Community Response to H1N1 Influenza
2009-2010
Palm Beach County, Florida
Collaboration & Partnerships

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All H1N1 Team Members, PBCHD

H1N1 Education and Vaccination Partners

[Logos of various organizations]
**County Health Department Team Efforts**

- Unified Command Structure - April 2009
- Employees as Public Health Ambassadors
- PBCHD credible & reliable source of information
- **Prevention message:** cover cough, stay home when sick, and get H1N1 & seasonal flu vaccine

**PBCHD Flu Line & Health Centers**

- Flu Call Center 1- 888- 411- 4FLU
- Extended evening & weekend hours
- Messages returned every day
- Staff spoke multiple languages
- Web site [fightfluflorida.com](http://fightfluflorida.com) listed outreaches and prevention messages
- Bill boards located in key locations in the community and ads on public transportation
Collaborations - Deliberate & Planned

- Private physicians- pediatricians, OB & other medical providers (400 registered in Florida SHOTS™)
- Adult & Childhood Immunization Coalition
- Mayors of municipalities
- Cities Readiness Initiative program (POD)
- School District of Palm Beach County
- Community stakeholders who have worked with PBCHD on all hazard preparedness in the past (Anthrax, hurricanes)

H1N1 Vaccine Distribution

Management of vaccine inventory and distribution

Total Doses Shipped: 357,960

- Hospitals/EMS 13%
- Pharmacy 12%
- Outreach Provider 7%
- PBCHD/Vendor 21%
- Private Providers 47%
- Other medical providers 25%
- Pediatrics 19%
- Obstetricians 3%
Uncover Gaps in Coverage & Focus on Vulnerable Populations

• Child Care Centers
• **Outreach**es- after school, fairs, libraries, Hispanic supermarkets & Boys & Girls clubs etc.
• Vaccinate family units- not just the children

PBC Hospitals & EMS

• Healthcare Emergency Response Coalition (HERC)
  - Healthcare workers -vaccination priority
  - Emergency response agencies
  - Patient care surge
• Fire Chiefs Association & EMS
  - PBCHD provided trainings
  - vaccine for staff & families
  - hosted local community outreach events
New Collaborating Partners
Pharmacies & Universities

• Helped *Extend the Reach* - More than 250 pharmacies
• Created & distributed a Flu Ready Card
• Reached 18-24 year old at universities

Sustainability

By networking and partnerships, PBCHD is able to prepare for *all* hazards

• Education, prevention, vaccination & outreach
• Partnerships in place before an “event”
• Drills & tabletop exercises; lessons learned
• Partnerships with MDs
• Collaborations with community pharmacies & pharmacists
• Engage culturally diverse community stakeholders
Thank You

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