LRB-FISCAL REVIEW SECTION ANALYSIS

PUBLIC SAFETY COMMITTEE **ITEM 3, FILE # 030857**

OCTOBER 23, 2003 **MARK A. RAMION**

File # 030857 is a resolution amending Common Council File 020717 relative to application, acceptance and funding of the Racial and Ethnic Adult Disparities in Immunization Initiative.

Background

1. This resolution amends Common Council File 020717, which authorized the Milwaukee Health Department (MHD) to apply for, accept and fund the Racial and Ethnic Adult Disparities in Immunization Initiative (READ) Grant from the U.S. Centers for Disease Control through the State of Wisconsin Department of Health and Family Services.

2. This is a change in a previously approved grant, Common Council File # 020717.

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. This grant project will organize 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 reflect the disparity in vaccination coverage in the target group:

    - Influenza vaccination coverage was 67% for whites, 56% for Hispanics and 48% for African Americans
    - Pneumonia vaccination coverage was 57% for whites, 30% for Hispanics and 31% 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.

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 has built upon foundations developed and continuing needs to be addressed, especially in assessing information gathered in the immunization registry.

7. This is a demonstration grant that is scheduled to encompass two years. The initial grant period is from September 1, 2002 through August 31, 2003 and further extended to December 31, 2003.

Fiscal Impact

1. The original total of this grant was $189,596, entirely from the grantor and was amended to authorize acceptance of an additional $20,080.

2. This additional $25,000 in funding will be applied to a contract with Strive Media ($20,000) to develop a marketing strategy for flu vaccinations for the elderly as well as promotional supplies ($5,000) for the flu vaccination campaign.

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LRB-Fiscal Review Section
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