

Pharmacy Task Force
Cold Pack Campaign Chronology
(2002 – Present)

The Cold Pack Campaign is a community wide educational and product-distribution project intended to decrease the use of antibiotics to treat viral infections. Cold Packs can be given to patients who present with viral infections but insist on a prescription for an antibiotic. The Pharmacy Task Force hopes that by giving away the Cold Packs, physicians will relieve their patients' anxiety about "needing" a medication while simultaneously minimizing the possibility of that patient developing an antibiotic-resistant infection. The following chronology describes the history of the Pharmacy Task Force's Cold Pack Campaigns.

2002-2003 Cold Pack Campaign:

April 30, 2002

After an in-depth discussion on the topic of antibiotic resistance activity planning for the upcoming flu season, Pharmacy Task Force members agreed that the focus of next year's activities regarding antibiotic resistance should be on cold packs.

Robin Hemby, R.Ph., stated that Pfizer has successfully partnered with HealthPlus of Michigan in the past to distribute cold packs in the community. She stated that Pfizer would be willing to donate the cold packs.

Members discussed the idea of having a letter signed by Coalition physicians mailed to primary care physicians, pediatricians, internal medicine specialists, after hours clinics, etc., explaining the importance of antibiotic resistance. An order form for cold packs would also be included with this letter. The order forms would be able to track the number of cold packs distributed to physicians and help to determine the success of using cold packs.

September 15, 2002

The Coalition and Pharmacy Task Force Membership introduced the Cold Pack Campaign, a community wide educational and product-distribution project intended to decrease the use of antibiotics to treat viral infections. Recognizing the key role physicians have in educating patients on appropriate antibiotic use, the campaign was initiated with the following:

- A "champion" letter was sent to area physicians introducing the campaign while providing a number of educational materials. The letter was signed by the following individuals:
 - John Saalwaechter, M.D. – Pharmacy Task Force Chair, GFHC
 - Steven Shapiro, D.O. – Vice President of Medical Affairs, Genesys Health System

Abd Alghanem, M.D. – President, Genesee County Medical Society
Michael Boucree, M.D. – Vice President of Medical Affairs, Hurley Medical Center
Lawrence Reynolds, M.D. – Pediatrician, Mott Children’s Health Center
Edwin Gullekson, M.D. – Vice President of Medical Affairs, McLaren Regional
Medical Center

- Order forms for free Cold Packs were made available for use with patients with viral infections who insisted upon a prescription for an antibiotic to alleviate their symptoms.

By giving away free Cold Packs, physicians were provided a tool to relieve patient anxiety about “needing” medication, while simultaneously minimizing the possibility of their development of an antibiotic-resistant infection. In total, the 2002-2003 campaign was a success, distributing over 6,000 Cold Packs to physicians across Genesee County.

October 12, 2002

As a result of a Coalition press release about the Cold Pack Campaign (sent to 75 contacts), The Flint Journal released a front page article entitled *Doctors hope ‘cold pack’ will cool requests for antibiotics*. The article highlighted the goals of the Cold Pack Campaign, while providing basic information about antibiotic resistance and the importance of reducing its occurrence.

2003-2004 Cold Pack Campaign:

August 26, 2003

The Pharmacy Task Force discussed sponsoring a Cold Pack Campaign for fall 2003. Given the recent change in the task force’s Terms of Reference focusing on hypertension, the Coalition indicated that it is not able to coordinate a cold pack initiative. Tom Smith, Jr., however, indicated that GM may be able to provide staff and take the lead with this activity, independent of the Coalition.

September 18, 2003

The Coalition distributed a press release highlighting the Michigan Association of Health Plan (MAHP) announcement that the Greater Flint Health Coalition’s Pharmacy Task Force won a *Pinnacle Award* for activities related to reducing antibiotic resistance – specifically the 2002-2003 Cold Pack campaign. The Pinnacle Award recognizes best-practice initiatives related to quality, access, internal administration, clinical disease management, delivery of service programs, and community outreach. The press release was later published in the Genesee County Medical Society Bulletin.

December 10, 2003

The 2003-2004 Cold Pack Campaign was started with the Coalition’s cold pack allocation from Pfizer being directed to HealthPlus of Michigan, which took over administrative activities (e.g. collecting order forms and forwarding them to Pfizer to be filled and delivered) resultant from this year’s cold pack initiative. The following resulted:

- Approximately 12,000 cold packs were secured for distribution to Genesee County physicians and community members.
- Through the course of the campaign only 5,000 cold packs were distributed (as reported at the October 26, 2004 meeting of the Pharmacy Task Force).

2004-2005 Cold Pack Campaign:

November 23, 2004

Noting interest expressed at the October 26, 2004 Pharmacy Task Force meeting to continue the Cold Pack Campaign again this year, Carrie Germain reported that HealthPlus has 12,000 Cold Pack Kits available for adults and children 12 years and over as well as an additional 3,000 Pediatric Cold Kits for children under age 12. Stephen Skorz stated that the Coalition's current Cold Pack Campaign Physician Champion Cover Letter and Order Form would be rewritten to include the Pediatric Cold Kits as well.

December 20, 2004

The 2004-2005 Cold Pack Campaign used the following process:

- A mailing was sent to 212 local physicians, including the Primary Care Physicians and Internal Medicine Physicians on the Genesee County Medical Society's mailing list. An updated champion letter was included in the mailing, signed by John Saalwaechter, M.D., GFHC Pharmacy Task Force Chair, and Lawrence Reynolds, M.D., President of the Genesee County Medical Society.
- The Cold Pack order form was also included with this mailing. The order form provided the option to order free Cold Packs (adults and children 12 years and over) and/or Pediatric Cold Packs (children under age 12).
- A press release regarding the Cold Pack campaign was mailed on December 22, 2004. Subsequently, the Tri-County Times ran an article in their Sunday, January 2, 2005 edition.

March 22, 2005

At the Pharmacy Task Force meeting, it was reported that HealthPlus of Michigan, as of February 17, 2005, had received 4,765 requests for Adult Cold Packs in addition to 3,750 requests for Pediatric Cold Packs. In total, 154 physicians had placed orders for Cold Packs during the 2004-2005 campaign.

June 28, 2005

In reference to continuing with the *Cold Pack Campaign* once again in 2005–2006, Dr. Saalwaechter stated that an issue that has changed hands in the past is determining who will conduct the mailing of the initial campaign kickoff materials and eventually the Cold Pack orders as they come in.

The Pharmacy Task Force voted to begin planning a continuation of the *Cold Pack Campaign* for late 2005.

Secretary's Note: The issue was raised as to whether or not HealthPlus of Michigan would continue administrative activities (collecting order forms, seeing that orders are filled, tracking number of orders, etc.) for the 2005-2006 Cold Pack Campaign. This issue is to be addressed at the August 23, 2005 Pharmacy Task Force Meeting.

GR-8B10 coldpackcampaignhistory.081705ks