

2019

OREGON FLU SUMMIT & MORE

PREVENT | PROTECT | VACCINATE



Dear Oregon Flu Summit & More Attendees,

It has been two years since we gathered at our last Flu Summit – far too long. It is for this reason that we at Immunize Oregon want to bring you the best conference yet. When we set out to define this year’s event it became clear that we needed to increase the scope of conversation beyond influenza. Ultimately, we want the Oregon Flu Summit & More to facilitate communication in ways that better serve attendees. From this approach we developed the following objectives:

- Share practice and evidence-based strategies for improving immunization coverage across the continuum of care.
- Provide up-to-date information and guidance for all stakeholders involved in prevention, control, and treatment of vaccine preventable illnesses.
- Explore uses of communication and outreach techniques to reach target populations.
- Identify vaccination-related challenges and solutions.

If these words seem familiar to you, it isn’t a coincidence. We have reiterated this message from our website, to our emails, to our literature. We have kept these objectives close to our hearts for months now, and we have weighed our decisions against these standards.

Planning a conference of this size is a challenge and the planning committee deserves credit for keeping true to the flu summit mission in every aspect of the agenda. As the Coalition Coordinator, it has been a joy working with the fourteen brilliant members of the planning committee. I ask that you please take a moment to recognize their names in this program and thank them if you see them. Because of their work, the ups and downs of planning have resulted in a conference carefully crafted to meet the needs of all attendees.

Conference attendees this year will have an opportunity to engage in presentations and activities that enlighten, encourage, and inspire. Presentations such as Dr. Paul Cieslak’s *2016/17 Influenza Update* are intended to empower you with the knowledge you need in your field. Meanwhile, Senator Steiner Hayward may incite an urge to continue the great work you are doing. And activities like “What Would You Do?” will give you a platform for your ideas, reminding us that everyone has the ability to make big change in this field. Oregon Health and Science University graciously donated water bottles, bags, and pens that will leave a lasting impression every time you sip, pack, and write, reminding us why we are here: to prevent, protect, and vaccinate.

We hope your experience here at the summit will stay with you for years to come, that it will leave you more prepared for your job, and lend a voice to your efforts to increase immunizations in Oregon. We know how hard you work and the relentless effort you put into keeping your community and society healthy. This conference is for the nurse and the administrator, the pharmacist and the educator, the researcher and the community member. This conference is for you.

