

Texas Immunization Stakeholder Working Group Meeting
JJ Pickle Research Center
Austin Texas
May 19, 2011

Participants: * Represents New Attendees

Austin Travis County Health and Human Services, **Coleen Christian, Kathy Cavin**
Brownwood-Brown County Health Department Immunization Coalition, **Jodie Hohertz***
Dan Walters and Associates, **Dan Walters**
Ft Bend County Health and Human Services, **Alice Hallgren***, **Nancy Drake ***
GlaxoSmithKline Vaccines, **Angela Craig, Becky Jacks**
Hays County Public Health, **Amelia Flores**
Immunize El Paso, **Daniel Acosta**
Immunization Coalition of Tarrant County, **Teri Andrews**
McLennan County Public Health Department, **Jacqueline Walker**
Medimunne Vaccines, **Lori Bush, Lori Koehler, Thomas Colbert**
Medical Business Consultants, **David Vela***
Merck Vaccines, **Andrea Stricklin, Rekha Lakshmanan**
Milam County Health Department, **Diane Flow**
My Vaccines Inc., **Ed Chao***
Novartis Vaccines, **David Barker**
Pfizer Pharmaceuticals, **Bianca Parr, CC Alexander***, **Catherine White, Keith Cunniff**
San Antonio Metropolitan Health District, **Clark Petty, Sandra Hermosa**
Sanofi Pasteur Vaccines, **Brad Bracken, Doug Rock, Paula Jimenez**
Superior Health Plans, **Adelaida Perez***
Tarrant Count Public Health Department, **Anita Colbert**
Texas Academy of Family Physicians, **Kate Alfano, Katharina Hathaway, MD**
Texas Association Obstetricians and Gynecologists, **Jill Johnson***
Texas Association of Health Plans, **Barry Lachman MD**
Texas Association Local Health Organizations, **Jennifer Smith, Larry Johnson***
Texas Children's Hospital, **Laura King***, **Rachel Cunningham***
Texas Higher Education Coordinating Board, **Donna Carlin**
Texas Medical Association, **Tammy Wishard**

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Texas Medical Foundation, **Christine Pencak**, TMF Health Quality Institute **Albert Chiuminetta**

Texas Nurses Association, **Laura Lerma**

Texas Osteopathic Medical Association, **Neil Levy DO**

Texas Pharmacy Association, **Kim Roberson**

The Immunization Partnership, **Maureen Moore, Nidhi Nakra**

The Jamie Group, **Patsy Schanbaum**

Methodist Health Care Ministries, Wesley Nurse Association, **Sharon Skaggs**

Williamson County Health District, **Stacy Schweitzer**

DSHS Immunization Branch:

Andrea, Legnon, Becky Richburg, Estella Garcia, Ishah Coleman, Jack Sims, Justin Kerr, Karen Hess,

Kathryn Johnson, Lola Davis, Lori Ashford, Lupe M Garcia, Sara Kirk, Shirin Metayer*, Susan Belisle,

Tim Hawkins, Tristan DelCanto, Vivian Harris, Anshu Bohra, Volunteer

Health Service Region 7, **Diane Romnes**, Health Service Region 6/5s, **Kathleen Ingrando***

Texas CDC Federal Advisors: **Mark Ritter, Vivian Porter***

DSHS Programs:

Children with Special Health Care Needs, **Lillian Goeders, Kathy Clements**

Child Health Services, **Kim Wilson**

Infectious Disease Control Unit, **Rachel Wiseman**

HIV/STD Comprehensive Services Branch, **Tammy Foskey**

WIC Nutrition Services, **Elizabeth Bruns**

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New Member Orientation	Tim Hawkins	DSHS Disease Prevention Intervention Section	Mr. Tim Hawkins welcomed eleven first time attendees to the new member orientation. A short presentation on the history and accomplishments of TISWG since its inception was followed by a question and answer session.
Welcome and Introductions	Dan Walters all participants	Facilitator- Litaker Group	Mr. Dan Walters introduced himself and called the meeting to order at 9:00 am. Attendees were asked to introduce themselves and the organizations they represented. Logistics of the meeting site was provided along with a review of the meeting agenda. Attendees were asked to comment of the most recent meeting minutes. With no corrections noted, the minutes will be posted on line as written.
Branch and Legislative Updates	Jack Sims	DSHS Immunization Branch Manager	<p>Mr. Jack Sims provided the latest information on the on-going legislative session pertaining to Immunizations and notable branch activities. Doing the session, three major bills were still alive out of the numerous bills projected. HB3336 relating to information about pertussis education bill to parents of newborn children, SB1177 relating to Health Care Facilities adopting policies on vaccine preventable diseases, and imposing penalties. HB576 pertaining to education to parents regarding meningococcal vaccines for students. The supporting amendment SB 156 sent to the governor as an amendment but has been withdrawn.</p> <p>Mr. Sims also highlighted the budget which included a \$4 million budget reduction for immunizations over the next two years. Currently the highest priority issues for the Immunization Program are the cocooning project for pertussis, and the reintroduction of the rotavirus vaccine promotion to prevent unnecessary hospitalizations. There is also emphasis on ImmTrac which includes deregulation status, business mapping and improved data quality.</p> <p>Mr. Sims announced that the Texas VFC program has reached a milestone with the Electronic Vaccine Inventory (EVI). Ms Karen Hess reiterated that from now on providers will be able access the system to choose their vaccines and adjust their vaccine choices in ordering.</p>

