

Allegheny County Immunization Coalition

General Membership Meeting Minutes

AIU Waterfront (The Montessori Room)

December 5, 2019 9:00 a.m. -11:00 a.m.

1. Welcome & Introductions
   1. Vaccine Awareness Trivia Challenge
      1. We had three winners of semi-valuable prices!
2. Guest Presenter: Dr. Todd Wolynn (CEO, Pediatrician, & Lactation Consultant at Kids + Pediatrics) - “Shots Heard ‘Round The World”
   1. Discussed the progress they have made since the anti-vax attack 2 years ago.
      1. Very brief summary of the event: On August 23, 2017, Kids + posted a video on the HPV vaccine. 3 weeks later, antivaxxers found the video. The anti-vaxxers proceeded to launch a full-blown attack from 9/15/2017 – 9/20/2017. In total, the communications team at Kids + had to ban 791 attackers from their sites, delete/hide over 10,000 posts, and eventually had to call in back up from many groups to assist their efforts in combating the anti-vaxxers. The attackers sought out to create harm by damaging the reputation of Kids + pediatrics on social media, yelp and google.
   2. Since then, Dr. Wolynn and his communications team has continued to speak about this topic around the world and in March 2019, they published an article in the journal, Vaccine.
   3. They have also developed Shots Heard ‘Round the World, which is a rapid-response digital cavalry dedicated to protecting the social media pages of health care providers & practices.
      1. On 9/23/2019, they released an Emergency Response Toolkit for practices to prepare for, defend against, and clean up after attacks from anti-vaxxers. One part of the toolkit is crisis management sheets specific to each social media platform (ie: facebook, yelp, google, etc.)
   4. Vaccination Acceptance in the “Post-Truth Era”
      1. Dr. Wolynn has continued to find that communication is the way to make a difference, aka the pen is mightier than the sword. Most of the vaccine misinformation is actually disinformation, which typically spreads faster, wider, and longer than the truth. It’s click bait and it goes viral!
   5. What is the profile of vaccine acceptance?
      1. There is a small group of 1-2% that are truly anti-vaxxer. The are comprised on individuals who refuse all vaccines or refuse but are unsure.
      2. Another group is those that are vaccine hesitant. They are the group that will accept but are unsure or will chose to delay or refuse some.
      3. The majority (~75%) accept all vaccines, however, they are the silent majority.
   6. What can we do?
      1. Healthcare providers should be using social media to get their messages out. That is where the patients are!
      2. Facts/evidence/date alone don’t change minds. However, people still trust their healthcare providers recommendations over information they can find online.
      3. Reveal alterative motives: anti-vaxxers seek to: (1) polarize people by creating distrust, (2) politicize (ie libertarian perspective of my body, my rights), (3) monetize- people were supposedly concerned with Big Pharma’s motivations, so they should be concerned about the other industries/providers that are profiting from selling the anti-vax message. Industry people don’t have to disclose their conflicts of interest like healthcare providers do.
      4. Continue to fight social media platforms: They are finally starting to make changes and no longer allow ads of misinformation
      5. Continue to share accurate information: CDC website is becoming much more accessible; Kids+ Pediatrics is regularly active on social media and has a podcast, CHOP Vaccine Education Center
      6. Consider [joining](https://www.shotsheard.com/join-us-page) the Calvary: It is a network of private, vetted, pro-vaccine people that can be on the counter-offensive to help stand up for science, advocate for the life-saving power of vaccines, and defend our colleagues against anti-vaxx terror attacks. Also, view their website <https://www.shotsheard.com/>
      7. Utilize AIMS strategy- Announce, Inquire, Mirror, Secure
         1. Announce: Announce vaccination will happen, assume people are ready to be vaccinated (or vaccinate their children)
         2. Inquire: Use open-ended questions to understand the person’s concern
         3. Mirror: Reflect back what you have understood to make the person feel heard
         4. Secure: Consolidate each conversation by securing trust
3. Guest Presenter: Ms. Andrea Collins - Influenza Update 2019-2020
   1. Andrea is a Vaccine Preventable Epidemiologist at the ACHD
   2. So far this year, we are seeing mostly B Strain (B Victoria), which is unusual because we don’t usually see B this time of the year. We are also seeing higher numbers this year compared to years prior. In Allegheny County, as of November 30, 2019, we had 565 cases/8 hospitalized/no deaths. However, last year we had only seen 32 cases/3 hospitalizations. We saw ~200 cases last week.