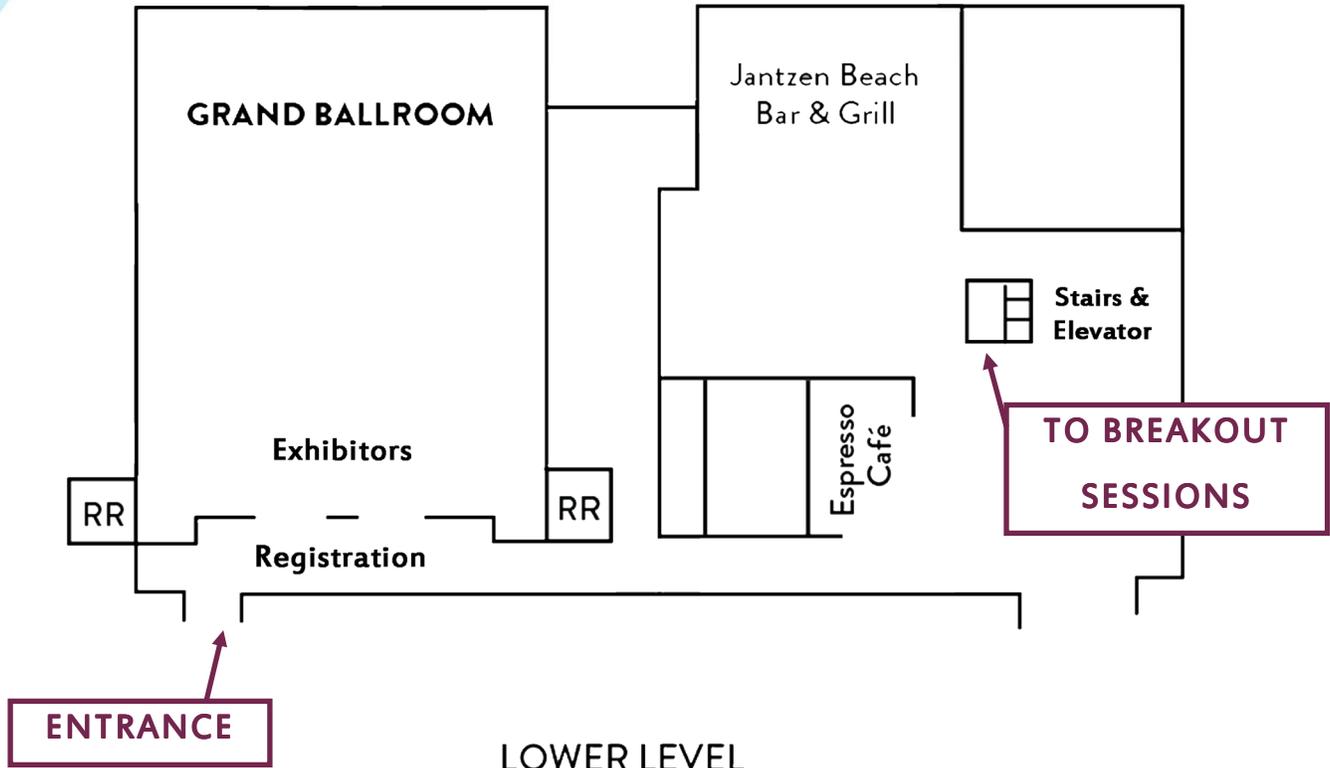
Enjoy.

Alison Dent

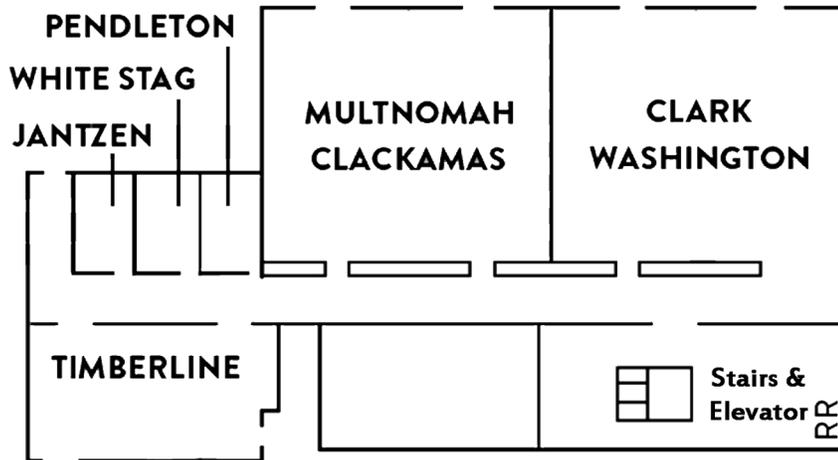
Immunize Oregon Coalition

- 7:00AM DOORS OPEN**
- 8:00AM Welcome & Pub(lic) Health Trivia**
Emcee Julie Black
- 8:20AM Maintaining the Future of Immunizations**
Dr. L.J. Tan
- 9:30AM BREAKOUT SESSION ONE**
- 10:25AM Protecting Immunity After Vaccination**
Dr. Mark Slifka
- 11:10AM University of Oregon Carriage Study**
Dr. Lucy McNamara
- 11:55AM LUNCH**
- 12:25PM What I Learned in the Legislature**
Senator Steiner Hayward
- 12:55PM What Would You Do?**
Emcee Julie Black
- 1:20PM BREAKOUT SESSION TWO**
- 2:15PM Exploring Oregon's Flu Data**
Steve Robison
- 2:45PM 2016/17 Influenza Update**
Dr. Paul Cieslak
- 3:30PM AFTERNOON SNACK**
- 4:00PM HPV: You Are The Key**
Dr. Michelle Berlin

MAIN LEVEL



LOWER LEVEL



RR = Restrooms

Lactation Room

Located on lower level in the Pendleton Room. The room is lockable. Outlets are accessible. Schedule a time to pump with Alison Dent.

