

Buncombe County Agenda Item Information Sheet

AGENDA ITEM: Budget Amendment for Immunization program (Buncombe County Health & Human Services – Public Health).	
MEETING DATE: January 6, 2015	
REQUESTED BY: Jim Holland for Gibbie Harris	
Background information The goal of the Immunization program is to reduce the spread of vaccine preventable diseases by assuring that individuals are age appropriately immunized and by managing outbreaks of those diseases. These additional funds will be used to increase community awareness of new and revised immunization rules and requirements (effective July 1, 2015) by developing and implementing a communication plan. The plan will include details about the following: <ol style="list-style-type: none">1) Community engagement with school systems, child care facilities, healthcare systems and supporting organizations — to provide insight and direction on effective types of awareness and outreach.2) Target audiences defined to include parents, healthcare workers, school and child care personnel and others as deemed appropriate for the community.3) A comprehensive media plan (broadcast, print and social media) to reach those target audiences, including estimated costs for a media buy in appropriate markets.4) Educational and outreach materials.	
Pro's <ul style="list-style-type: none">• Reduces spread of vaccine preventable disease• Communication plan will address specific local needs	Con's None
Funds required No county funds are required.	
Alternatives	
Action recommended: Increase Immunization budget by \$34,408 to reflect additional federal funding.	