

**Texas Immunization Stakeholder Working Group (TISWG)  
Meeting Minutes – November 1, 2007**

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Goodwill Industries of Central Texas  
1015 Norwood Park Blvd., Room 1124  
8:30 a.m. – 3:00 p.m.

**Participants**

Clark Petty, San Antonio Metropolitan Health; Laura Lerma, RN, Texas Nurses Association; Dr. R. Moss Hampton, Texas Association of Obstetricians and Gynecologists; Judy Willgren, Health and Human Services Commission; Terri Andrews and Fran Kirkley, Tarrant County Public Health; Dave Barker, GlaxoSmithKline Vaccines; Camille Pridgen, Texas Higher Education Coordination Board; Andrea Stricklin, Merck Vaccines; Ed Kothera, MedImmune; Frankie Milley and Becky Worth, Meningitis Angles; Kathy Moore, Texas Association of Local Health Officials; Clifford Pumphrey, Wyeth Vaccines; Crystal Zamarron, Texas Medical Association; Kurt Stembridge, GlaxoSmithKline; Jennifer Banda, Texas Hospital Associations; Shelley Bjorkman, Health and Human Services Commission – Office of Early Childhood; Nicole Minor, Health and Human Services Commission – Office of Eliminating Health Disparities; Dan Walters, Dan Walters Associates, (facilitator)

**New Members and Guests**

Ashley Ales, Novartis; Becky Jacks, GlaxoSmithKline Vaccines; Brad Bracken, Sanofi Pasteur; Jacqueline Cardona, CDC – City of Houston; Mike Gilliam and Amy Schlabach, Texas Department of State Health Services (DSHS)

**DSHS Staff**

Angela Hobbs-Lopez, Family Health Research & Program Development; Carol Harvey, Purchased Health Services Unit; Diane Romnes, Health Service Region 7; Anita Freeman, Claude Longoria, David Scott, Debra Saxton, Jack Sims, Karen Hess, Lupe M. Garcia, Monica Gamez, Sharon Slater, Sheila Tucker, Tim Hawkins, Tony Aragon, and Vivian Harris, Disease Prevention and Intervention Section.

New Member orientation was held from 8:30 am through 9:00 am. General session was called to order at 9:00 am.

**Welcome and Introduction:** Mr. David Scott welcomed TISWG members, meeting participants, and introduced the facilitator, Mr. Dan Walters.

**Introduction of All Participants:** TISWG members and meeting participants introduced themselves.

**Review of Minutes:** Mr. Scott asked for any feedback/comments regarding last meeting minutes. Having no comments, the minutes were approved. The minutes with attachments may be viewed at the following web address:

<http://www.dshs.state.tx.us/immunize/partners/tiswg.shtm>. (1)

**National Immunization Survey (NIS) Release:** Mr. Jack Sims provided an overview of the NIS data:

- A letter was sent to Senator Jane Nelson regarding the drop in the Texas ranking for childhood immunization rates.
- Texas coverage levels declined from 76.8 percent in 2005 to 74.7 percent in 2006, a difference of 2.1 percentage points, which falls within the statistical margin of error.
- The Healthy People 2010 goal for individual vaccines is 90 percent. Texas has met this goal for five out of six vaccines measured:

- 4 doses of DTaP (81.4 percent)
- 3 doses of Polio (91.7 percent)
- 1 dose of Measles (92.0 percent)
- 3 doses of Hepatitis B (91.5 percent)
- 3 doses of *Haemophilus influenzae* type b (92.7 percent)
- 1 dose of Varicella (90.8 percent)
- Texas conducted a survey of the states; it was determined that Connecticut and North Carolina were found to be the best models for Texas to develop changes to the immunization system.
- A data analysis and survey will target the Texas population.
- DSHS supports the use of ImmTrac for data assessments, which can help with determining key issues related to improving vaccination rates.