   3. Allegheny County is consistent with the national data. As a nation, we are seeing our highest rates in the south (Texas, Louisiana, Alabama, Georgia, Mississippi, Puerto Rico). About 3% of all visits nationally are for flu like symptoms.
   4. Vaccine Effectiveness from last season
      1. For all virus types and all ages – 29%
         1. H1N1 strain - 44%
         2. H3N3 strain - 9% (clade had shifted and really brought down the overall efficacy, this strain was switched for this year)
         3. All ages for B strain - 34%
   5. ACIP doesn’t recommend one flu vaccine over another. It is not too late to vaccinate!
   6. You can subscribe to CDC FluView to get weekly reports sent to your email.
   7. Please review the presentation (attached to this email)
4. Guest Presenter: Ms. Andrea Collins - Allegheny County School Report 2018-2019
   1. 2018’s survey data was presented as a poster at the ACIC conference
   2. School nurses (K-12th grade) filled out an online survey at the end of the calendar year. The survey was determining rates of appropriate # of doses of all vaccines. All schools but 2 responded to the survey. The survey will be administered again this year.
   3. Lowest fully immunized school by % is private/independent (92%), whereas charter schools were the highest % fully immunized (97%).
   4. Titers for the polio vaccine **do not** count as being fully immunized, because the titer doesn’t account for being immunized against all types.
   5. Please review the presentation (attached to this email)
5. Treasurer’s Report
   1. See below report
6. Blog Chair Update
   1. Check out the [ACIC Blog](http://www.immunizeallegheny.org/news/blog/)
      1. 2018 Pink Book Webinars
         1. Each one-hour webinar (total of 15) explores a chapter from the 13th edition of “Epidemiology and Prevention of Vaccine-Preventable Diseases,” also known widely as “The Pink Book.”
   2. Dr. Wolynn will be contributing an article soon!
7. Educational Conference Update
   1. Overall, very positive reviews! We had the greatest number of vendors and attendees yet! No negative evaluations on the location, so we will be keeping it at the Monroeville Convention Center. Some participants wanted a full day conference, so we will be considering that. Many supported the continuation of the poster sessions.
   2. If you are interested in getting involved with the conference planning or have suggestions for presenters please let us know!
8. New Business
   1. ACIC – ACHD
      1. Looking into converting ACIC to a non-profit entity. This will allow us to accept donations. We will still be working closely with the ACHD.
   2. Website Revamping Project
      1. Executive Committee is working with ImageBox to design and launch a new website that is no longer housed under the ACHD.
      2. Additionally, we would like to have a presence on social media outlets, ie: LinkedIn, Instagram, Facebook, Twitter, etc.
   3. Elections
      1. Positions available will be discussed during the March 2020 general membership meeting. Elections will be held in the summertime (May-June 2020).
      2. It was discussed that we should have a social media chair that can manage the outlets discussed above. Additionally, we discussed looking into hiring a Part-Time paid position for administrative assistance. Liz from the American Healthcare Group mentions that Robert Morris may have a resource that helps connect non-profits with volunteer run organization. RK will reach out to Liz to discuss this further.
      3. Please start to think about getting involved! We have many positions that will need to be filled this year!
9. 2020 Calendar Discussion
   1. General Membership Meetings
      1. Date/Times will remain the same: Thursdays 9a-11a at the AIU in the Waterfront, Montessori Room
      2. Below are the **General Membership Meeting dates**:
         1. March 19, 2020
         2. June 25, 2020
         3. September 17, 2020
         4. December 10, 2020
      3. We will continue to provide a light breakfast and coffee.
   2. Save the Date- 2020 Conference:
      1. Wednesday, November 4, 2020
      2. Monroeville Convention Center
10. Member Updates
    1. American Healthcare Group Wellness for Schools Symposium
       1. Thursday, June 11, 2020 8a-12pm @ CCAC Northside Campus
       2. Free Registration, ACT 48 credits
       3. Visit: American-healthcare.net for more information

**TREASURER’S REPORT   
Allegheny County Immunization Coalition**

**August 8th, 2019 through November 21st, 2019**

**GRANT SUBCONTRACT ACCOUNT, #27480207**

**Balance on Hand, August 8th, 2019** **$15,903.00**

Expenses $0.00

Total Expenses $0.00

**Balance on Hand, November 21st, 2019** **$15,903.00**

**CASH SUBACCOUNT, #27480079**

**Balance on Hand, August 8th, 2019** **$48,361.55**

Total Income $0.00

Expenditures: Conrad Catering Aug 19 Meeting $305.80

PNC Supplies from June/Aug 19 $489.94

Total Expenses $795.74

**Balance on Hand, November 21st, 2019**  **$47,565.81**