



Working with a Public Relations Professional to Achieve Coalition Goals

- Kalyn Roberts, RN, BSN (Montgomery County Department of Health)
- Amy Wishner MSN, RN (PA Chapter, American Academy of Pediatrics, community volunteer)
- Gail Wright, MS (Bryn Mawr Hospital/Main Line Health System)

Montgomery County Immunization Coalition - MCIC
Pennsylvania

Montgomery County, Pennsylvania

- Southeast PA
- 800,000 people
 - 3rd largest in PA
 - Diverse
- Includes Valley Forge
- In Delaware Valley
 - Delaware Valley Immunization Coalition (Bucks, Chester, Delaware, Montgomery, Philadelphia Counties)



Montgomery County Immunization Coalition (MCIC)

- Started in 2003
- Mission: Promoting age-appropriate immunizations across the lifespan for all residents of Montgomery County

MCIC Annual
Dinner, 2011

Victor
Vaccine's
Debut



2012 MCIC Officers



Mary Wilson, RN
Secretary

Susan Wenrick
Chair

Kalyn Roberts, RN
Treasurer

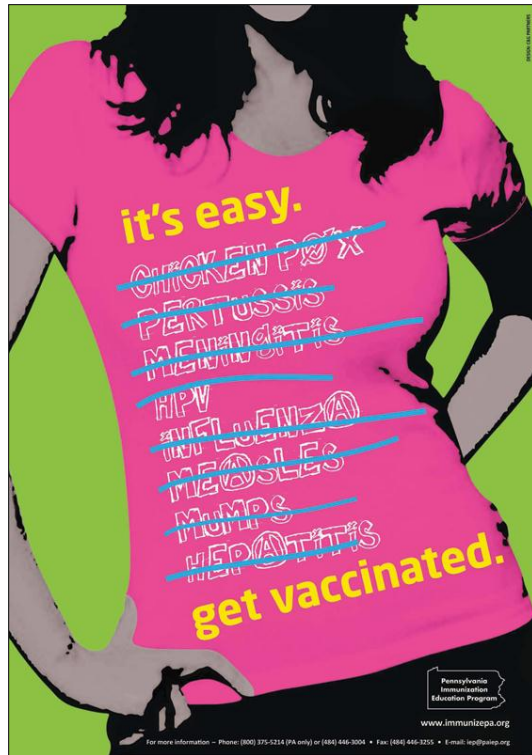
Gail Wright
Vice-Chair



MCIC – Who are we?

- Clinicians (Nurses, Physicians) – public and private, Dept. of Health managers (Immunization, Aging and Adult Services), Visiting Nurses, school nurses, health systems
- Mostly employed full-time or busy retirees
- Work (or worked) on immunization at least part of paid employment

We had: posters, t-shirts, ideas about events



Distributed posters to health clinics, pediatric and family medicine offices, community and middle/high school libraries, recreation centers, beauty salons, barbershops



We did not have:

- Time to bring our event ideas to fruition
- Skills to make our event pop!
- Media savvy
- We needed a Public Relations Professional!
- Did not know a PR person who would volunteer
- Ta da! Carole A. Felton, MBA; Carole Felton Communications





We weren't even thinking of...

- Pennsylvania's immunization regulations have been amended by 28 Pa. Code §23.81. These regulations went into effect on Aug. 1, 2011, impacting classes for school year 2011-2012. Immunization requirements described in the amendment must be completed within eight months of the date of admission to school, which is known as the provisional period. The provisional period, for most school districts, ends on April 30. All mandated vaccines need to be administered by the deadline to avoid student suspension. School nurses throughout the county have advised MCIC that as many as 21,000 students (about 20 percent) need one or more of the required shots.

Needed to get the word out about
required school immunizations and
upcoming end of provisional period





MCIC Took the Lead in PA With Professional PR Help

- Developed press release
- Maximized impact of press releases and contacts
- Started MCIC Facebook page
- Everything went on YouTube: <http://youtu.be/bnIQunFkmd8> and Facebook – Carole Felton's site and MCIC site
- Asked everyone to put on our t-shirts – added exposure

MCIC Visible Statewide – with help from public relations professional!



- Arranged KYW radio interview
- Channel 6 *Action News* and *Puerto Rican Panorama* – clips re-aired
 - Follow-up interview – included MCIC DoH Nurse Kalyn Roberts, RN and a former pertussis patient
 - Arranged PSA with Channel 6

The Unexpected – Victor Vaccine Meets Philadelphia D.A. Seth Williams





Back to our Original Event...

Carole Felton's ideas:

- Do not do immunization-only
- Bring immunization in with other recognized health issues
- Get sports, food, fitness, education, book, music, etc. sponsors and partners
- All coalition members helped but Carole had the time, energy, connections, and personality to get many of the sponsors, partners, prizes



Shout Out For Health!!!

Tweens and Teens

Please bring your friends and family for fun, music,
snacks, raffle prizes and t-shirts
Come meet Victor Vaccine (MCIC's mascot)

Saturday, April 14, 2012 (Rain or Shine)

11:00 AM until 1:00 PM

**Upper Merion Township Park Gazebo
175 W. Valley Forge Road, King of Prussia**

Prizes include: an autographed Spencer Hawes basketball, movie passes,
restaurant certificates, fitness passes and much more...

Sponsors:



Main Line Health

Well ahead.®



**Alfred I. duPont
Hospital for Children**

Partners include:



Wegmans



Red Hot dance fitness





Professional PR for “Shout Out For Health!”

What did it add?

- Thinking differently about multiple “exposures”
- “Ticket” - every newspaper throughout Montgomery County (15 newspapers)
- Main Line Media News including online/digital
- Thousands of people exposed
- Portrayed all partners in best light – jazzed it up
 - Wegmans: “Wegmans exclusive brands”
 - Right College For Me, LLC: “Pre-eminent educational consultant”

Montgomery County's Victor Vaccine with Friends



Shout Out For Health!





Results of “Shout Out For Health!”

- Attendees had a great time – positive experience with immunization
- All sponsors and partners pleased – ready, willing, and able to help in future
- Established MCIC with large health care organization partners
- Wegmans pharmacists joined MCIC



Our Experience With Professional PR

- Professional PR help is a BIG asset!
- Everything is negotiable
- Still need to link MCIC events with other community events – even great promotion is not enough
- When you have PR available, you will meet other needs you did not know you had!
- Working with professional PR teaches the coalition new skills

MCIC

- We find PR means:
 - Professional Results
 - Partner Respect
 - Platform Reinvented
- MCIC Chair Susan Wenrick:
 - SWenrick@montcopa.org



MCIC Mascot "Victor Vaccine"