

Community Response to H1N1 Influenza 2009-2010

Palm Beach County, Florida

Collaboration & Partnerships



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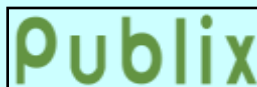
Director, PBC Health Department
Incident Commander H1N1

Lisa A. Rosenfeld, MPH

Pandemic Influenza Coordinator
Planning Unit Chief H1N1

All H1N1 Team Members, PBCHD

H1N1 Education and Vaccination Partners



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** listed outreaches and prevention messages
- Bill boards located in key locations in the community and ads on public transportation



Collaborations - Deliberate & Planned

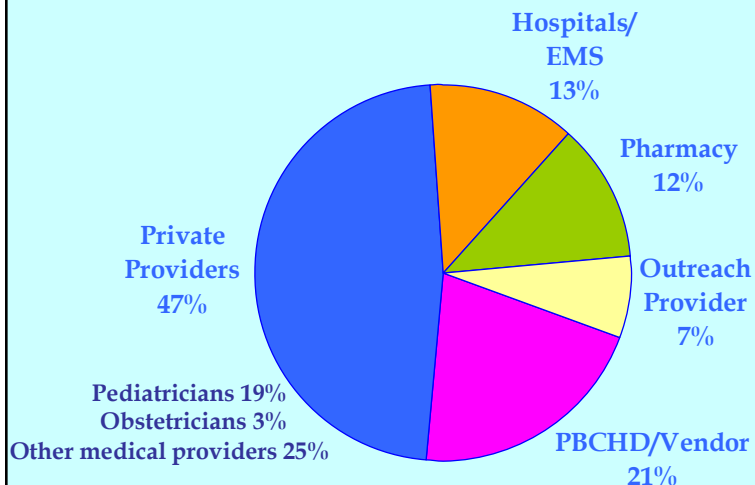
- Private physicians- pediatricians, OB & other medical providers (400 registered in Florida SHOTS™)
- Adult & Childhood Immunization Coalition
- Mayors of municipalities
- Cities Readiness Initiative program (POD)
- School District of Palm Beach County
- Community stakeholders who have worked with PBCHD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



H1N1 Vaccine Distribution

Management of vaccine inventory and distribution

Total Doses Shipped: 357,960



Uncover Gaps in Coverage & Focus on Vulnerable Populations

- Child Care Centers
- **Outreaches-** 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





PALM BEACH COUNTY
HEALTH DEPARTMENT

Thank You

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