

**SCIC Zoom Meeting Minutes – 6/11/2021**

**Attendees:** Marianne Adam (PSU – Schuylkill) [mta133@psu.edu](mailto:mta133@psu.edu)

Cathy Cortese (Nurse Family Partnership) cathycortesenfp@gmail.com

Cindy Ebling (PSU – Schuylkill) cuf460@psu.edu

Mandy Fitzpatrick (Schuylkill County VISION) [mfitzpatrick@schuylkillvision.com](mailto:mfitzpatrick@schuylkillvision.com)

John Matz (Sch. Co. Emergency Mgt Agency) [jmatz@co.schuylkill.pa.us](mailto:jmatz@co.schuylkill.pa.us)

Stephanie Mihailescu (PA Chapter AAP, PAIC) [Smihailescu@paaap.org](mailto:Smihailescu@paaap.org)

Emily Schoettler (REACH Project) eschoettler@pennstatehealth.psu.edu

Jenny Wagner (Diakon Community Services) [wagnerje@diakon.org](mailto:wagnerje@diakon.org)

Joanne Walsh (Seqirus) joanne.walsh@seqirus.com

**Welcome**

**Billboard Campaign – Stephanie Mihailescu**

* Statewide Bus/Billboard Vaccine Promotion Campaign running until the end of June
* Location in Schuylkill County: ORWIGSBURG- RT. 61, 1300 feet North of Brick Hill Rd
* Please take pictures of them if anyone sees them

**South Central Task Force (Medical Reserve Corps) Update – Cindy Ebling/Jenny Wagner**

* COVID 10 Vaccine Clinics were conducted in other counties
* Lykens clinic cancelled (closest to Schuylkill County)
* Volunteers vaccinated homebound residents in Schuylkill County
* Volunteer Recognition event scheduled

**Penn State Schuylkill Update – Cindy Ebling**

* COVID 19 Vaccine Clinic conducted on campus in conjunction with Providence Place in April/May
* 60+ persons were vaccinated

**COVID 19 Vaccination Promotion Idea – John Matz**

* 52% of eligible persons in Schuylkill County have received at least one COVID 19 vaccine
* COVID-19 Vaccines for 15-59 age range is at a slow increase of only 2% each week
* Idea to address vaccine hesitancy in this age group:
* Enlist the assistance of a number of local, well-respected healthcare professionals to do PSAs (record short video clip or photo/recording to promote COVID 19 vaccines)
* place on websites and social media
* need to get this done in a timely fashion; group to stay in touch via email
* Carol Bilinski unable to participate but is OK with the idea
* Action Steps
* To find volunteer health professionals
* John to contact the following physicians about participation: Tom Boran, Jim Langon, Mike Zawisza
* To find videographer for project
  + John Corrales of Jeepney Media, LLC sent proposal; over our budget?
  + Mandy will contact Emily Ehlinger; she does videos for non-profits
* To find script for video/audio
* Emily mentioned short video clips from CDC; she’ll send contact information for marketing organization to Jenny; Jenny to send information to Mandy at VISION and the group
* Emily will send 30-sec. REACH Project video clips and stills already developed (“I got my COVID 19 vaccine because….); we have permission to use them and they can be locally tailored with our logo
* Jenny to work on script(s)

**REACH Project – Emily Schoettler**

* The REACH team current working on the COVID-19/flu vaccine education project; it's a 1.5 year project focusing on promoting COVID-19/flu vaccines among local Hispanic/Latino populations
* Stakeholder advisory boards have been established
* (2) Community champions from Schuylkill County identified and are taking part in promotion

(from Sweety Multi-service Tax Preparation in Shenandoah)

* Transitioning from COVID 19 vaccine promotion to flu vaccine promotion
* Education topics: Safety, Efficacy, with Pregnancy; materials available for use (partnered with Penn State and Wellspan)

**SCIC Page on Vision Website – Mandy Fitzpatrick**

* Mandy will update page; Jenny to send her SCIC logo

**Partner Sharing**

* Joanne (Seqirus)
* Manufacturing flu vaccine; doubling processing ability so can get it out early
* Change in other vaccine; for use from 4 year olds now to 2 year olds
* Non-branded physician flu posters and brochures available on their website
* Cathy (Nurse Family Partnership)
* Ending her position but keeping her RN credentials
* She’ll send an invite for SCIC to person stepping into her position

**Next Meeting**

* August 13, 2021 at 8:30 am

**SCIC meeting dates for 2021**

* 8 October 2021
* 10 December 2021

**Websites**

The PAIC website can be found at: <http://www.immunizepa.org/>

The SCIC website can be found at: <http://www.immunizepa.org/schuylkill-county-immunization-coalition/>

The SCIC website can also be found by going to “Local Coalitions” tab on the PAIC website.