Breakfast/Lunch/Afternoon Snack

Buffets will be set up in the Grand Ballroom between the speakers and the exhibitors. Each buffet will be set up for one hour.

Pub(lic) Health Trivia

A great way to wake up in the morning, this fast-paced trivia game based on Portland's popular pub style trivia will challenge your knowledge of immunizations. What do you know about the diseases of George Washington? How up-to-date is your knowledge on the childhood vaccination schedule? Work with people at your table to quickly answer correctly for a chance to win prizes and friends!

What Would You Do?

After lunch put your thinking caps on, because today is the day to creatively collaborate! In our afternoon activity called "What Would You Do?" we will ask you to consider an area of immunization that is most meaningful and impactful for you and help develop a project around that idea. Afterward, we will share your ideas with everyone on our website. Who knows, you might just inspire another immunization program!

Exhibitors Hall

Exhibitors will be set up all day in the Grand Ballroom to inform you about their products, services or organization. We have a variety of exhibitors from manufacturers to state programs to nonprofits. Feel free to browse their tables in the morning or during any of our breaks throughout the day.

You are the KEY to Cancer Prevention: HPV Vaccination Provider Training

When: August 23rd, 4:00pm (following the Oregon Flu Summit & More)

Where: Grand Ballroom, Red Lion Hotel

Presented by Dr. Michelle Berlin, M.D., M.P.H.

This presentation provides up-to-date information on HPV infection/disease, HPV vaccine, and ways to successfully communicate with patients and their parents about HPV vaccination. Find out how to reduce missed opportunities by recommending HPV vaccine the same way and same day you recommend other routinely recommended adolescent vaccines.

How to receive CME Certificate

At the end of the presentation, we request that you fill out an evaluation of the presentation that you will find at your table. Bring the completed evaluation to the registration table as you are leaving and someone there will give you a 1-hour CME credit certificate.

Hepatitis A Response in Sandy, OR

Location: Grand Ballroom

In February 2016 a busy Valentine's Day weekend at a local movie theater may have exposed over 3,000 people to Hepatitis A. Legacy Health partnered with Oregon Health Authority, Clackamas County, Multnomah County, and the Cities Readiness Initiative in response to community need. This presentation will describe the successful planning and implementation of a community vaccination and IG clinic on short notice using a Point of Dispense model. Includes a discussion of the interagency partnerships and community involvement needed, and an analysis of lessons learned.

***Bryan Goodin, MPH** is the Manager of Employee Health and works closely with Angela playing a key role in preparing and responding to events that impact the families and communities of Legacy Health.*

***Angela Heckathorn** is the Manager of Environment of Care at Legacy Health and oversees safety and emergency management system wide. She is a current member of the Oregon Emergency Management Association.*

Best Practice Panel: Immunization Efforts Across the Continuum of Care

Location: Multnomah/Clackamas Room

Best Practices Panel: Immunization Efforts Across the Continuum of Care provides attendees an opportunity to learn how different players in the field are tackling issues concerning vaccine hesitancy, promotion, retention of patients, and training of staff come flu season. Virginia Chambers identifies what M.A.s need to know regarding vaccines, as well as identifying how attitude and soft skills affect patient experience. Dr. Bob Dannenhoffer discusses vaccination hesitancy from his experience as a pediatrician using metrics to measure vaccine compliance across the population.

Attendees can ask questions on these topics and discover how a tactic used by one jurisdiction might be effective in another. Looking across the continuum of care allows for more creative problem solving and finding solutions in different sectors. Bring questions and an open mind to new ideas and techniques.

