Safe, Keep Them Immunized"**
  - Radio Ad by Glowac Harris
  - Press Releases
  - Media Coverage

## 2007 Accomplishments

- Kim Sveum stays on as chair
- **Presentations at DCIC meetings:**
  - Dr Tracey Schultz-Cherry- Avian Influenza
  - Tom Maerz/ Jeneile Luebke Cleary- WIR Reporting Functions & Immunization Statistics for Madison and Dane Co.
  - Elaine Rosenblatt APRN, BC- Travel Vaccine Recommendations
  - Dr Jon Temte- Zostavax and Varivax Best Practice Recommendations
  - Dr. Tom Scheckler- Immunization Waivers
  - Speaker TBA- Pandemic Planning
- **Media Campaign: "Keep Them Safe, Keep Them Immunized"** during April 2007
  - Radio Ad by Glowac Harris
  - Press Releases
  - Media Coverage
- **Fall Immunization Symposium** for healthcare providers
  - Donna Weaver from the CDC agrees to speak again
  - Planned for October 9th at American Family Auditorium

- **Immunization Grand Rounds**

**Dr. James Conway:**

**2007 Vaccine Review: The Increasing Importance of the "Adolescent Platform"**

- Consider the Human Papillomavirus Vaccine recommendations and related controversies
- Discuss Meningococcal vaccine safety and supply issues
- Review indications for the use of Tdap vaccines
- Briefly discuss other new vaccine recommendations affecting adolescents & adults (ex. varicella, influenza)

**Friday, September 21<sup>st</sup>**

**7:30-8:30 am**

Bolz Auditorium  
Meriter Hospital  
202 S Park Street,  
Madison, 53715

**Wednesday, September 26<sup>th</sup>**

**7:30-8:30 am**

St Mary's Hospital  
707 S Mills St,  
Madison, 53715

**Thursday, September 27<sup>th</sup>**

**7:30-8:30 am**

UW Hospital  
Health Sciences Learning Center  
750 Highland Ave  
Madison, WI 53705

- **Immunization Pearls**

- March & October 2007

- **Creation of a second DCIC publication:** "Immunization Update" that is geared toward non-medical personnel such as day care providers.

- March & October 2007