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**Steering Committee Minutes**

**Wednesday September 2, 2016**

**MOMS Conference Room**

**Tower Professional Park, 7906 Davenport Street**

**Omaha, NE**

*The meeting was chaired by Cathy Carrico.*

**Introductions**

**Members Present:** Jeanne Burke, Cathy Carrico, Samantha Chieu, Shirley Delair, Georganna Felt, John Horne, Pam Kayl, Anne Keene, Rudy Kotula, Pauli Nejezchleb, Linda Ohri, Bridget Rolenc, Becky Seier, Sharon Wade, Amanda Zamora

**Minutes:** The September 2, 2016 minutes were reviewed and approved.

**Treasury Report:** No report

**Announcements:**

“Arizona is site of largest current U.S. measles outbreak.” *Omaha World-Herald*. Jul. 2016. Print.: Youth do not understand the severity because it has not existed for so long. – Worth discussion and follow-up by ITF-Metro Omaha (i.e. television interview?). Also, put a letter into newspaper, Public Health, and/or Creighton Public Relations

UNMC receives $3,000 grant to work with coalitions (i.e. Hy-Vee) to improve adult immunization rates. Dean Public Health started coalition for colon cancer. – Bridget will get pertinent contact information.

Iowa Immunization Program brochure was sent out to Steering Committee by Linda. Everyone needs to reach out to them and ask to share template for future use by ITF-Metro Omaha. Brochure will also need to be translated into Spanish. The point of contact for this action item is Rebecca Martinez.

OneWorld and Porto Clinic should be contacted to be speaker(s) at our next conference.

Presentation given by Samantha, Chieu, Pharm D. Candidate: Get freshmen in college informed on immunization to instill a habit early on. – Form a partnership with Creighton University Student Health.

Dr. Kotula is giving a lecture for Merck: A one minute video regarding immunizations will be given at the Children’s Museum.

**Committee Reports:**

*Website:* No report

*Community Affairs*: Georganna Felt / Bridget Rolenc

1. Upcoming Events:
* Women’s Event: October 5th, OneWorld will have a screening education table & will be giving flu shots at the Women’s Clinic Building from 5:30 – 8:00 p.m. – In need of nurse practitioners to volunteer.
* Senior’s Event: October 6th at the Intercultural Senior Center from 9:00 a.m. to noon.
* Main Event: Saturday, October 8th at Metro South - Mahoney Building from 8:30 – 1:30 p.m. (volunteer hours).
* Council Bluff’s Event: October 6th, from 5:00 – 7:00 p.m. Methodist students are overseeing the event.
1. Twelve to fifteen events in South Omaha were provided money to give flu shots.
2. The Immunization Action Coalition put up 297 vaccine info. flyers which identified vaccine ingredients. ITF must still identify tri-valent and quadri-valent ingredients on future flyers, brochures, etc.

*Legislative Committee:* No report

*Professional Affairs*: No report

*Public Relations Committee*: Jeanne Burke / Michelle Hokanson

1. Discussed the Omaha Transit Advertisers regarding bus signs to deliver targeted message(s) to the Metro Omaha Community. Discussion took place to identify the target of the message (e.g. the picture used). 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 better understand important vaccines that are to be received throughout the life span and to bring up the topic to their health care provider.
2. Ad shown says, “Vaccines are not just for kids. Be wise, immunize.” + logo and immunizenebraska.org
3. All in favor of 3 posters at $300 apiece and $150 per sign production. Each poster will be left on the bus for a month before being changed.

*Annual Conference Update*: No report

Meeting adjourned at 9 AM.

The next meeting scheduled for November 16, 2016, 7:30 AM, Methodist Hospital.

Respectfully Submitted,

Cathy Carrico

Amanda Zamora