



**TOWN OF BURLINGTON**  
**Board of Health**  
**61 Center Street**  
**Burlington, MA 01803**

**Main Office Phone:** (781) 270-1955 **Fax:** (781) 273-7687  
**Nurse's Office Phone:** (781) 270-1957 **Fax:** (781) 270-1605  
**Website:** [www.burlington.org/boh](http://www.burlington.org/boh)

Sharon Walker Mastenbrook, Director of Public Health – (781) 270-1954  
Susan Lumenello, Environmental Engineer – (781) 270-1956  
Marlene Johnson, Health Agent – (781) 270-1949  
Alexis Petrello, Supervising Nurse – (781) 505-1139

May 6, 2010

Dear Town Meeting Members:

Burlington Board of Health and the Burlington Volunteer Reserve Corps (MRC) responded to the H1N1 pandemic with energy and enthusiasm and much expertise. For your information here is a snapshot of our response. The pandemic required a coordinated effort among many partners. Government at all levels was essential in this public health emergency. We demonstrated in Burlington that preparation makes all the difference. The BOH and BVRC put in hundreds of hours serving citizens of all ages. We held numerous clinics, responded to quickly changing conditions and vaccine supplies, worked in large crowds and in home visits, and vaccinated more people than ever before in the Board of Health's history. I am very proud of the response. It has been a pleasure working with the dedicated volunteers in Burlington.

Sincerely, on behalf of the Board of Health members & staff,

*Sharon Walker Mastenbrook*

Sharon Walker Mastenbrook, M.A., M.S., R.S.  
Director of Public Health

cc: file  
boh

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# Burlington, Massachusetts Volunteer Reserve Corps (MRC): Retaining Volunteers: Promotion and Marketing Pay Off when H1N1 Comes Around

Sharon Walker Mastenbrook, M.A., M.S., R.S./R.E.H.S.

Director of Public Health, Burlington Board of Health



## Objectives

- Tell the story of the Burlington Volunteer Reserve Corps (MRC)
- Present snapshot of H1N1 response

## Background

### MISSION STATEMENT

The mission of the Burlington Volunteer Reserve Corps (MRC) is to assist and support the Board of Health in public health initiatives and in declared and undeclared public health emergencies.

### PURPOSE

Promote public health and safety in the Town of Burlington: 1) *Public health emergencies*, 2) *Mass casualty incidents*, 3) *Community service activities*

## MRC History

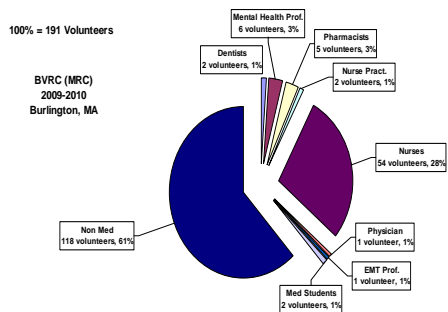
- May 2006 First Recruitment of Volunteers
- November 2006 1st Deployment/Full-Scale Exercise (Pandemic Flu & Seasonal Flu Clinic)
- 2007 MRC Section on Board of Health web page
- EP Newsletter developed for MRC use
- June 2007 Executive Committee Formed (5 members)
- October 2007 MRC Mission Statement adopted by Executive Committee
- December 2007 2nd Deployment/Full-Scale Exercise (Pandemic Flu & Seasonal Flu Clinic)
- September 2008 Celebration of achievements/premiere of documentary films, recruitment
- November 2008 3<sup>rd</sup> Deployment/Full-Scale Exercise and Seasonal Flu Clinic (Tri-Town EDS)
- May 2009 Federal recognition of independent status
- November 2009 4th Deployment/Full-Scale Exercise & Seasonal/H1N1 Flu Clinic
- 2009 Trainings in Basic First Aid and ICS 100/NIMS 700
- 2009-2010 H1N1 Response
- 2010 Executive Committee creates unit By-Laws
- 2010 1<sup>st</sup> Capacity Building Award

## H1N1 Response

### Promotion and Marketing Practices to Promote Volunteer Base

- One-step Recruitment, Credentialing and Badging
- Fun Deployments: Detailed Organization, Good Food, Positive Attitudes
- Sharing of Responsibility: Board of Health and Volunteers
- Events for Visibility and Recruitment
- Outreach to Local partners
- Testimonials from Members
- Recognition of Work Donated
- Use of Documentary Film and Still Photos
- Publicity Everywhere!

