

Dane County Immunization Coalition General Membership Meeting Summary February, 15, 2011 – 12:00-1:30 PM

I. Introductions

II. Treasurer and Committee Reports

Treasurer Report – Area healthcare organizations have received outreach letters inviting them to support DCIC's mission through monetary donations. Thus far, we have received responses from Unity and UW Health with donation of \$1,000 each. Update, as of 2/22/11, GHC-SCW has also donated \$1,000.

Pertussis Subcommittee Summary– (See report below)

School Influenza Subcommittee – A consensus was achieved in the idea that school influenza immunization clinics offered an excellent opportunity to access children who otherwise might not get immunized. Challenges with implementation include garnering resources for coordination and funding. There are both national and local companies that can perform this service for a fee. Cost is complicated by the fact that HMO's have already included cost for vaccinating their clients in their services. Since most organizations have already placed their flu vaccine orders, a pilot is unlikely for this year, but not out of the question for next year.

III. Guest Speaker Presentation

(See attached PowerPoint and article) Dr. Jon Temte presented information on the Advisory Committee on Immunization Practices (ACIP). ACIP is comprised of 14 voting members from a variety of backgrounds and also includes affiliates using both permanent and task-oriented workgroups to develop guidelines. The committee meets three times per year plus ad hoc meetings on emergent issues. All meetings are open and they have also recently begun to webcast the meetings. Several professional organizations such as AAFP and AAP establish their recommendations based on provisional ACIP recommendations. ACIP provides guidance to the CDC:

*...regarding the most appropriate selection of vaccines and related agents for **effective** control of vaccine preventable disease in the civilian population.*

*...on **population groups and/or circumstances** in which a vaccine or related agent is recommended.*

*...on contraindications and precautions for the use of the vaccine and related agents and provide information on **recognized adverse events**.*

*...deliberations on the appropriate use of vaccines to control disease in the U.S, should include **consideration of population based studies such as efficacy, cost benefit, and risk benefit analyses**.*

Summary of Activities of DCIC Pertussis Subcommittee as of 3/1/11

Letters to Providers and Administrators:

- Physician's Plus sent letters to Mary Hansen who sent them to Barb Bryant for clinic distribution to primary care providers and clinic managers with Meriter Medical Group. Also sent copy to Nicole Bauman Blackmore, the Medical Director of Pediatric Hospitalist Program.
- UWMF (Sandy)—letters sent to pediatric group,
--met with OB/gyn staff at 20 S. Park to ask that they provide educational materials, talk with patients, check Tdap status of all OB patients, discussed vaccinations for family members, and imms for staff.
--clinic requested Circle of Safety handouts, received 100 requested.
- Dr. Conway sent out letters to Pediatric Provider mailing list and faculty
- GHC—Letters out to providers and administrators
- Dean—Letters out to Vaccine Committee Chairpersons to consider and distribute. Meeting next in early March.
- Pharmacist Society of Wisconsin—letter samples sent. Also having 1 hr. CE session in April focused on Tdap/pertussis updates at their annual educational conference. Presenter: Stephanie Schauer, State Immunization Program Epidemiologist
- Also sent to: Associated Physicians, Meriter Clinic, Meriter Hospital and Wildwood Clinic (Diane Triplett). 2/23/11—letters sent to Madison Women's Health Clinic.
- Access Community Health Center—letters sent 2/14/11 (Sara Downie, Prenatal Program Coordinator)
- Sandy has met with one UWMF OB clinic to discuss PP Tdap with enthusiastic response. Will follow-up with 3-4 other UWMF clinics. Currently Tdap status on screening for prenatal report. Discussed adding client Tdap status to Problem List, as not currently on automatic pop-up.

Brochures provided to: St. Mary's Hospital, and 20 S. Park UWMF/OB clinic

Poster info provided (and now available online for anyone at DCIC website):

Sent to Steve Tyska and Patricia Deffner-Valley (UW).

Newsletters:

- Unity (Breanna) 1st quarter 2011 Tdap article to be in Member and Practitioner newsletter. Information added to website with video of Dr. Jim Conway. Also imbedded video on social media sites (FB, Twitter)
- 4th quarter 2010 articles in Practitioner newsletter (pertussis and adolescent immunizations)
- "Our UW Health" Fall 2010 patient newsletter front feature article on Tdap

Prenatal and Postpartum programs:

- Unity—Brown Tdap brochure and informational letters routinely sent to members enrolled in “9 Months and More” program, or to members 1 week postpartum if not in “9 months and more”
- Dean/St. Mary’s (Linda)—Healthworks—including brochure in Childbirth Educational classes.
- Access Community Health Center—emailed materials to Sara Downie on 2/14/11, with PC to discuss need for information and outreach. Knew of postpartum Tdap through Immunization Pearls (7/10 edition), but not otherwise. Being provided with materials now. Access Clinics giving Tdap to all family members needing vaccine at OB and newborn appointments.

