Schuylkill County Immunization Coalition

Meeting Minutes – 2.8.23

Attendance List:

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| Rachel Hahn  Molly Gatto  Heidi Schmidt  Jenny Wagner  Mandy Fitzpatrick  Cindy Ebling  Marianne Adam  Calista Carl  Andy Krug  Peggy Glass  Jenna Reichenbach  Kelly Valentine |
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1. Introduction/Guest Speaker
   1. Peggy Glass – PA Department of Health, Bureau of Communicable Disease
      1. Immunization Nurse Consultant – Lancaster State Health Center
      2. **Presentation:** Vaccine Preventable Diseases
      3. Slides unable to be shared – presentation evaluation to be sent with minutes
2. Additional Updates from Attendees
   1. SCIC Programmatic Updates
      1. Budget
         1. Around 50% of total budget spent so far
         2. On track for spending down
         3. Need another communications type campaign to spend more
      2. Outright Campaign
         1. Digital ads up and running started on 12/13
            1. Campaign ending 3/13
         2. To be displayed on Facebook, Instagram and ~1,800 websites
         3. Ads are doing very well
            1. Schuylkill County had most impressions on Facebook/Instagram ads (out of Berks, Chester, Schuylkill)
         4. Suggestion from Jenny to do another shorter Outright campaign if needed to spend down money
            1. Another suggestion to tweak wording/images on ads to not focus on winter for use in the spring
      3. Newspaper Campaign
         1. No luck reaching out to newspapers via phone
         2. Jenny has known contact at Republican Herald – will share contact info with Rachel
      4. Vaccine Clinic
   2. Update from PAIC/PA-AAP
      1. Heidi Schmidt and Molly Gatto in attendance
         1. No updates for PAIC
         2. PA Immunization Conference to be held Thursday, June 15th
            1. PAIC general membership meeting to be held day before, June 14th
   3. Penn State Schuylkill
      1. Cindy Ebling & Marianne Adam in attendance
      2. Plans to host a film event @ PSU Schuylkill
         1. HPV film (“Someone You Love”) event for students and faculty
            1. Possible date in April
         2. Rachel and Cindy to connect offline
         3. Suggestion from Peggy Glass to get “Superman HPV” as a speaker for film event
   4. Other partner updates
      1. Jenny – asked about Pottsville Library clinic held 1/11
         1. Only gave three vaccines that day
            1. Could be due to location – library not very busy
            2. Suggestion to piggyback on event at library – possibly more events in the spring?
3. Next Meeting – Wednesday, April 12th at 9:00am