



H1N1 Vaccination Campaigns: Integrated Communication, Distribution, and Administration Strategies

A Regional Workshop Series

April 15, 2010

Renaissance Raleigh North Hills Hotel
Ballroom – Salon C & D
4100 Main at North Hills Street
Raleigh, North Carolina

Workshop Objectives:

Following the recent, and ongoing, H1N1 vaccination campaigns, the objectives of this workshop are to:

- Examine innovative efforts used to distribute and administer vaccine and discuss how they may inform future efforts.
- Examine how jurisdictions and providers interpreted and applied the CDC/ACIP recommendations for use of H1N1 vaccine.
- Highlight successful approaches used by jurisdictions to develop and use innovative partnerships with traditional and non-traditional partners such as community groups and the private sector in order to enhance communication with the public and providers and effectively distribute and administer vaccine.
- Discuss strategies used to collect, monitor, evaluate, and use data during the H1N1 vaccination campaigns.
- Discuss lessons learned and challenges that arose during the vaccination campaigns, and identify strategies to address these challenges for future emergency vaccination programs and other medical countermeasure dispensing campaigns.

8:30 a.m. Welcome and Introduction

JEFFREY ENGEL
State Health Director
North Carolina Public Health

8:40 a.m. Charge to Workshop Speakers and Participants

JAY BUTLER, *Workshop Co-Chair*
Chief
2009 H1N1 Vaccine Task Force
Centers for Disease Control and Prevention

SESSION I: DISTRIBUTION STRATEGIES

Session Objectives:

- Provide an overview of strategies developed to receive, store, and distribute vaccine to participating H1N1 vaccine providers and administration sites in the community, and strategies developed to administer vaccine.
 - How were providers and vaccinators recruited to participate in the H1N1 vaccination program? What partnerships were used? Did these partnerships rely on pre-existing relationships, and if so, were they successful? Were new partnerships built?
 - What lessons were learned from the use of a centralized distribution mechanism?
 - Was vaccine distributed to administration sites through centralized healthcare system distribution sites or directly to administration sites?
 - How did the availability of specific vaccine formulations and indications impact distribution and administration strategies?
- Discuss the successes, lessons learned, and how challenges might be addressed to help improve future emergency vaccination programs and other medical countermeasure campaigns.

8:50 a.m. Overview and Panel Objectives

JAY BUTLER, *Panel Chair*
Chief
2009 H1N1 Vaccine Task Force
Centers for Disease Control and Prevention

9:00 a.m. Panel Remarks

SUSAN COOPER
Commissioner
Tennessee Department of Health

ANNE BAILOWITZ
Acting Chief Medical Officer
Baltimore City Health Department

JAMES TURNER
President
American College Health Association

AMANDA FULLER
SNS, CRI and CHEMPACK Coordinator
North Carolina Department of Health and Human Services

GREG PRIMUTH
Market Pharmacy Director
Walgreens

KIM BOGGESS
Assistant Professor of Obstetrics and Gynecology
University of North Carolina

9:30 a.m. Discussion with panelists and attendees

10:15 a.m. BREAK

SESSION II: PROGRAM IMPLEMENTATION AND VACCINE ADMINISTRATION

Session Objectives:

- Examine how jurisdictions and providers interpreted and applied the CDC/ACIP guidance:
 - Was vaccine administered sequentially or simultaneously to groups within the target population?
 - Was vaccine restricted to subgroups within the target population?
 - Was vaccine administered to groups outside of the target population? If so, how/why was that decision made?
 - How was demand among target populations assessed?
 - What criteria were used for expanding beyond initial target populations?
 - What challenges arose in the interpretation, implementation, and regional coordination of CDC/ACIP recommendations for H1N1 vaccination? Would a more restrictive, uniform approach have been desirable or was the flexibility of the CDC/ACIP guidance important?
 - How did local interpretation of CDC/ACIP guidance influence strategy for vaccine administration?
- Discuss lessons learned and how challenges might be addressed to help improve future emergency vaccination programs and other medical countermeasure campaigns.

10:30 a.m. Overview and Panel Objectives

DAVID LAKEY, *Panel Chair*
Commissioner
Texas Department of State Health Services

10:40 a.m. Panel Remarks

LAUREN SMITH
Medical Director
Massachusetts Department of Public Health

RAHUL GUPTA
Health Officer and Executive Director
Kanawha-Charleston Health Department, WV

BEVERLY PRITCHETT
Senior Deputy Director
Washington D.C. Department of Health

SCOTT NEEDLE
Pediatrician
Collier Health Services Inc., Naples, Florida

CAROL CUNNINGHAM
State Medical Director
Division of EMS
Ohio Department of Public Safety

JOHN CARSON ROUNDS
Family Physician
Village Family Care, Wake Forest, NC
American Academy of Family Physicians

11:10 a.m. Discussion with panelists and attendees

12:00 p.m. LUNCH: Continued Discussion

SESSION III: COMMUNICATION STRATEGIES

Session Objectives:

- Provide an overview of strategies used by communities to inform the general public, vulnerable populations, select target populations, and priority workforce (e.g. health care providers and first responders) about the threat of the pandemic and the availability of and eligibility for vaccine.
 - What strategies were successful and unsuccessful in developing and delivering communication messages for specific segments of the population?
 - What particular challenges were associated with different population groups?
 - Given the challenges of vaccine availability, what strategies were used to manage expectations of providers, target populations, and the public?
 - How were target populations informed about availability of vaccine?
 - How were target populations assured about vaccine safety?
- Discuss lessons learned and how challenges might be addressed to help improve future emergency vaccination programs and other medical countermeasure campaigns.