### Volunteer Base



## H1N1 Response

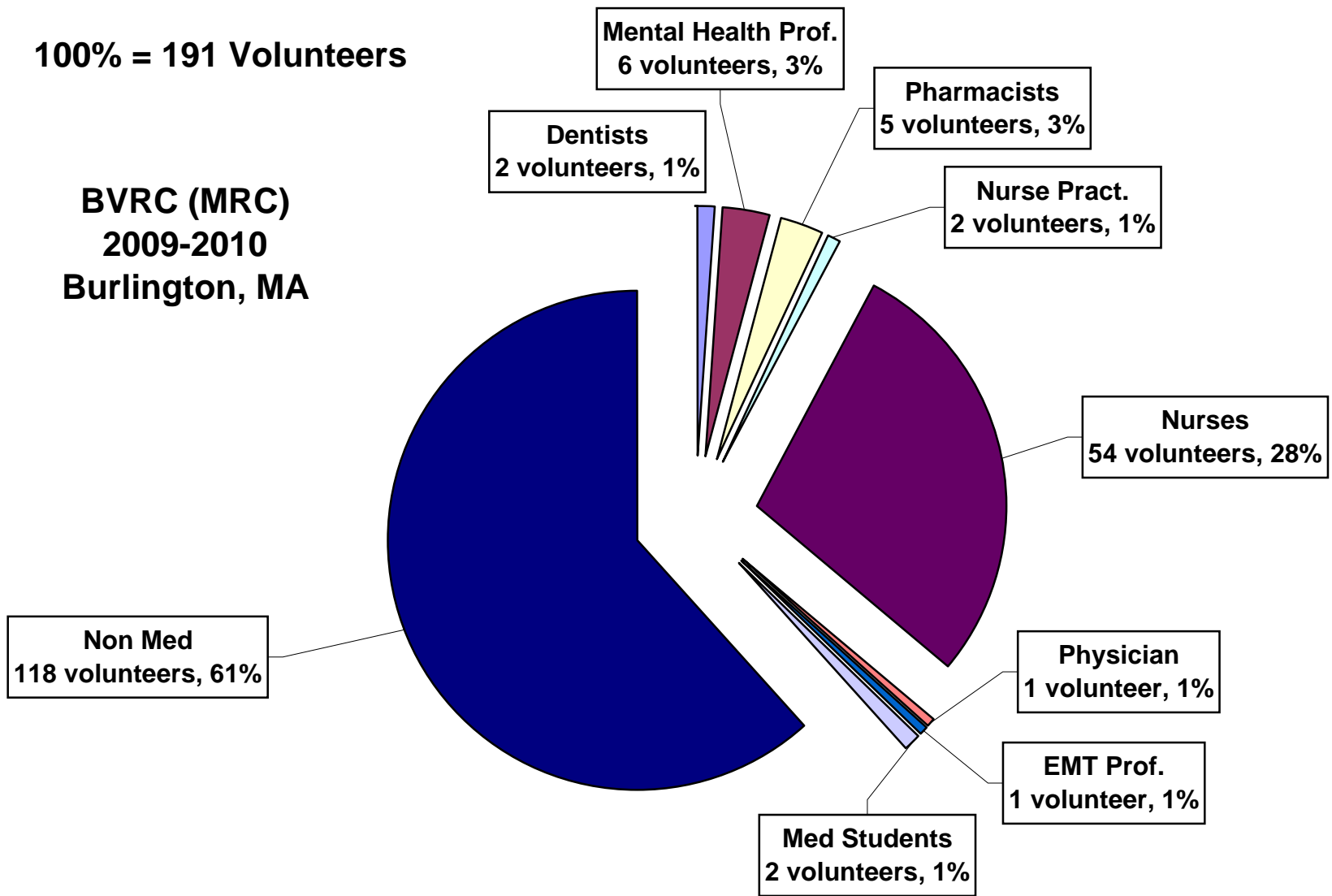
- 18 Mailings
- 35 Connect CTY messages sent to MRC volunteers
- 19 Deployments
- 47 Public Service Announcements in newspapers & on cable TV
- 109 MRC volunteers served during the H1N1 response
- 246 Positions were filled by these MRC volunteers, 1190 total hours
- Some MRC volunteers deployed multiple times
- MRC volunteers learned how to administer nasal spray & how to work with children
- Recognition Certificate mailed to each MRC volunteer listing all deployments for that person
- MRC volunteers took leadership positions during deployments
- MRC volunteers used their training in ICS during deployments

