

**AGENDA**  
**Texas Immunization Stakeholder Working Group (TISWG)**  
**Thursday, November 4, 2004**  
**Texas Medical Association**  
**401 W. 15<sup>th</sup> Street**  
**May Owens Conference Room 10<sup>th</sup> Floor**  
**Austin, Texas**

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9:00 am	Welcome Introduction of Staff and Facilitator	Casey Blass
9:10 am	Introduction of All Participants	All
9:20 am	Review of Minutes and Agenda	David Scott
9:30 am	Briefing - Statewide Immunization Media Campaigns Past Issues & Successes New Issues-Desired Outcomes	Lupe Mandujano Garcia
10:00 am	Break	
10:10 am	Group Discussion: Review Category H (Public and Parent Education) Generate Marketing Recommendations Resources Needed & Next Steps	All
11:30 am	Hosted Lunch	
12:15 pm	After-Lunch Discussion: To Be Announced	Robin Scott
12:30 pm	ImmTrac: Update on 10/28 Stakeholder Mtg.  Review Outline of ImmTrac Marketing Ideas Review Category E (Registry)	Claude Longoria  All
1:30 pm	Break	
1:45 pm	Discussion & Recommendations Resources Needed & Next Steps	All
3:00 pm	Review & Recap All Next Steps	All
3:30 pm	Set Next Meeting Goals & Agenda	All
3:50 pm	Evaluation of Meeting	All
	Closing Comments	David Scott
4:00 pm	Adjourn	