

San Diego Immunization Coalition
General Meeting Minutes
Jan 27, 2010

Participants: **Rachel Hamilton**, (Co-Chair) YMCA, CRS; Aron Fleck, CHIP; Suzi Bouveron, CDPH/CIC; Alice Matthews, Novartis Vaccines; Glenna Thomas, Neighborhood House, Head Start (NHA); Diane Rosas, Merck (for Pamela Moes); Patty Dahl, SDIB/HHSA; Eileen Griffiths, (SDUSD); Everardo Aguilar, UCSD/SDIP; Melissa Crase, SDIB/HHSA; Dana Simon, Novartis Vaccines; Michelle Deguire, UCSD/SDIP; Dan Wurm, UCSD/SDIP; Mark Sawyer, MD UCSD/SDIP; Jackie Workman, UCSD/SDIP; Syvera Hardy, SD Black Nurses Association (SDBNA); Mike Peddecord SDSU/SDIP, Josh Buck, GSK Vaccines; Jane Chou, Pfizer; Terri Richards, NCHS; Kristina Azab, Sanofi Pasteur; Holly Taylor, Novartis; Jgana-Paul Cintron, Imperial beach Health Center; Ben Dahlen, Novartis; Lydia Stewart, SD Hispanic Nurses Association; Letvia Avila, Family Health Centers SD (FHCS); Sr. M. Krista Ramirez, Scripps Health; Sandra Bravo, FHCS; Blanca Casaubon, MCFHS/CHDP; Kimberly Ralston, UCSD/SDIP Provider Services; Heidi DeGuzman, UCSD/SDIP Registry; Florencia Sisterson, SDIB/HHSA; Heidi Unruh, SDIB/HHSA and Tania Farley, UCSD/SDIP.

Welcome to the New Attendees: Edna Roxas-Hurd, NHA; Letenia Adkins, NHA; Hiondra Hernandez, MACC Head Start; Eileen Craig, Kaiser Peds Clinic; Connie Garcia, San Ysidro Health Center; Scott Paradise, Mtn. Health & Community Clinic; Elseke Zenteno, Home Start HAO; and Jennifer Gorman, San Diego Unified School District (SDUSD).

Documents distributed: Agenda, SDIC Strategic Planning, SDIC Objectives Work plan Dec. updates and SDIC Membership Survey.

Topic	Discussion	Action Items
Welcome/introductions	<ul style="list-style-type: none"> ▪ Rachel welcomed everyone and there was a round of introductions among the attendees. ▪ Hard copies of the SDIC Membership survey were available. The survey will be sent via survey monkey in Feb 2010. 	
SDIC Strategic Plan overview	<p>Rachel Hamilton provided an overview of the Strategic Plan workshop held in November 2010. The following were discussed: (PowerPoint)</p> <ul style="list-style-type: none"> ▪ Mission Statement ▪ Structure/Steering Committee ▪ 3 Year Goals & 6 Month Strategic Objectives/activities ▪ Q & A 	
Work Group Reports	<p>Designated workgroup leads - <i>Aron Fleck, Mike Peddecord, Everardo Aguilar and Tania Farley</i> provided an overview of each of the objectives and shared progress to date on each of them.</p> <ul style="list-style-type: none"> ▪ Aron Fleck – Goal: Improve perceptions of vaccines <ul style="list-style-type: none"> ○ Includes 5 objectives. Preteen vaccine week was celebrated Jan 17 – 23, 2010. SDIC members partnered with Clear Channel Radio to promote PTVW via PSA's. This objective is completed. ○ Strategic meeting is being held Feb 15th with PR folks from local hospitals to discuss perceptions of vaccines and creating community messages as well as identify best strategies to disseminate the 	

messages. This information will be shared at the SDIC General Meeting in April. Check with Aron for more information on this meeting at afleck@hasdic.org

- M. Peddecord - ***Goal: Increase Immunization rates across the lifespan*** (2 objectives)
 - Use data to look for pockets of need – geographic areas with lowest IZ rates within the county.
 - Will look at adult data as well as children. There is some aggregate data from FY 2000 – 2009 on children
 - Thank you to Wendy Wang and staff for collecting the data needed to proceed.
 - Plan to share the data the SDIC Gen Meeting April 2010.

- Everardo A.- ***Goal: Advocate for policy Changes that promote immunizations*** (2 objectives)
 - CIC Advocacy Call update – purpose to monitor legislation that impacts immunizations and health. Currently the focus is on the state's budget and the proposed cuts to funding programs such as Healthy Families, Tobacco tax, First 5 and other sources that fund IZ's for children
 - Need to identify local issues that we can work on as part of this workgroup.