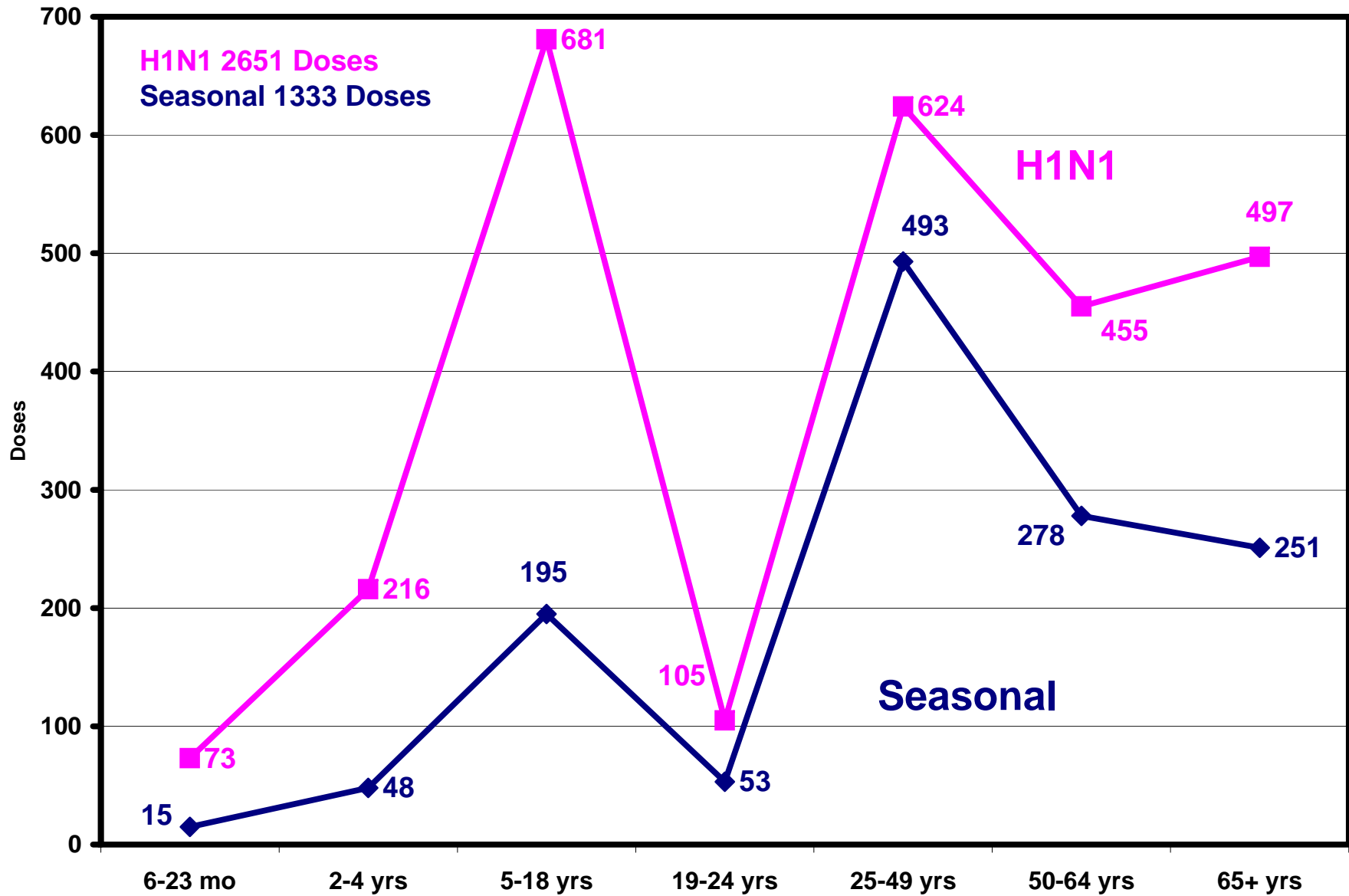
## H1N1 Response

- MRC VOLUNTEERS AVAILABLE WHEN NEEDED
- MRC VOLUNTEERS TAKING RESPONSIBILITY
- MRC VOLUNTEERS SERVING THEIR COMMUNITY
- MRC VOLUNTEERS WORKING UNDER STRESS