12:45 p.m. Overview and Panel Objectives

JACK HERRMANN, *Panel Chair*
Senior Advisor, Public Health Preparedness
National Association of County and City Health Officials (NACCHO)

12:55 p.m. Panel Remarks

KARYL RATTAY
Director, Division of Public Health
Delaware Department of Health and Social Services

PAMELA BLACKWELL
Director
Center for Emergency Preparedness and Response
Cobb & Douglas Public Health, GA

DAVID BROWN
Staff Writer
Washington Post

BENJAMIN RACKLEY
Executive Director
Tuskegee Area Health Education Center, Inc.

JOHN LAW
Assistant Secretary
Office of Communications and Legislative Affairs
West Virginia Department of Health and Human Resources

JULIE HENRY
H1N1 Communications Director
North Carolina Department of Health and Human Services

1:25 p.m. Discussion with panelists and attendees

2:15 p.m. BREAK

SESSION IV : MONITORING, IMPACT, AND EVALUATION

Session Objectives:

- Examine and discuss strategies that were used to collect, monitor, evaluate, and use data during the H1N1 vaccination campaign.
 - What data were used to ascertain the impact and reach of this immunization effort?
 - What data would have been especially helpful but was not available?
 - How can data be gathered and analyzed quickly during an event in order to drive policy immediately?
 - Was it possible to assess vaccine coverage? What levels of coverage were achieved among different populations, and did the H1N1 vaccination campaign adequately immunize persons in the ACIP target groups?
 - What data was used or would be most useful to improve immunization rates for persons in the target groups and in the general population?
- Discuss lessons learned and how monitoring, impact, and evaluation can be improved for future emergency vaccination programs and other medical countermeasure campaigns.

2:30 p.m. Overview and Panel Objectives

CATHY SLEMP, *Panel Chair*
State Health Officer
West Virginia Department of Health and Human Resources

2:40 p.m. Panel Remarks

KAREN REMLEY
State Health Commissioner
Virginia Department of Health

DAVID GRUBER
Senior Assistant Commissioner
Division of Health Infrastructure Preparedness and Emergency Response
New Jersey Department of Health and Senior Services

BETH MALDIN MORGENTHAU
Deputy Director
Bureau of Emergency Management
NYC Department of Health and Mental Hygiene

LAURA WILLIAMS
Deputy Chief of Staff
Boston EMS

PASCALE WORTLEY
Chief, Health Services Research and Evaluation Branch
Immunization Services Division
National Center for Immunization and Respiratory Disease
Centers for Disease Control and Prevention

BETH ROWE-WEST
Head, Immunization Branch
North Carolina Department of Health and Human Services
Association of Immunization Managers

3:10 p.m. Discussion with panelists and attendees

SESSION V: GENERAL DISCUSSION WITH WORKSHOP PARTICIPANTS AND ATTENDEES

Session Objective: Discuss opportunities and constraints identified during the workshop that may help inform future efforts to administer vaccine and dispense medical countermeasures. As future campaigns are developed and time-dependent scenarios considered, what improvements are needed to ensure a safe, robust, and timely response?

4:00 p.m. Panel Discussion: Implementing the Lessons Learned

LISA KOONIN, *Panel Chair*
Senior Advisor
Influenza Coordination Unit
Centers for Disease Control and Prevention

TOBY MERLIN
Deputy Director
Influenza Coordination Unit
Centers for Disease Control and Prevention

PAMELA BLACKWELL
Director
Center for Emergency Preparedness and Response
Cobb & Douglas Public Health, GA

CATHY SLEMP
State Health Officer
West Virginia Department of Health and Human Resources

4:45 p.m. Moderated discussion with panelists and attendees

- What new ideas have surfaced in this meeting today that should be explored further?
- Are there lessons learned during pandemic response that could enhance efforts to reduce the burden of seasonal flu in future years?
- Were there any examples discussed that could be immediately implemented to improve the efficiency and effectiveness of the vaccine administration system?
- What further evaluation questions remain?

5:15 p.m. Closing Remarks

JAY BUTLER, *Workshop Co-Chair*
Chief
2009 H1N1 Vaccine Task Force
Centers for Disease Control and Prevention

5:30 p.m. Adjourn