Dane County Parent Council: outreach materials to staff and family advocates working with pregnant women, infants and toddlers. Followup letter again 2/28/11.

SAPAR: Email contact to Carol McQuade, School nurse, with outreach materials for distribution to students and families. She will follow-up with students/families.

Media Issues/Ideas (see Talking Points)

- Working on media outreach, perhaps in coordination with hospitals and PP Tdap startup? Diane to follow-up and consult with media contacts.

Kids Expo:

Weekend of 2/18-20/11. Variety of brochures on PP Tdap being displayed at booths for GHC, St. Mary’s (Postpartum nursing staff), and Meriter Hospitals during Kids Expo at Alliant Center.

Training Webcast (?)—

Discussed suggestion from providers requesting webcast as training option. State Immunization Program is discussing outreach to providers (LHD, ICP’s, pediatrics, etc) on Tdap throughout the State.

DCIC Pearls: July ’10 edition with article on Tdap for cocooning. February/March 2011 edition with Tdap article and new ACIP guidelines.

UW (Unity U-Connect) has established Tdap screening and vaccine delivery information in routine recommendations in its Preventive Health Guidelines for standard practice for pre-pregnancy, pregnancy, postpartum care.

Hospital Updates:

- Meriter: Have not fully implemented postpartum Tdap yet. Have online training for staff, communication to providers, ed materials for patients need ordering, and WIR added to EPIC for OB by 2/14/11. Formal implementation date 4/18/11. Postcard to be added to folders used in clinics and maternal folders.

- St. Mary's Hospital: Tdap tab added (by mid-January) to EPIC flowsheet and "best practice" alert will prompt an order if needs to be given. We discussed VIS sheets, brochure options, new guidelines, staff education/training offer and materials. Have 500 brown Tdap brochures.

BadgerCare Outreach:

- Physician's Plus-nothing yet. Follow-up with Jenny's replacement when hired.
- Dean—Information added to Strong Beginnings packets to pregnant families
- Unity -Brown Tdap brochure and information letters to members enrolled in "9 Months and More" program, or to members 1 week postpartum if not in "9 months and more"

Talking Points prepared for groups interested in more information or training. No f/u calls received after letters sent. Will also be used as informational basis for media outreach.

Printed Materials: all online for viewing and available to print/order.

Wisconsin Perinatal Association: Emailed re: Tdap as issue of interest to Perinatal providers for future outreach and education.

Public Health Outreach:

- WIC—Tdap postcard and outreach with PG women and new moms/families at WIC clinics through MCH at WIC, often during public health immunization clinics where families are immunized at same visit. Fall newsletter article to clients highlighting need for Tdap vaccine for contacts of newborns.
- Outreach to perinatal clients seen for Prenatal Care Coordination to ensure Tdap to all contacts of newborns.
- Outreach to Daycare Providers in 2010 through 4C's, with posters, brochures, and newsletter article on Tdap for contacts of newborns. Further daycare outreach planned for immunizations in general in 2011
- Immunization Clinics—free Tdap to all adults. Routine outreach for Tdap to parents of children coming for immunizations at clinics.

What's left?

Still need OB/Family Practice physician for outreach to OB/FP physicians—suggestions?

Adding Tdap status to clinic providers prenatal screening? This would make process smoother in hosp.

Wisconsin Medical Journal: Suggested by Gillian as outreach to physicians by physicians. Published 6x/yr, letter to Editor—400 words, Essay—600 words. DCIC to request influential MD to write Tdap info/promo. Suggestions?

Other outreach:

- Look at Smart Sets in clinics?
- Handouts at clinic desks
- Breastfdg classes?
- Doulas?
- Meriter Mother-Baby Hour?
- Infant Massage?
- Contacts at Mom's in Madison, Nikki's Diapers, Happy Bambino, La Leche League (mom groups)
- CareNet, Planned Parenthood
- Letter needed from State encouraging Tdap PP, for Healthcare workers and in ED's/Urgent Cares to give prompting to all providers and providing Standing Orders.
- Followup to assure all childbirth educators have received info/brochures/posters
- Any need to f/u with schools, daycares, (4C's, etc)—schools with high rates of immunization already. Daycare outreach already being pursued by PHMDC Stimulus grant for 2011.