**2007 Immunization Campaign:** Ms. Lupe M. Garcia provided an overview of the 2007 Immunization Campaign.

- DSHS Immunization Branch has launched a multi-media immunization campaign in five cities. The campaign which will air from October 29—December 14, 2007, targeting women 18-24 years of age with children younger than three years of age Austin, Dallas/Ft. Worth, El Paso, Houston, and San Antonio.
- Texas Medical Association and Texas Pediatric Society will work with DSHS to develop a target campaign.
- The education campaign will target both TVFC providers and non-TVFC providers.
- The objective is to raise awareness 3-5% in all cities where the campaign is being conducted by December 31, 2007.
- The key messages on campaign materials are to make sure the child receives the 4<sup>th</sup> DTaP at 15 to 18 months; get the immunization schedule, post it, and follow it; vaccinate on time, every time; and keep up to date—vaccinate.
- The campaign will include TV, radio and newspaper print ads, outdoor billboards, direct mail, TV education monitors in doctors' offices, and posters.
- After January 2008, a study will be conducted on how to target physicians and providers using better and creative strategies. This will be a collaborative effort working with the Texas Medical Association and the Texas Pediatric Society.

**4<sup>th</sup> DTaP Table Discussion:** Mr. Walters asked meeting participants to:

- Discuss ways that they could incorporate the media campaign into their organizations.
- Explore what changes their organizations could make to help promote the media campaign.
- Discuss ways in which DSHS might be useful to our stakeholders and explore ways to influence these organizations' circle of influence to assist in campaign efforts.

• ***Ideas Generated:***

- Partner with the vaccine manufacturers—depending upon the vaccine

- Public service announcements on CD-ROM for distribution to doctors' offices during pharmacy rep presentations with physicians
  - TISWG members/vaccine reps agreed with above ideas; there will be a need for vaccine manufacturers' legal offices to review presentations before presenting and distributing
  - **Next Steps:** Recommended the state will provide the material; and vaccine manufacturers legal offices will review, approve, and distribute.
- Concern about targeting campaign to the five regions only; the campaign should be statewide.
  - There would need to be some changes to the media reach for a statewide level rather than restricted to the major areas.
  - Ms. Garcia explained that there is a targeted focus in areas with the highest birth rates in the state; there is also a concern for costs and the largest amount of return for dollars spent. Research has shown that statewide campaigns are not as targeted and the breadth outweighs the depth—consequently, the approach is not as efficient with the dollars available.
- In what ways can the state target physician assistants (PAs), nurse practitioners (NPs), nurses, and medical assistants (MAs)? There should be monthly messages and modules distributed to the local organizations and ways to help them with the training aspects.
  - The Texas Nurses Association is currently working to improve education efforts to registered nurses (RNs) and licensed vocational nurses (LVNs).
  - Susan Belisle RN, DSHS Nurse Consultant, is working on a pilot with a UT nursing student to find ways to improve how immunization information is distributed to nursing and medical assistant students and promote the idea that vaccines are important.
- DSHS can electronically distribute the Immunization Schedules to stakeholders in order to enter the schedule into their list-serves.
  - **Next Step:** Recommends DSHS will forward the schedule out to TISWG members.
- Contact child care centers to target the family/friends level—similar to the North Carolina and Connecticut models.
- TISWG participants worked in small groups to identify and propose avenues to assist with the upcoming media campaign and increase the 4<sup>th</sup> DTaP coverage levels. Each group's discussion item is listed as a handout entitled *TISWG Group Discussion November 1, 2007*. It is located on our website at: <http://www.dshs.state.tx.us/immunize/partners/tiswg.shtm>. (2)

**Local Area Analysis Research and Implications:** Ms. Debra Saxton and Mr. Tony Aragon DSHS, presented information concerning assessing vaccination coverage levels in Texas using National Immunization Survey (NIS) and Texas County Retrospective Immunization School Survey (TCRISS)—Small Area Analysis data. Visit our website to view this presentation at:  
<http://www.dshs.state.tx.us/immunize/partners/tiswg.shtm>. (3)

**Customer Satisfaction Survey and Action Plan:** Mike Gilliam from the DSHS Center for Program Coordination presented the results of a Customer Survey conducted during the summer of 2007. Overall, most customers expressed satisfaction with services provided by Austin DSHS Immunization staff. The survey also presented information that will give the program opportunities for improvement. Each area of the Immunization Branch that had questions about their section will develop action plans in response to comments or suggestions from the survey.  
<http://www.dshs.state.tx.us/immunize/partners/tiswg.shtm> See handout (4)

**The Burden of Influenza in Texas:** Mr. Sims discussed the issue regarding the burden on Texas concerning influenza. There is a current effort for a universal recommendation for those persons age 18 and under. Considerable education to the public and providers is on-going. It is clear that the data indicates influenza is a major health problem across the general population. Mr. Walters led a discussion among TISWG members concerning the issues surrounding influenza: To what extent does TISWG see the desire to exercise leadership or strategic planning involvement as a coalition in order to tackle the influenza burden? Is this a topic to be involved as a larger group or as a subgroup? Is this an issue that subject matter experts should be brought in for further presentation and discussion?