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			<p>The system will open every quarter for two weeks for the purpose of providers ordering vaccines. This was no small feat, the security and building the program alone was a major undertaking. In our funding requests we have applied for insured child 317 funds, which may not be available in the future due to budget constraints. We are also currently exploring how the bill will affect Medicaid and CHIP insurances. Mr. Sims gave information on the funding applications sent to CDC for special projects such as EVI and Medicaid reimbursement. There are anticipated reimbursement changes for Medicaid reimbursements. Currently there are invitations for discussion on who can counsel parents about vaccines. Those being considered include health professionals with certifications, nurse practitioners and pharmacist. MD DO PA Certified pharmacists.</p> <p>Lastly, Mr. Sims welcomed Ms. Vivian Porter as our newest member of our Management Team. She is replacing Sharon Slater our previous Public Health Advisor.</p>
<p>Immunization Education Campaigns “ The pushes and pills of Statewide Campaigns</p>	<p>Lupe M Garcia</p>	<p>DSHS Immunization Branch Public Information and Training Group Manager</p>	<p>Ms. Lupe Garcia provided a presentation entitled “Immunization Education Campaigns 2005 to Present” This was an Immunization Campaign 101. Ms. Garcia began the presentation speaking of the initiation of immunization education since the error of 1993 -5. Please see the PowerPoint presentation attached. From her experience, campaigns have evolved from “information only” to “education” campaigns used strictly to inform and motivate people to modify certain behaviors intended to increase the vaccination rate of Texans. Over the years different strategies, messages and interactive tools were used to reach and educate the target population ranging from childhood to adult vaccination. Each year, audience feed back and research survey results of the campaigns largely resulted in the improvement in newer campaign strategies. The 2011 campaign strategies centers on three primary areas with specific messages and targeted populations to improve rates.</p>

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			<ul style="list-style-type: none"> • Cocooning-Pertussis Campaign “Protect Babies-Get Vaccinated.” • Pregnant Mothers-“Protect 2 from the Flu.” • General Immunization Campaign-“Immunization Throughout a Lifetime.” <p>These campaigns will continue through August 2011. Questions and answers followed the presentation. Ms. Garcia asked the stakeholders for input to the campaigns, first describing their definition on education and how else delivery of effective immunization messages could be delivered. Dr. Lachman questioned if there is anything like the cocooning project for parents of children with Asthma? He announced a soon to be release animated advertisement via www.Healthnutsmedia.com, on asthma and shared how asthma targeted messages are similar in complexity to get the message out. The presentation ended with Dr. Levy recognizing the work of Ms. Garcia over the years on media and campaign projects.</p>
<p>Multiplying the Effectiveness of Immunization Campaigns TISWG Conversations</p>	<p>Dan Walters All</p>		<p>Prior to the break, participants were given instructions for the interactive segment of the campaign presentation. Participants were divided into mini working groups with a table host assigned. Each attendee was asked to examine the previous presentation and provide input to the three campaign topics. In addition they were asked to explore how their organization could use its circle of influence to increase campaign effectiveness? Worksheets were assigned to each topic and input from participants was collected and compiled. During the session wrap up, each group summarized in depth their table discussion and recommendations. Members expressed varying recommendations which included providing more education and training, and spreading information to the targeted populations. Also members recommended use of all the</p>