- MRC VOLUNTEERS GETTING RESULTS
- MRC VOLUNTEERS SUPPORTING PUBLIC HEALTH RESPONSE

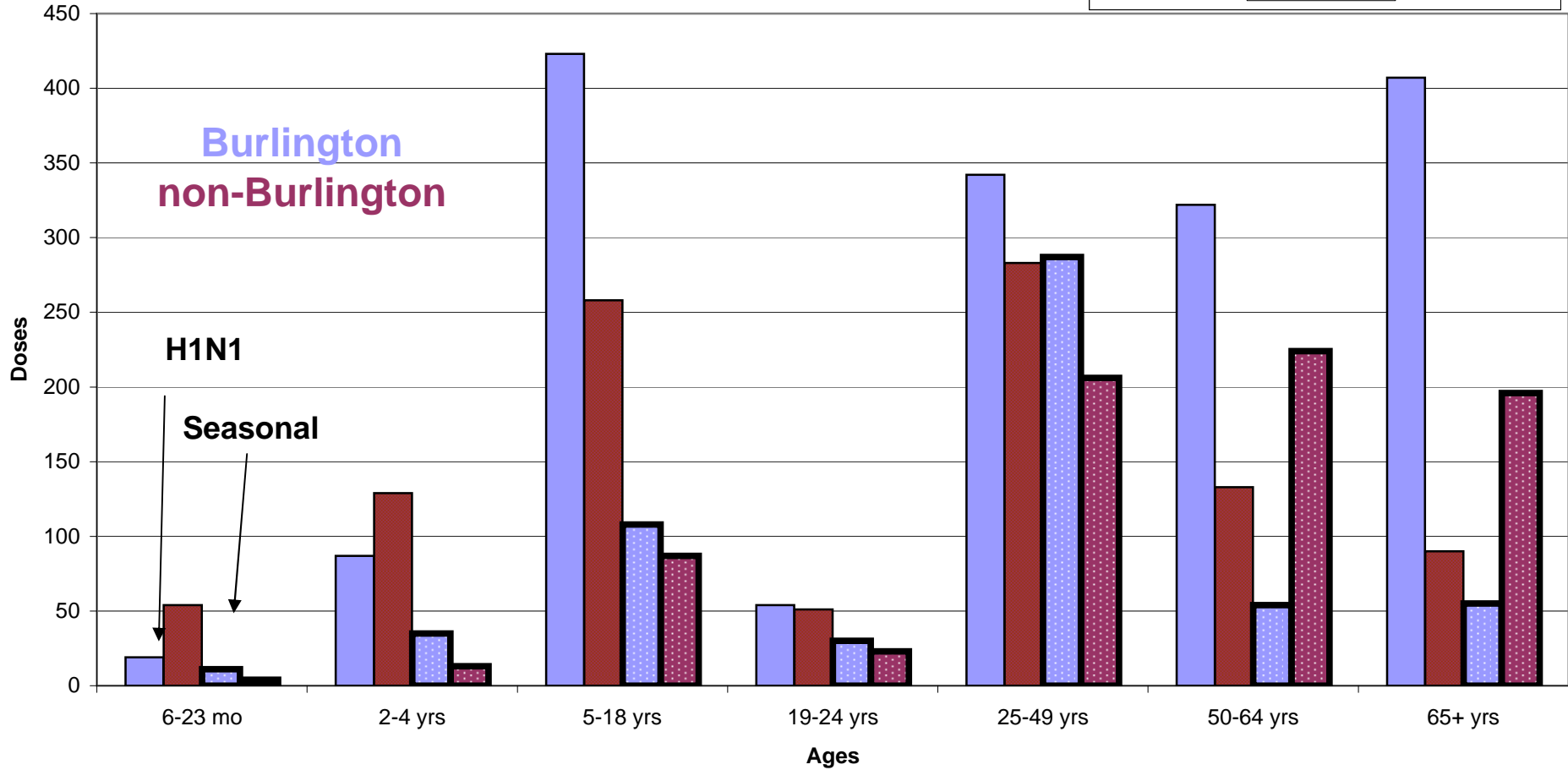
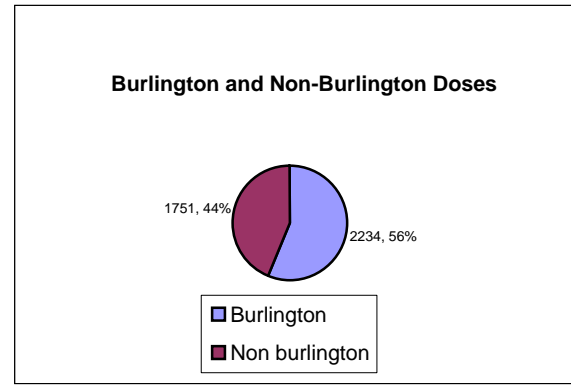
100% = 191 Volunteers

