

**ISSC 2005 Biennial Meeting
August 13-19, 2005 – Point Clear, Alabama
Committee Report**

Name of Committee:	<i>Vibrio vulnificus</i> Education Subcommittee
Chairperson:	Tom Herrington
Date of Meeting:	Sunday, August 14, 2005
Attendees:	Tom Herrington; Paul Balthrop; Suzanne Bourgeois; Bill Dewey, Doris Nelson; Robin Downey; Joel Hansel; David Heil; Lori Howard; Dot Leonard; Bill Mann; Charles Newell; Debbie Rouse; Sandra Sharp; Sandy Shepherd; Ed Watson; Lewis Byrd; Roberta Hammond; Tori Stivers; Sally Soileau; Ruth Posadas; Kirk Wiles; Rob Wittman
Charge 1:	Submit a detailed report to the VMC on education activities twice yearly.
Findings:	<p>Dot Leonard, ISSC State Coordinator, provided an overview of accomplishments by states. Individual State Reports were provided by Florida, Georgia, Alabama, Mississippi, Louisiana, and Texas State Coordinators provided updates on their respective state's accomplishments. See Attachments</p> <p>Paul Balthrop provided the subcommittee with an update on the Walgreen Pharmacy initiative which will incorporate warnings, of the risk of eating raw shellfish, on the prescriptions of the at-risk population. These warnings will be printed directly on the prescription label. Mike Lucas, Regional Manager for Walgreen Pharmacy announced Walgreen's plans to distribute brochures on the risk of <i>Vibrio vulnificus</i> in all prescriptions filled for at-risk patients. The brochures will be initially distributed in 650 stores in Florida and Puerto Rico. Nationwide distribution in the 5000 Walgreen Pharmacies is expected within the next twelve months. By the end of 2005, Walgreen pharmacists will counsel all at-risk patients nationwide.</p> <p>Joanne McNeely, Florida Department of Agriculture, Chief, Bureau of Seafood and Aquaculture Marketing provided the subcommittee with examples of products that could be developed for other states, if Florida benefited from them also.</p>
Conclusions:	<p>States are actively pursuing educational endeavors. More interactions are needed between the states' coordinators to share successful projects.</p> <p>Spanish language educational materials such as the novellas are needed for inclusion into state education programs.</p>
Recommendations:	<p>State Coordinators should meet, along with invited Subcommittee members, to exchange ideas and discuss future direction for Vv education.</p> <p>Materials developed for the California education campaign for the Spanish population should be distributed to state coordinators for use in their outreach to the Spanish population in their respective states.</p>

Charge 2:	Provide guidance to the ISSC Executive Director in seeking funds for and conducting subsequent education surveys to evaluate Vv education efforts.
Findings:	Mr. Herrington provided CDC wound information.
Conclusions:	With NOAA's Human Health initiative this may be a good opportunity to partner with various agencies including EPA and CDC in developing Vv educational material in consort with Vv wound information
Recommendations:	Seek partnership with NOAA, CDC, and EPA in developing Vv educational material. See also charge 4 recommendations
Charge 3:	Continue providing review and comments on educational materials being developed by the ISSC.
Findings:	A draft DVD of the Harvesting Control video was viewed by the Subcommittee.
Conclusions:	The Subcommittee agreed that it was a great start, but need some editing of the message. Comments from the subcommittee are due to the chair by October 1, 2005
Recommendations:	Focus group comprised of harvesters should review the video and provide feedback on its level of understanding and clarity of the message.
Charge 4:	Review the 2004/2005 Consumer Survey results, report the findings, and make recommendations for follow up.
Findings:	Dot Leonard and Tom Herrington provided a brief review of the follow-up survey of Raw Oyster Consumption in four states. Little change in knowledge or behavior was evident in the statistical results.
Conclusions:	The Subcommittee will provide specific comments and/or questions on the survey to the Chairperson by October 1, 2005. The comments and any questions raised will be provided to the appropriate ISSC officials. A follow-up survey is needed but the Walgreen campaign and other state Vv education initiatives should be given time to have their effectiveness measured.
Recommendations:	The Subcommittee recommended that a third survey be conducted in the Fall/Winter of 2007, using the same parameters used in the current survey.
Recorder:	Sandra Sharp
Approved by:	Tom Herrington