

**LRB-FISCAL REVIEW SECTION ANALYSIS**

**PUBLIC SAFETY COMMITTEE**

**ITEM 15, FILE # 031569**

**MARCH 11, 2004**

**MARK A. RAMION**

File # 031569 is a resolution relative to application, acceptance and funding of the Racial and Ethnic Adult Disparities in Immunization Initiative.

**Background**

1. This resolution authorizes the Milwaukee Health Department (MHD) to apply for, accept and fund the Racial and Ethnic Adult Disparities in Immunization Initiative (READII) Grant from the U.S. Centers for Disease Control through the State of Wisconsin Department of Health and Family Services.
2. This is a grant continuation.

**Discussion**

1. The purpose of this grant program, based at the Zeidler Municipal Building, is to increase and improve influenza and pneumonia vaccination rates for adults 65 years of age and older in African American and Hispanic communities (the target group).
2. The first year of this demonstration grant, from September 1, 2002 through August 31, 2003, organized partnerships of public health professionals and medical providers for the purpose of developing a community-based plan to increase immunization for the flu and pneumonia in the target group. Community-wide meetings were conducted early October 2002 among various community health and action agencies.
3. Pertinent elements of this project include creating a registry for tracking immunizations, linking the target group to medical providers, engaging in education and outreach to clinics and physicians, and developing a media campaign to include radio, television and print.
4. Milwaukee statistics from year 2000 (benchmark year) reflect the disparity in vaccination coverage in the target group:
  - Influenza vaccination coverage was 53% for whites and 30% for African Americans
  - Pneumonia vaccination coverage was 42% for whites and 27% for African Americans

The goal of this project is to, by year 2010, increase the immunization rates among all racial and ethnic groups to 90% or better. Additionally, this grant seeks to increase

reporting statistics related to immunization rates for Hispanics, as current information for this population is negligible.

5. Year 1 of this grant focused upon assessment of the current local capacity to deliver increased vaccinations, participation in community planning and training, development of an action plan and the distribution of educational materials.
6. Year 2, the current year of this grant, will build upon foundations developed and continuing needs to be addressed, especially in assessing information gathered in the immunization registry.
7. This grant funding encompasses the period of January 1, 2004 through December 31, 2004
8. MHD anticipates Year 3 to include one-half year of funding for the purpose of evaluation and “wrap-up” of this demonstration grant.

### **Fiscal Impact**

1. The total of this grant is \$275,000, entirely from the grantor.
2. Approximately \$175,893 (62%) of the grant will fund the following 4 MHD positions with salary and fringe benefits:
  - 1 existing Public Health Nurse Supervisor (SG 07) at 0.25 FTE
  - 1 existing Office Assistant II (SG 410) at 0.5FTE
  - 1 new and 1 existing Public Health Nurse (SG 666)
3. \$75,000 is budgeted for a media campaign for this initiative. This campaign is being developed by Creative Marketing Resources to include radio spots (possibly television) and printed literature emphasizing Influenza, Pneumonia and Tetanus immunizations for the target population.
4. Remaining grant dollars will fund program supplies and services (\$24,107).

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