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			possible portals available to reach intended audiences as appropriate such as professional organizations, media outlets, video streams, WIC staff meetings, pharmacies, home health organizations, senior citizen groups and PTA meetings; just to name a few. Please see attachments for all other comments.
Multiplying the Effectiveness of Immunization Campaigns TISWG Discussions	All		Each table host reported back to the group at the end of this interactive session. See handout attached for comments, next steps and recommendations. Members were asked for one take away from the exercise today. The brief responses included: <ul style="list-style-type: none"> • Don't make an assumption people are aware • Take advantage of the materials made available to you • Utilize partnerships. 44.5% of participants today would be interested in TISWG Workgroup campaign items between meetings.
Advisory Committee Immunization Practice (ACIP) Update	Mark Ritter	Centers for Disease Control and Prevention (CDC) Advisor	Mr. Mark Ritter provided a detailed update on Immunization Issues pertaining to Texas. He began with a discussion of the current federal funding of several immunization projects. At this point the funding cycle for 2011 programs is intact. Leadership is currently working on the 2012 budget and grant application. Evaluation on programs funded by ARRA/Health Care Reform funds through 2013 will need to be developed as new questions are posed i.e. how do we now report on these programs. The ImmTrac Interoperability Project currently has its own funding source. The next steps are to focus on how to make the system stronger, seeking providers to actually utilize this resource and to rely less on DSHS for these services. An application for the electronic ordering system has been requested and we now await approval by early next month. Next he elaborated on flu vaccine. The Flu season went very well for Texas and 120 thousand doses of vaccine are still available. Flu campaigns usually die early in the year, however ACIP recommends the emphasis should be to give flu vaccine well

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			<p>into the first part of the new year. The recommendation of doses for flu vaccines is the same for this year as it was last year. The same is true for the number of production this year as well. A new intra-dermal flu vaccine is now available and recommended for the population aged 18 through 64years. Mr. Ritter also gave an update on the recent Flu Summit sponsored by CDC. All manufactures will get their supply by late July and the availability will be the same for all providers that offer flu vaccine. Efficacy of flu vaccines is not always definitive. By tying better strains together, it provides better protection. The use of the four strains will offer better crossover protection. New literature will be coming in 3-4 months on efficacy of flu vaccines. Along with vaccine supply other topics discussed during the summit included disparities messaging and partnerships.</p> <p>The Adult Safety Net has been expanded from 29 sites to 500 sites since its inception in 2003. Funding for this program is still being sought. The Cocooning project is also working and is helpful in increasing the vaccination coverage levels for pertussis. Discussion was also stated that this method should be tried with other vaccines. Please view the attached PowerPoint Presentation for additional information.</p>
Disease Surveillance Update	Rachel Wiseman	Infectious Disease and Control Unit	Ms. Rachel Wiseman' presentation on surveillance provided an update on vaccine preventable diseases. According to incident reports from 2005 to 20210 Texas is doing well except that of pertussis, which had around 3,358 cases in 2009, the highest numbers of cases in last fifty years. There is an increase in measles outbreak in 2011; total of 89 cases has been reported till now compared to annual average of 50 cases. Mumps outbreak in correctional facilities was well contained last year. Travel can increase the chances of exposure to diseases, so children less than 6 months can also get MMR vaccine if they are travelling. She spoke

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			briefly about the CDC grant objectives and department's data collection methods. She also reported that in the future they will be able to capture streamlined data through the ImmTrac data base. Please see attached PowerPoint presentation attached.
New Items /Hot topics	Open		Ms Becky Jacks GSK and Brad Bracken of Sanofi Pasteur announced that they jointly have formed a steering committee for pertussis awareness to increase of the fourth dose DTaP vaccine and Adult TDaP vaccine. She stated that only 6% of Texas adults have received the TDaP vaccine. She expressed they are looking for TISWG members to join this subcommittee and for comments. More information is forth coming as a meeting is schedule with Jack Sims to expound on this concept and how it could be implemented
Announcements	Open		Mr. Sims commended Mr. Ritter for his informative presentation on the ACIP Updates. Dr. Barry Lachman announced the upcoming Asthma Coalition Meeting to be held in Houston Texas September 9-11th. Their topic items this meeting will include Air Quality and other Triggers for Asthma, and Cocooning to control asthma among children. ImmTrac announced that the new brochure for the Lifetime Registry will be ready for distribution in the very near future. Use the current ordering system to obtain your supply. The next TISWG meeting is scheduled for August 18 th 2011, at William S. Hobby Building 333 Guadalupe St., Austin Texas.
Evaluation	All		Favorable comments were relayed regarding this meeting to include, location, timeliness and comfortable seating. In addition, participants stated the facility and location was fine, but the auditorium seating was restrictive. Participants also expressed a need for more direction in the group interactions and desired assignment to mini groups versus self selecting.
Adjournment	All		Meeting adjourned at 2:58 pm.