

June 24, 2005 Full Flu Advisory Board (FAB) Conference Call Meeting Minutes

Members present: Carolyn Bird, MALPH Physicians' Forum; Rebecca Blake, Michigan State Medical Society; Patsy Bourgeois, MALPH; Doug Cornelius, Kroger; Joanne Eakins, MALPH Nurse Administrators' Forum; Teresa Holtrop, Michigan Chapter of the American Academy of Pediatrics; Gary M. Kirk, MDCH; Cara Knapp, Kent County Health Department; Jan Koopman, MDCH; Maryann Kujava, Visiting Nurse Services; Carol Legwand, Alliance for Immunization in Michigan (AIM); Joy Maloney, Ingham County Health Department; Dianne McCagg, AIM; Marie Milkovich, MDCH-OPHP; Mark Mlynarczyk, MedImmune; Michael Morgan, Wayne County Health Department; Stacy Nunziato, sanofi pasteur; Linda O'Leary, AIM; Rachel Potter, MDCH; Kay Renny, VNA of Southeast Michigan; Sue Schryber, Ottawa County Health Department; Ann Shelton, MedImmune; Bob Swanson, MDCH; Thirumoorthi, MC, St. John Health; Pat Vranesich, MDCH; Kathy Webster, MNA; Barbara Wolicki, MDCH; JoEllen Wolicki, MDCH.

Gary Kirk called the meeting to order at 9:05am. Members were welcomed and a roll call of members was done.

Reports from the three subcommittees were given:

1. Deployment – Gary Kirk – There was a recounting of several issues raised at the June 7th subcommittee meeting. Four items were discussed:
 - a. Communication capabilities, i.e., the ability to drill down to providers in the event of a vaccine shortage. It was noted that this varies widely among jurisdictions and that this may make the deployment of resources difficult. It was also recognized that a “one-size-fits-all” approach may not work well in trying to place all LHDs at the center of the communication hub for their jurisdictions,
 - b. The development of a “Flu Vaccine Finder” web-based tool for end-purchasers of vaccine. After much discussion, Mike Morgan suggested the use of an electronic bulletin board through MI-TRAIN. It was envisioned that an end-purchaser with excess supply, for example, could post that he/she had too much vaccine with the particulars about how to reach the practice/agency site. Those interested in vaccine could respond to the original posting, starting a thread of responses until the vaccine supply was depleted through orders from interested individuals. Once depleted, the posting could be removed from the site. Other considerations, such as security and ease of use were discussed,
 - c. The ability of sanofi pasteur to share distribution information was discussed. Stacy Nunziato was able to raise this question and found out that information similar to last year's, i.e., without specific practices names, would probably go out again on the CDC's secure data network in the event of a vaccine shortage. Sanofi Pasteur

otherwise considers the information proprietary although Stacy will find out whether it can be shared in the event of a declared public health emergency, and

- d. The possible creation of an FAB Education Subcommittee. Several members had noted that flu education is a year-round activity and suggested the creation of an education subcommittee to work on provider, officer staff, lay public and other flu education. It was discussed that there is an MDCH group that does this and that there might be sharing of members to not duplicate efforts.
2. Communication – Pat Vranesich – Subcommittee met on June 16, 2005. The next meeting of the Communications subcommittee is July 21, 2005 at 10am. Some of the action steps that were identified by this subcommittee:
- a. Review and update MDCH website
 - i. Discussion of whether this could be a site for vaccine supply. Rachel Potter described the process used by the MDCH West Nile website for reporting dead birds (uses an external host). Marie Milkovich suggested that we look into MiTrain capabilities-has a discussion board for posting messages. We discussed the role of Health Alert Network (HAN) in flu communications.
 - b. Conduct weekly media conference calls
 - i. T.J.Bucholtz reported that the Director of MDCH will have weekly media calls in partnership with professional organizations.
 - c. Update all contact lists for all partner associations.
 - d. Identify an updated private providers listing.
 - e. Establish telephone hotlines for private providers without computer access, for the general public in different languages.
 - f. Develop a marketing plan to let all providers know about websites, hotlines, etc.
 - g. Request a media/press release about the flu advisory board.
 - h. Planning for year-round messages on influenza.
 - i. Form an Education subcommittee to focus on messages - the Communications subcommittee can focus on methods of communication.
3. Leadership – Bob Swanson – Several issues were presented outlining the conversations from the June 14th subcommittee meeting.
- a. Discussion over the roles of the subcommittee: The thought was that this committee would work in a similar role as the Rapid Response Team (RRT) from the prior year that may require more frequent

meetings during the flu season. This group would prioritize vaccine use should a shortage situation arise. It was suggested that this group play a role in the creation of a public health order should it be necessary.

- b. The leadership group has similar comments to the other subcommittees in that they felt there needed to be a focal point where providers and LHD's could go to obtain data. This would be via an 800 number or common website. This would include a common website to obtain information on vaccine availability.
- c. The committee felt it is important to plan exit strategies for any flu activities undertaken. This will allow provider and LHDs to better plan flu activities.
- d. The subcommittee suggested that we create a web-based survey tool to obtain any information during the flu season to streamline data collection.
- e. The subcommittee will work on creating general guidelines for the use of vaccine with a backup plan in place for vaccine use in case of a shortage.

4. Prioritization of activities – It was decided after continued discussion that we'd take up three issues for immediate action:
 - a. The exploration of a web-based "Flu Vaccine Finder" by using MI-TRAIN's bulletin board capabilities. **MDCH staff will explore this possibility with OPHP staff and report back to the FAB no later than the next meeting on August 4th,**
 - b. The creation of a press release to be coordinated by MDCH but with other agency input. The purpose of the press release would be to inform the public about the creation of the FAB and its intended outcomes, i.e., better communication in the event of a flu vaccine shortage; better deployment of resources; better and more rapid responses to situations that demand them; and better public awareness and knowledge of all things flu. **MDCH staff will discuss this with T.J. Bucholtz, MDCH's communication officer, and**
 - c. The creation of a FAB Education Subcommittee. Liz Harton of MDCH's Immunization Division will facilitate this subcommittee. Interested members included Dianne McCagg, Kay Renny, Rebecca Blake, Maryann Kujava and Cara Knapp as well as some of the members of the MDCH group that currently looks at flu educational issues. **Liz will solicit additional membership and set up an initial meeting.**

5. The next meeting dates
 - a. The FAB part of the August 4th MACI/FAB meeting will run from 12:30-2pm; lunch will be available. Conference calling will also be available. The dial-in number is 1-888-791-4937 and the passcode is 9438017.
 - b. The next full FAB conference call meeting will be September 29th from 9-10:30am, using the same dial-in and passcode numbers as above.

6. The meeting was adjourned at 10:10am.