



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

A Regional Workshop Series

April 27, 2010

A T&T Executive Education and Conference Center
University of Texas at Austin
Austin, Texas

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 Introductions

DAVID LAKEY
Commissioner
Texas Department of State Health Services

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

JEFFREY DUCHIN, *Workshop Co-Chair*
Chief
Communicable Disease Epidemiology and Immunization Section
Public Health – Seattle & King County

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

DON WILLIAMSON
State Health Officer
Alabama Department of Public Health

RENO FRANKLIN (*invited*)
Chair, California Rural Indian Health Board
Chair, National Indian Health Board

ANN SALYER-CALDWELL
Associate Director
Tarrant County Public Health, TX

JAY BUECHE
Director of Pharmacy Compliance
H-E-B

JEANNE SHEFFIELD
Director, Maternal-Fetal Medicine Fellowship
University of Texas Southwestern Medical Center

COLWAYNE HACHEY
Director, Preventive Medicine
Office of the Assistant Secretary of Defense (Health Affairs)

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

JULIE MORITA
Medical Director
Chicago Department of Public Health

PERRY BYNUM
Emergency Management Coordinator and Emergency Medical Services
Coordinator
The City of Haltom City, TX

STEPHEN BLAIR
Family Practice Physician, Austin, TX
American Association of Family Physicians

OSCAR BROWN (*invited*)
Pediatrician, Longview, TX
Immediate Past President, Texas Pediatrics Society

LCDR TOM SHIMABUKURO
Pandemic Influenza Vaccine Coordinator
National Center for Immunization and Respiratory Diseases
Centers for Disease Control and Prevention

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

KRISTINE SHEEDY, *Panel Chair*
Associate Director for Communication Science
National Center for Immunization and Respiratory Disease, CDC

12.55 p.m. Panel Remarks

PAUL HALVERSON
Director, State Health Officer
Arkansas Department of Health

DAMON ARNOLD
Director
Illinois Department of Public Health

LESLEA BENNETT-WEBB (*invited*)
Director, Office of Communications
Oklahoma State Department of Health

CANDACE CRAUSE
Director of Infectious Disease Prevention and Management
Champaign-Urbana Public Health District, IL

GREG BOGDAN
Research Director and Medical Toxicology Coordinator
Rocky Mountain Poison & Drug Center at Denver Health

MAGGIE FOX
Health and Science Editor
Reuters

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

TIL JOLLY, *Panel Chair*
Associate Chief Medical Officer for Medical Readiness
Office of Health Affairs
Department of Homeland Security

2:40 p.m. Panel Remarks

SETH FOLDY
Administrator, Division of Public Health
State Health Officer
Wisconsin Department of Health Services

EDUARDO SANCHEZ
Vice President and Chief Medical Officer
Blue Cross and Blue Shield of Texas

TBD: Local Public Health

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 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

JEFFREY DUCHIN, *Panel Co-Chair*
Chief
Communicable Disease Epidemiology and Immunization Section
Public Health – Seattle & King County

LISA KOONIN, *Panel Co-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

DAVID LAKEY
Commissioner
Texas Department of State Health Services

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

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

JEFFREY DUCHIN, *Workshop Co-Chair*
Chief
Communicable Disease Epidemiology and Immunization Section
Public Health – Seattle & King County

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

5:30 p.m. Adjourn