- Tania F. - ***Goal: Achieve a viable and vibrant coalition.***
 - Tania asked for a show off hands of new attendees and those that are returning to the SDIC. Membership objectives are on task. A membership survey will be distributed via survey Monkey in Feb 2010.
 - Operational Guides Committee is moving forward in creating policies and procedures for the SDIC. A steering committee is being proposed to oversee the work of the SDIC. The next meeting for this committee is Feb17th from 9:30 am – 11 am at the HHS Rosecrans Complex, Harbor

	<i>Room.</i>	
<p>Break out activity and your involvement Participants divided into 4 groups to discuss proposed objectives/activities under each Goal.</p>	<p>Goal: Improve perceptions of vaccines (Facilitator – Aron Fleck, Note taker – Kim Ralston)</p> <ul style="list-style-type: none"> ▪ Discussion Notes: <ul style="list-style-type: none"> ○ Lit review (Mike P.) Lit review found more on increasing IZ rates, less literature on change of perceptions, targeted messages are best and most productive. ○ Personalizing messages can motivate actions ○ Health belief Model: personal acceptance of risk susceptibility ○ Use traditional and new marketing strategies to create and distribute targeted messages ○ Most people like emotional stories ○ Children’s Hospital of Philadelphia (CHOP) has good, non-scientific answers/rebuttals ○ Providers: react differently, some require sign-offs of PBE’s and others don’t care ○ Consensus – fight anecdotes with anecdotes 	<p>Action item:</p> <ul style="list-style-type: none"> ▪ Improving Perception of Immunizations in SD County workgroup and discussion Monday, February 15th, 12:00 pm – 1:00 pm at the CHIP offices located at 5575 Ruffin Road, Suite 225, San Diego, CA 92123. Lunch will be provided. For more information please contact Aron Fleck by email afleck@hasdic.org or phone (858) 614-1558 (Direct) or (619) 405-4310 (Mobile)
	<p>Goal: Increase immunization rates across the lifespan (Facilitator - Josh Buck – note taker-Heidi DeGuzman)</p> <ul style="list-style-type: none"> ▪ Discussion notes: 1. Tools used to identify geographic location The group identified tools that can help identify the geographic location that has lower immunization rate <ul style="list-style-type: none"> ▪ Random Digit Dialing (RDD) – county program ▪ San Diego Immunization Registry – computerized immunization system used by PHC, CHC, Private providers and special programs such as WIC, CALWORKS, Foster Care and Social Services 2. Target Group: Adolescents and Adults Discussion: <ul style="list-style-type: none"> ▪ Pediatric immunization rate in San Diego County is above 85% but the adolescent and adult immunization rate is below 50%. ▪ MCV – Vaccine (Meningococcal) has the highest rate of Missed opportunity 3. Identifying Barriers Discussion: <ul style="list-style-type: none"> ▪ Provider’s clinic policies – physical first before 	<p>Action Items:</p> <ul style="list-style-type: none"> ▪ Item 1. Identify who will be in charge of collecting the data and present it to the group? ▪ Item 2. Identify strategies in how to increase IZ rates for adolescents and adults ▪ Item 3. Think of ways to

	<p>immunizations. providers do not want to offer immunizations to the patients unless they had their physical check – up</p> <ul style="list-style-type: none"> ▪ Reminder and Recall Process – clinic need to have a good process to remind parents and patients when to get their scheduled immunizations ▪ Lack of knowledge – patients or parents does not know what immunizations that they need or where to get adolescent immunizations if they do not have insurance that can cover needed immunizations ▪ Parental consents – teens need their parents consents to get their immunizations but their parents has no time to bring them to their appointments ▪ Transportation – too young to drive. Parents are busy to drive them to their appointments. <p>4. IDEAS</p> <ul style="list-style-type: none"> ▪ School base Immunizations ▪ Outreaching – giving fliers to schools, malls, recreation centers and movie theaters ▪ Educate and present during PTA meetings ▪ Identify volunteers 	<p>overcome the barriers</p> <ul style="list-style-type: none"> ▪ Item 4. Get contact info. Holly followed up on the email address for the person running the school based adolescent vaccine program in N Ca. Gloria Silvestri from San Mateo County. Her email address is gsilvestri@co.sanmateo.ca.us she is happy to chat with SD County on her school adolescent vaccine program.
	<p>Goal: Advocate for policy changes that promote immunizations (Facilitators – Everardo Aguilar and Mark Sawyer)</p> <ul style="list-style-type: none"> ▪ Discussion Notes: brainstormed ideas ▪ Ask CIC if they can provide advocacy training or if they have a resource to provide advocacy training. Chris Calvin came to mind as a trainer. ▪ Research on where local offices of State representatives are located in San Diego ▪ Find out from CIC which lobbyists they work with in Sacramento ▪ Invite State representatives and staff members to Parent Forum and SDIC meetings to educate on what's going on with vaccines ▪ Best practices-research the 5 schools with the highest immunization rates and find out why that is to 	<p>Action items:</p> <ul style="list-style-type: none"> ▪ Interested members are encouraged to listen in on CIC Advocacy Committee calls. These calls are scheduled for the second Tuesday of each month from 8:30 am – 9:30am. You can contact Catherine Flores-Martin, of CIC - cmartin@communitycouncil.org to get on email list for the calls. <p>USA Today Article discussed by Dr. Sawyer - Are celebrities crossing the line on medical advice? http://www.usatoday.com/news/health/2009-12-23-</p>

