

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

### **A Regional Workshop Series**

April 15, 2010

Renaissance Raleigh North Hills Hotel  
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

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