**BVRC (MRC)  
2009-2010  
Burlington, MA**

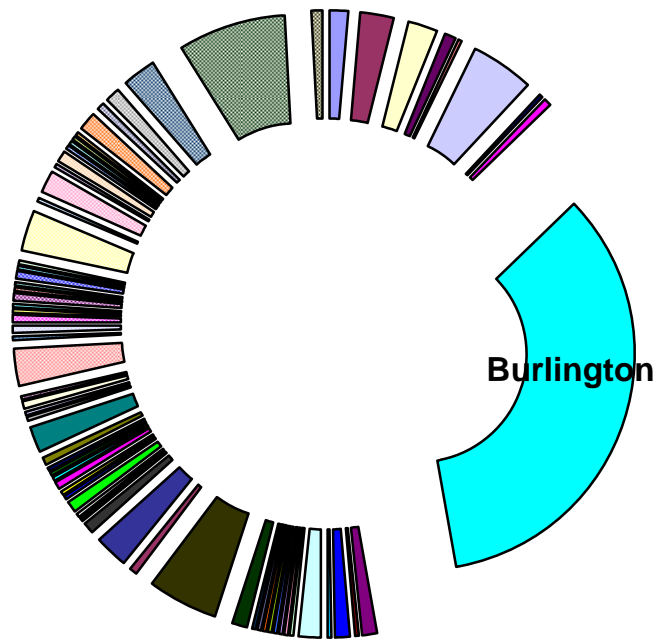




**H1N1 and Seasonal Flu Doses by Residence  
Burlington, Massachusetts 2009-2010  
Total Seasonal = 1333  
Total H1N1 = 2651**