	publish it. Create a school policy to include letters to parents about immunizations in registration packets	celebrity23_CV_N.htm?loc=interstitialskip
	<p>Goal: Viable and Vibrant Coalition (facilitators - Tania and Rachel)</p> <ul style="list-style-type: none"> ▪ Discussion Notes: Tania suggested 4 workgroups to work on this goal. ▪ Membership Workgroup – (lead-Tania) currently working on 2 objectives. It discussed that the membership workgroup would remain in tact and continues to evolve as the needs of the SDIC are further identified. The role of this committee would include not only continuing to expand the membership but eventually have a plan on how to retain membership and members. Also the need to invite new membership based on needs or new initiatives was discussed. This committee would also be responsible for maintaining and updating SDIC member database and ensuring the Roster is posted to the website. ▪ Proposed website/promotion/media workgroup – lead - TBA. It was suggested that workgroup be formed to address these types of activities. This idea will be discussed further at the ▪ New Initiatives Workgroup – (lead- Jackie) already in place and looking at some new ideas to propose to the SDIC. Initially discussed promoting Hep A & B vaccines in Jails due to the high rate of disease in this population. Currently this workgroup is waiting until information from the Data workgroup (lead - Dr. Peddecord) is shared at the April SDIC General Meeting. ▪ Other new idea – Plan a 20th Year anniversary event for the SDIC. The SDIC started in 1991 because of the measles outbreak with in the county and nation. ▪ Operations Workgroup – (lead - Rachel) Procedural Guides workgroup on target. The next meeting is Feb 17 from 9:30 am -11:00 am at HHSa Health Complex, Harbor Room. ▪ It is suggested to add a <i>“Funding Workgroup”</i> as part of this goal. 	<p>Action item: The Operations workgroup will continue to work on strategic objectives of the SDIC. Next meeting is scheduled for Feb 17th from 9:30 – 11am at HHSa Rosecrans.</p>
<p>Partner Announcements/Activities</p>	<ul style="list-style-type: none"> ▪ Feb 13th THE San Diego BLACK NURSES ASSOCIATION, Inc. announces their 34th Annual Awards Luncheon Event featuring scholarships. The Theme is <i>“Embracing Our Community through Education, Touching, and Healing.”</i> This 	<p>Note – consider videotaping the Parent Forum. The State is interested in filming this event. Suzi Bouveron will share information with Tania.</p>

	<p>event will be Saturday, February 13, 2010 at The Jacob Center Celebration Hall located at 404 Euclid Avenue, San Diego, CA 92114 from 11:00 A.M. until 2:30 P.M. Tickets: \$60.00 per person. Please contact SDBNA @ (619) 262-9133 (flyer attached).</p> <ul style="list-style-type: none"> ▪ Feb 16th FREE Community Event on Childhood Vaccines at the Palomar Medical Center, Escondido from 5-7pm. Visit www.pph.org to register or call 1-800-628-2880. (see attached flyer) ▪ Feb 18th CHIP 15th Year Anniversary Event, 5:00 – 8:00 pm at the Air & Space Museum in Balboa Park. This event will honor the work and leadership of community partners. Register at http://sdchip.org/anniversaryevent/. Consider helping CHIP continue its work to meet the health care needs of San Diego County by becoming an event sponsor or donating a raffle prize! Contact bruland@hasdic.org for further details. ▪ Rachel H. announced that the SDIC will be looking for a volunteer co-chair. More information will be sent as this is determined. 	
Next SDIC General Meeting	Wed. April 28, 2010, from 1:00 pm – 2:30 pm at the Rosecrans Complex, San Diego Room	

Submitted by Tania Farley – 2/3/10