

Central Washington Vaccine Preventable Disease Coalition

Meeting at PNWU on May 14, 2013 from 12:30 to 2:00 p.m.

Attending: Dr. Byron Haney; Mary Lou Shefsky (EPIC), Stephen Pearson (CWFPM), Ruth Rosencrantz, Jay Clark (Merck), Tara Blocher (Sanofi Pasteur); Cal Anderson (Cornerstone), Cal Anderson (Cornerstone), Gail Fast (ESD105), Lisa Hefner (YNHS), Candy Delagasse, Community Member, Erin Kilroy (GSK); Pam ____ (Sanofi Pasteur), Diane Chamber, Steve Domini, Marianne Patnode (YHD)

Via Webex of PNWU: Marcie Cleaver (Merck)

Co-Chairs: Ruth Rosenkrana and Stephen Pearson, MD

Notes: Mary Lou Shefsky

MEETING FOCUS:

1. Packets from April 26 available, as well as extra immunization cards; raffle items for the April 26 event were donated by some community partners—it was good to have local support like this!
2. **SPEAKER:** Debra Yergen, “Fundraising” (from Yakima Regional), who used to work as a grant writer.
 - First think about what you want to achieve in the end. Keep your end game in mind.
 - Is your product a cheap giveaway or a high value item?
 - In grants, every little bit DOESN'T count!
 - Quality over quantity
 - Consider the sales cycle
 - Grants are a business
3. **SPEAKER:** Byron L. Haney, M.D., from Ellensburg, presented on “Enlightening Experiences with Shared Medical Appointments.” Voluntary, interactive, medical care, efficient, effective, and fun! SMAs get better outcomes, lower costs, etc...patients are a resource in Care Delivery—they become responsible for their health. He is currently doing 20% of his practice in the group setting. Chronic Disease, Self-Management, Increased Access, and Aging are key areas. Patient satisfaction with primary care physician increases with SMAs. What patients like best: “Knowing I am not alone.” Peer pressure helps with higher immunization rates and better medical compliance. *Why Groups Work:* Instillation of hope, universality, imparting information (from others), imitative behavior, interpersonal learning, altruism, group cohesiveness, catharsis, corrective recapitulation of the primary family experience, existential factors. SMAs work in office, as well as in Community (churches, service groups, senior centers). Bill for “bullets” instead of time. Acne, pain, diabetes, 50+ women, 50+ men, well-child, immunizations, and weight have all worked in the SMA setting.
4. **Wrap-Up of April 26th program:** We had 69 people sign in, but Ruth counted 77 people on-site at Yakima Regional; Total number in attendance so far was 135, without Sunnyside (yet to be counted). Program was pulled off of U-Tube because of some of the photos in Dr. Kroger's presentation were considered a copyright infringement. We raised \$1,100 of our via the program; Within Reach acted as our fiscal agent. About \$580 from our grant was used to purchase the camera...we can use the equipment as long as they are our fiscal agent. Because these funds are Federal, if Within Reach discontinues to be our fiscal agent at some point, they would retain ownership of the equipment. Group decided to leave it as it is with grant money spent for the equipment by our fiscal agency, which retains ownership.

- Expenses
 - Locations
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 - Next year: April 26 to May 3??
4. Adult Immunization Project
- As of May 4, Yakima County had 69 pertussis cases (rate: 28.9/100,000, State's highest) (Marianne says we really have over 100 cases right now.) DOH still has free Tdap doses available.
 - Education and immunization project going through local churches, community groups
 - Volunteers via Union Gospel Mission, Tieton Village, etc.
 - Consider developing a network/program/identify materials to use
 - Committee(s): set meetings for this summer

Ruth suggests two committees (Ruth circulated sign-up sheets, with the intent that these committees will meet in the summer):

Explaining community immunity

Community health in general (*e.g.*, to use to educate in churches; could present to pastors' group to save time/energy)

Group suggests that we start with one committee; if we need to develop a second committee or a sub-committee, we can do it in the future. Tentative meeting: THURSDAY, JUNE 20, maybe at PNWU, at 12:30 to 2 p.m. Cindy Fiscus is the events coordinator at PNWU. Ruth will try to make arrangements.

NEXT MEETING: Tuesday, August 6, 2013; at PNWU from 12:30 to 2:00. Dr. Byron Haney, guest speaker.