***Bob Dannenhoffer, MD** has been a pediatrician in practice for over 35 years in addition to being a county public health office and administrator. He is deeply involved with the Oregon Health Plan and has been from its inception.*

***Virginia Chambers** is the current Medical Assisting Program Director at Portland Community College. For the past six years she has been working on developing new PCMH curriculum and is focused on enhancing the training and skills of MA students.*

Legal Considerations of Vaccinations in Oregon

Location: Clark/Washington Room

More than just school law for vaccinations, this presentation explores current laws in Oregon related to employers and employees in clinical and other settings. Backed with case briefs and examples, Paul Frisch will illustrate ways in which vaccine laws have been challenged or addressed in court and the results of those cases. He will also identify strategies for employers to ensure easy compliance with vaccination and promote a healthy workforce through law. This is a great presentation for administrators or practitioners looking to strengthen their employee vaccination rate in the workplace.

Paul Frisch, JD is an Adjunct Professor at the University of Oregon School of Law as well as Adjunct Faculty at Willamette University School of Law where he teaches Privacy Law, Medical Malpractice, and Health Law Survey. He is also an advisory board member for Physician Litigation Stress Resource Center which provides resources to practitioners facing malpractice litigation.

Having Difficult Conversations: Using Motivational Interviewing Techniques to Talk About Vaccines and Antibiotics

Location: Timberline Room

Typically used for behavior change counseling regarding smoking cessation and obesity, motivational interviewing (MI) is a goal-oriented, client-centered counseling style for eliciting behavior change by helping clients explore and resolve ambivalence. These methods are easily applied to the charged and emotionally driven conversations that surround other health topics, such as vaccines. Combining MI techniques, local statistics, case studies, and plenty of group and individual practice, this seminar strives to provide participants with alternatives to stonewalling and conflict through empathy and empowerment.

The aim of this workshop is to provide a review of vaccine hesitancy and negotiating antibiotic use; seek to understand what leads to and how to navigate difficult conversations; and introduce motivational interviewing as a technique to facilitate and engage intrinsic motivation within the patient to change attitude as it relates to vaccines or antibiotic prescribing practices.

Alyssa McClean is a public health educator for the state public health department and she coordinates the Oregon AWARE Program.

Amir Assasnik is currently a graduate student at Portland State University pursuing a master's degree in both social work and public health. In addition to working as a member care navigator at Kaiser Permanente, Amir is interning with Oregon AWARE.

Reaching Diverse Communities: Childhood Immunizations in Northwest American Indian/Alaska Native Communities

Location: Multnomah/Clackamas Room

Dr. Tom Weiser pulls from his extensive experience working with native community health to guide his research identifying the knowledge, attitudes, and perceptions of Northwest American Indian/Alaska Native (AI/AN) community members and medical providers regarding childhood immunizations. He will describe his process using focus groups with native communities in order to uncover if hesitancy or resistance is comparable to non-AI/AN populations and identify influences that serve as barriers or facilitators to immunizations.

***Capt. Tom Weiser, MD, MPH**, has been with Indian Health Services since 1998, initially serving as an Indian Health Services Medical Officer in Whiteriver, Arizona from 1998-2005. He completed the CDC Epidemiology Intelligence Service from 2005-2007, assigned to the Missouri Department of Health and Senior Services. In 2007, he began his new position assigned to the Northwest Portland Area Indian Health Board and Northwest Tribal Epidemiology Center. Dr. Weiser is passionate about improving the quality of healthcare services, data access and data quality for American Indian and Alaska Native populations; human subjects protection; infectious disease epidemiology and surveillance.*

Healthcare Worker Influenza Vaccination in Oregon

Location: Clark/Washington Room

Providing an overview of the problem with influenza vaccination rates of healthcare workers (HCW), this presentation shares data collected since 2010 looking at the rates in various types of facilities (hospitals, skilled nursing facilities, ambulatory surgery centers and dialysis centers) against the types of methods used to encourage vaccination. Different types of facilities have success with vaccination using different strategies and these are outlined while identifying vaccination strategies with high impact potential, lessons learned, and opportunities for improvement.