TISWG Members responded:

- There is a need for a solid message to be sent to the providers regarding the importance of the influenza vaccine.
- There is a need to be proactive regarding the upcoming universal recommendation for persons 18 years of age and younger.
- There is a need to act now rather than later (since the peak of the flu season ends in February); this will depend upon the approach—i.e., whether long or short term campaign.
- There is a misconception regarding supply—i.e., providers seem to believe that the flu season only exists in the month of October; consequently, orders for vaccines are made in October and orders begin to decline dramatically in November. Therefore, there is a need to educate regarding the realities of the flu season.
- There are common misconceptions regarding flu vaccine shortages; also, there are issues related to proper education of the flu vaccine (i.e., flu vaccine will disrupt the immune system).
- Use the TISWG network for communicating with each other for important issues concerning influenza and vaccines.
- There are mixed messages to providers related to the distribution of the vaccines (i.e., some providers give flu shots earlier than others); however, the key message

for providers to send to the public is to “get a flu shot” regardless of the month that the shot is given.

- There is a concern regarding “who” will give the shot once a universal recommendation is passed.

**Immunization Branch Update:** Mr. Jack Sims distributed a handout, *Immunization Branch Updates*

- Vaccine University—Is an e-learning program consisting of 22 modules. Phase I initially to be launched in October will not carry Continuing Education Units, CEUs. Phase two in 2008 will have CEUs.
- Adult Adolescent Immunization Program Update—Business plan continues to be reviewed internally. Expect TISWG to have it for review by late November/early December. TMA has plans to conduct an educational campaign for adolescents and DSHS has been asked to join in a partnership for this campaign. Adolescent/Adult modules have been developed for Vaccine University. A training curriculum is being developed and will seek TISWG input once a draft is ready.
- Vaccine Management Business Improvement Project (VMBIP)—DSHS continues to work on issues that are not transparent to providers.
- Seasonal flu update—a new company has entered the US market and will have approximately 2 million doses of vaccine this year for 18 years of age and older. FFF Enterprises and Chiron manufacturers have announced that purchases of flu vaccine that meet certain criteria for the remainder of the flu season will have a return policy should a provider not be able to use all the vaccine purchased. All TVFC vaccine that has been received will be shipped by the end of next week—approximately 500,000 doses. Still waiting to receive final order of preservative-free vaccine for infants 6-23 months of age and FluMist vaccine. Relatively fewer complaints are being received this year with regards to flu vaccine supply and availability.

**ImmTrac Status and Current Actions:** Mr. Claude Longoria provided a presentation on *ImmTrac Status and Current Actions*. The presentation is posted at the following website for viewing: <http://www.dshs.state.tx.us/immunize/partners/tiswg.shtm>. (5)

**Prioritization of 2008 TISWG Items:**

TISWG members broke into small groups to brainstorm and prioritize 2008 goals. Mr. Walters facilitated the discussion and the following items were categorized as below. Meeting participants were allowed to vote on two of their favorite items. The votes were counted; the number of votes is provided next to each item below.

- **Top Tier**
  - Influenza Immunization Awareness - 20
  - Increasing 4<sup>th</sup> DTaP Coverage - 14
  - Improving Adolescent Vaccination – 21

- **Bottom Tier**
  - Structural Delivery/Capacity at the Community Level - 9
  - Nationwide Best Practices - 8
  - Measurement – How do we know we're getting better? - 3
  - Successful Local Initiatives - 4

**New Items/Next Steps:**

- Develop a common slogan that would help parents identify when their children should be immunized.
- Negatives
  - Microphone poorly functioning
  - Ensure that additional physicians are present as requested.
- Positives
  - Lunch
  - Location of meeting
  - Brainstorming sessions
  - Vaccine manufacturers at one table working as a team.

**Adjourn:**

- The meeting adjourned at 2:29 p.m.