# 

**BERKS IMMUNIZATION COALITION**

**GENERAL MEETING MINUTES**

**January 31, 2023**

**Attendees:** Jes Long, Andy Krug, Tracy Scheirer, Lisa Reiter, Tracy Ravert, Tara Smith, Rachel Hahn, Colette Oliveira, Jennifer Lago, Kim Meglathery, Jim Niland (subbing for Sarah Kinsey)

**OLD BUSINESS**

* 1. Approval of Minutes – postponed – will send out September minutes with today’s minutes
  2. Coalition Treasury Report - Balance $9,559.76
     1. No new changes for treasury report
  3. Berks Immunization Coalition social media
     1. Twitter account still open – not being used as much anymore
     2. New BIC Facebook page – link to page sent in meeting chat
        1. Need more likes/follows

1. **NEW BUSINESS**
   1. Continuing grant- now in year 2. Lots of ideas, need more people to help execute
      1. Rachel – Programmatic Updates
         1. Outright Campaign
            1. Started December 13th – running through March 13th
            2. Using ads that mention “we do little things for our kids everyday, getting vaccinated should be one of them”

Video and still image ads

* + - * 1. Running on Facebook/Instagram and ~1,800 different websites
        2. Outright gives biweekly metrics including video completions, ad clicks, picture/video views, etc.
      1. Campaign with Barta Buses
         1. Using ads from Outright
         2. Bus shelters, bus tails (backs of buses), and super kings (under side windows)
         3. Not up and running yet – will give update when officially started
      2. Shillington Medicine Shoppe
         1. Rachel will contact Dipak for another pop-up clinic partnership
         2. Main goal is to vaccinate the underinsured/uninsured
  1. Lisa Reiter – update on Tower Health
     1. Clinic closed this year due to several factors
     2. No other standing clinics (outside providers’ offices) besides Reading SD school-based clinic
     3. Need a place to house the clinic within the Tower Health system
        1. If they were to reopen – would need more staff and at least one bilingual nurse
  2. 2023 Event Ideas
     1. Possibly hold a dinner for the coalition
        1. Ideas for speakers?
        2. Need assistance in planning this dinner
           1. Tracy Ravert volunteered to help with planning
        3. Best way to draw people in is to offer CE credits
           1. Tracy S. can put Tracy R. in contact with people who organize CE offerings
           2. Rachel might know of someone at PAAAP office who can organize CE application process for other professions (i.e., pharmacists)
  3. Educational Outreach Program
     1. February 18th – Reading Royals game
        1. Game starts at 4pm – will likely set up table around 2pm
        2. Holding a vaccine education table
           1. Giveaway items/games/educational handouts
        3. Tracy R. and Tracy S. to attend
           1. Need more volunteers from coalition
     2. Planning to attend Reading Phils game again in the summer
        1. No date picked yet
  4. Legislation Updates
     1. Any state-level proposals related to vaccines?
     2. Proposal to lift COVID emergency status in May
        1. Pharmacy reps on call
           1. Jim Niland (Sanofi) – no specifics other than proposed date of May 11th to lift COVID emergency
        2. Significant bump in cost of the vaccine
           1. Colette Oliveira (Pfizer) – no official changes yet in cost of vaccine

Still being paid for by federal government

* + 1. Update on VFC Adult Program – Jes Long (GSK)
       1. Medicare Part D now covering Tdap, Shingles vaccines for adults
          1. Part of Inflation Reduction Act
  1. Meeting Dates – moving to bimonthly meetings
     + 1. Meeting on last Tuesday of every other month at 8am
          1. March, May, July, September, November
       2. Need new secretary for coalition
          1. Asking anyone from coalition to volunteer for the role

Minutes Completed By:

Rachel Hahn, MPH

Immunization Coalition Coordinator