***Alexia Zhang, MPH** is a healthcare associated infections epidemiologist with the Acute and Communicable Disease Prevention program with the Oregon Public Health Division. She currently focuses her efforts on decreasing rates of communicable and highly infectious diseases in the Oregon healthcare system.*

***Monika Samper** has worked as a registered nurse for over 20 years. Her first 15 years she worked in the acute care setting in Neonatal Intensive Care Units. She has worked at the Oregon Health Authority since 2010, in a variety of public health positions.*

Augmenting Adult Immunization Programs: Increasing Adult Immunization Rates Using Quality Improvement Methods and Flu-Fit

Location: Timberline Room

Presented in two parts, this session is perfect for both providers who directly interact with patients as well as administrators working on developing programs for the practice.

HealthInsight Oregon will provide an overview of how Quality Innovation Networks-Quality Improvement Organizations play a role in health care transformation and methods to improve adult immunization rates for Medicare beneficiaries. Their presentation will include best practices for assessment, education and referral, and types of technical assistance offered through participation in the program. The goal is for attendees to take away three action items to implement in their physician office, hospital, home health agency, pharmacy, or other health care setting dedicated to improving immunization rates.

The American Cancer Society knows that a step in the door is the first move and wants to help you leverage your influenza vaccine program to help prevent cancer as well. Learn about how Flu-Fit Programs help clinical teams increase access to colorectal cancer screening by offering home tests to patients at the time of their annual flu shots. This program has recently been recognized as a “Research-Tested Intervention Program” by the National Cancer Institute and has been featured on the Agency for Healthcare Research and Quality’s Innovations Exchange. The American Cancer Society is currently introducing Flu-Fit Programs in several community health centers across the country.

***Nicole O’Kane, Pharm. D.,** is the Clinical Director at HealthInsight Oregon, a nonprofit organization that focuses on improving the quality, safety, and value of health care. Her expertise is focused on safe medication use and addressing the needs of people who have complex medical conditions. She received a Bachelor of Science degree in Pharmacy from the University of Minnesota and a Doctor of Pharmacy degree from the University of New Mexico.*

***David Smith, MBA,** is the HID Manager at HealthInsight Oregon. His expertise is in the utilization of health information technology, quality improvement, and practice transformation. He has experience certifying electronic health record systems. He received a Bachelor of Arts degree from Brigham Young University and received a Masters in Business Administration degree from the Westminster College.*

***Bridget Kiene** is a Health System Manager with the American Cancer Society. In her role she partners and consults with health systems and works to improve population health through prevention and early detection efforts state wide. Her oversight includes relationships with the state health department, QIOs, CCO’s, and commercial health plans. Her passion to end cancer as a major public health problem drives her work in this area.*

Carrie Beck

*Lead Project Coordinator Cardiac
& Immunization Programs
HealthInsight Oregon*

Mags Guth, RN

*Occupational Health Nurse
Blount International, Inc.*

Jill Johnson, RN, DSN, MEM

*Immunization Program Coordinator
Deschutes County Health Services*

Mimi Luther

*Provider Services Manager
Oregon Immunization Program*

Melissa McKinney

*Community Liaison
Multnomah County Health Department*

Jacki Nixon

*Administrative Assistant
Oregon Immunization Program*

Amy Valdez, R.Ph

*Clinical Pharmacist
Fred Meyer*

Bob Dannenhoffer, MD

*Administrator & Public Health Officer
Douglas County Health Department*

Amanda Huston, RN, MSLIS

*Quality Improvement
& Infection Control Coordinator
FCI Sheridan*

Ryan Linskey

*CDC Public Health Associate
Multnomah County Health Department*

Alyssa McClean

*AWARE Program Coordinator
OHA—Acute and Communicable Disease*

Amanda Parsons

*Conference Coordinator & Program Analyst
Oregon Immunization Program*

Kate Pillar

*Practice Manager
Oregon Health and Sciences University*

Kristen Wils, MSc

*Community Member
Public Health Advocate*

Special Thanks to OHSU for Donating Bags, Water Bottles and Pens

Check out our website after the summit for:

Your project ideas from the “What Would You Do?” activity.

Information about upcoming events and news.

Downloadable files and audio recordings.

Oregonflusummit.weebly.com



OREGON AWARE



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