American Academy of Pediatrics
“Enhancing Pediatric Partnerships to Promote Pandemic Preparedness” Meeting

CALIFORNIA STATE ACTION PLAN
February 2012

Team Members:
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Participation in Assigned Session:
Model Strategies: Strategic Communications and Systematic Messaging

Presenter: Rob Schechter, MD

State Models:
1. Regular conference calls hosted by the California Department of Public Health for both local Public Health officials and for providers
2. Use of the California Health Alert Network (CAHAN) to communicate with physicians
3. Variable additional communication strategies at the local level

Key Challenges:
1. Difficulty in establishing an optimal forum for two-way communication between Public Health officials and pediatricians so that pediatricians could voice concerns/suggestions regarding issues and messaging
2. Inconsistent messages from multiple sources (e.g. CDC, State Public Health, Local Public Health, national AAP, local AAP)
3. Lack of an accurate database of practices and patient characteristics to aid in the prioritization of vaccine distribution
4. Inclusion of Children’s Hospitals in the communications and vaccine distribution scheme

Action Steps:
1. Create a pediatric-focused statewide model for distribution of limited resources (e.g. vaccine, antibiotics) that will reflect the distribution of pediatric patients at highest risk for a particular threat.
2. Create a statewide model for communication between Public Health and pediatricians that will minimize inconsistency of messages.
3. Create a statewide database of practices and hospitals that care for children to include patient numbers and characteristics to facilitate the appropriate prioritization of resources.
4. Create a moderated statewide list-serve of providers who care for children to facilitate two-way communication.
5. Investigate the ability of the California immunization registry to identify and track high-risk populations in the event of a pandemic or disaster and implement for day to day care of children and communities.
6. Incorporate pediatricians into state-level decision making by creating a Pediatric Advisory Council or identifying pediatric champions.