

Brown County Immunization Coalition August 2010

We were given the task of first building a coalition. I like the old proverb that says: “You can accomplish anything thru wisdom and patience”, WELL, I used bribery..... I promised food and entertainment. ... it always works... We sent out over 190 letters of invitation to various organizations such as doctors’ offices, Nursing homes, Salvations Army, Fire Department, Grass Roots business and of course our all important stay at home parents. In our first meeting we had around 45 people. We shared our goals and mission for the coalition and then invited them to be a part of the anecdote and join our team.

- **Disease prevention is the key to public health. It is always better to prevent a disease then to treat it.**
- **The purpose of the Immunization Coalition is to increase the immunization rate, to encourage and promote individual and community health and well being for persons who live, work or visit in Brown County.**

I believe in making everyone an active part of any meeting so we had a short think tank session. I wanted to know what they thought of Immunizations, where we were as a county and what we could do to improve. For the sake of time, I won’t share every idea, but a couple of the most important.

- **Communication. Letting the public know we are here, let them know we care.**
- **Secondly, We felt the need for Mobile (off site) clinics**

Best practices we have accomplished since our first meeting:

- **We have had 6 more coalition meetings with our core group of 30 stakeholders.**
- **We have provided Immunization training for our stakeholders at each meeting.**
- **Provided over 7 mobile clinics for flu and Tdap**
- **We have engaged in 10- 12 educational presentations at various organizations in our county.**
- **Added our university and several Day Cares to the ImmtTrac system as a result in coalition communication.**

- **Several newspaper and online news articles about the Immunization Coalition.**
- **I participated in the Legislative Day in Austin and supported House Bill 574 (Howard), we saw over 9 State Representatives and State Senators or staff. I am charged with keeping up with their offices and inform them when the bill goes to session.**
- **Maintain relationships with those who have already laid a foundation of information such as TALHO, TMA, DSHS, IMMUNIZEUSA.ORG, BE WISE –IMMUNIZE, etc.**
- **We created a face book and twitter account and we update it daily. Our clients are on the internet for everything they do in life. We should meet them where they are.**

I keep up with the newspapers, radio and chamber to update them on a weekly basis. I have a radio spot on the two different radio stations every other week. Let me just say that I am a huge believer in social media. My background comes from promotions in the music and entertainment industry. Social media and promotions go hand in hand when you are trying to build a foundation of communication and trust. The public in Brown County NOW definitely know we are here and that we care.

Thank you,

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