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**Steering Committee Minutes**

**Friday April 1st, 2016**

**MOMS Conference Room**

**Tower Professional Park, 7906 Davenport Street**

Vicki J Sunderman chaired the meeting

**Introductions**

**Members Present:** Jane McGinty, Anne Keene, Tami Buffalohead –Mc Gill, Pauli Nejezchleb, Michelle Hokinson, Pat O’Hanlon, Mary Ann Rocha, Jeanne Burke, Michael Owens, Guests at the meeting: Pam Kayl Creighton DNP Student , John Hjorth from Sanofi.

**Members Absent:** Sharon Brown, Cathy Carrico, Theresa Guinan, Leslie Thiele, Steve Lazoritz, Jude Dean,Meera Varman, Rudy Kotula**,** Georgianna Felt, Laura Klug, Patsy Nowatzke, Linda Ohri, Bridget Rolenc, Jason Acheletz.

**Minutes** from the March 4, 2016 Steering Committee Meeting reviewed and Anne Keene noted she was not listed on absent members from this meeting and she also corrected on page 2 under *Professional Affairs* #4 line 2 Linda **does** not remember, No other requested changes were noted and the minutes were accepted.

**Treasury Report:**

Treasury Balance: $19,304.81

**Committee Reports:**

*Website:* No Report

*Community Affairs*: Anne Keene reported that the Mayan health fair was successful with many participants vaccinated for flu and Tdap

*Professional Affairs*: No report

*Public Relations Committee*: Jeanne Burke

1. Letter was passed around letter which was created to invite members to join Immunization Task Force and describes the group focus.
2. Jeanne also has communicated with Omaha Transit Advertisers regarding bus signs to deliver targeted message(s) to the Metro Omaha Community. She learned that the bus signs are approximately $300 for one bus but the bus does cover the entire city. Metro will help with the design and storage of the message board. Discussion took place to identify the target of the message. A discussion regarding promoting the mission of the ITF, to target the general population to better understand their need to learn about their responsibility as medical consumers to discuss better understand important vaccines that are to be received throughout the life span and to bring up the topic to their health care provider.
3. Another discussion addressed the possibility of targeting a specific vaccine which is important for the public to learn about and advocate for themselves with their consumer. A back to school campaign was also brought forward. If the bus advertising is adopted and directs people to the web site
4. Jeanne also discussed the possibility of recruiting a UNO intern to assist the Public Relations committee in engaging different Social Media and other avenues to promote ITF.

*Annual Conference Update*: No Report

*Miscellaneous*

1. Mike Owens brought to the group the possibility of connecting with other Nebraska Immunization groups to spread vaccine awareness state wide. Lincoln’s Vaccine group LIVE (?) meets every other month. The possibility of meeting with them to build more strength in promoting vaccine awareness.
2. Hopefully this would result in : Meeting Annually to do an immunization update, to meet every other month to better understand the mission of the existing immunization groups across the state (Kearney has group also).
3. Anne Keene asked if the UNMC College of Public Health would be a valuable partner who could offer a different perspective to immunization promotion and awareness.
4. Pam Kahl who is a DNP student from Creighton brought a very similar request to the group to consider collaboration but in the Metro Omaha Area during the election to reach identified precincts (with the counsel of Dr. Pour from DCHD) where adult voters would be approached about Flu vaccination being a priority. Using existing groups such as Black Votes Matter to use. This discussion will be continued at the next Steering Committee meeting with the hope of bringing this message to the Quarterly Meeting on May 18th.
5. Additional discussion regarding promoting immunizations at special Physical events that are held before the start of the school year. Also the importance of educating the community that immunizations are recommended for all ages.

Meeting adjourned at 9 AM.

The next meeting scheduled for May 6th, 2016, 7:30 AM, Metro Omaha Medical Society (MOMS) Conference Room, Tower Professional Park, 7906 Davenport Street

Respectfully Submitted,

Sharon Brown

Secretary

Metro Omaha Immunization Task Force