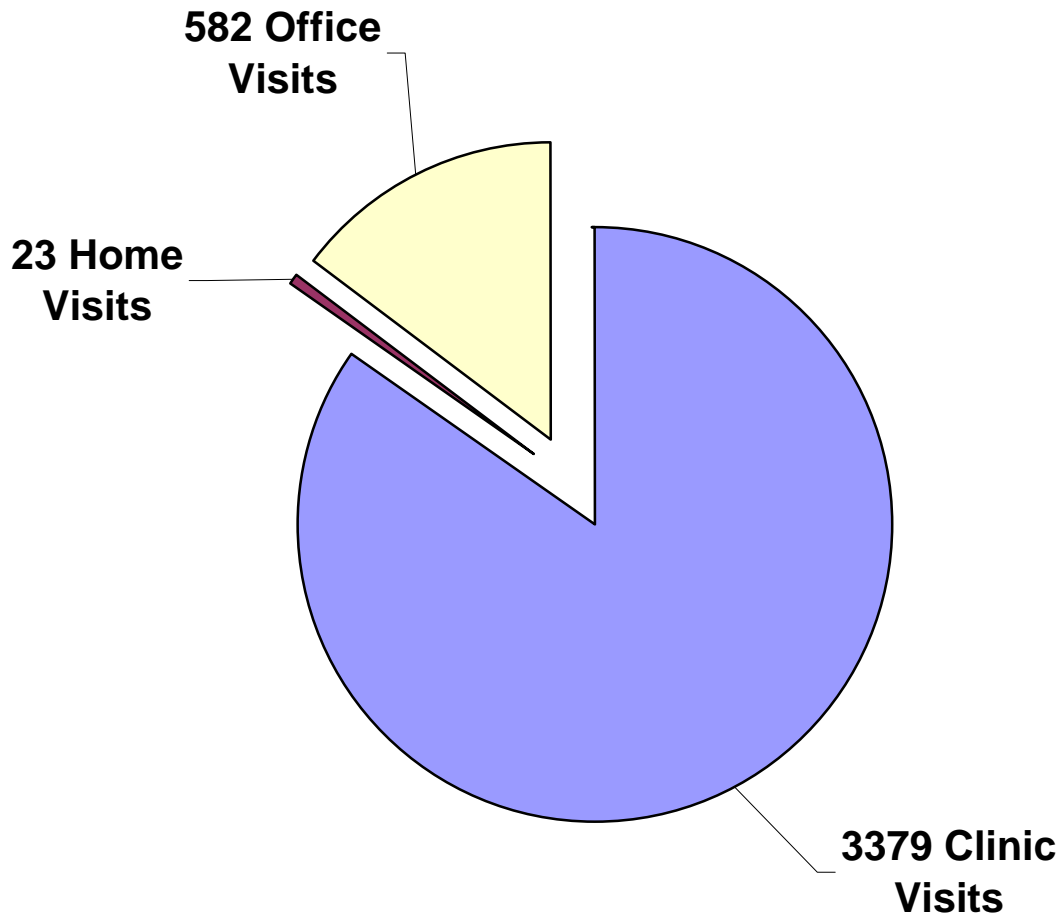
**Towns Served on 11 14 09 EDS**  
**713 Seasonal: 583 injectable/130 mist**  
**527 H1N1: 190 injectable/337 mist**



- |              |                |               |
|--------------|----------------|---------------|
| Acton        | Andover        | Arlington     |
| Atkinson, NH | Bedford        | Belmont       |
| Beverly      | Billerica      | Bolton        |
| Boston       | Bradford       | Burlington    |
| Cambridge    | Canton         | Carlisle      |
| Chelmsford   | Chelsea        | Concord       |
| Cotuit       | Cumberland, ME | Danvers       |
| Danville, NH | Dedham         | Dracut        |
| Everett      | Foxborough     | Framingham    |
| Gloucester   | Groton         | Haverhill     |
| Hollis, NH   | Holliston      | Hudson        |
| Hull         | Lawrence       | Lexington     |
| Littlefield  | Littleton      | Lowell        |
| Lynnfield    | Malden         | Marblehead    |
| Marlborough  | Medford        | Melrose       |
| Merrimack    | Methuen        | Milton        |
| N. Andover   | Nashua, NH     | Natick        |
| Needham      | Newburyport    | Newton        |
| No. Andover  | No. Reading    | Norton        |
| Norwood      | Peabody        | Quincy        |
| Randolph     | Reading        | Revere        |
| Rowley       | Sagamore Beach | Salem         |
| Sanddown, NH | Santa Cruz, CA | Saugus        |
| Sherborn     | Somerville     | Stoneham      |
| Sturbridge   | Sudbury        | Swampscott    |
| Tewksbury    | Tyngsboro      | Wakefield     |
| Walpole      | Waltham        | Watertown     |
| Webster      | Wellesley      | West Boylston |
| West Roxbury | Westford       | Weston        |
| Wilmington   | Winchester     | Winthrop      |
| Woburn       | Worcester      | Yarmouth Port |

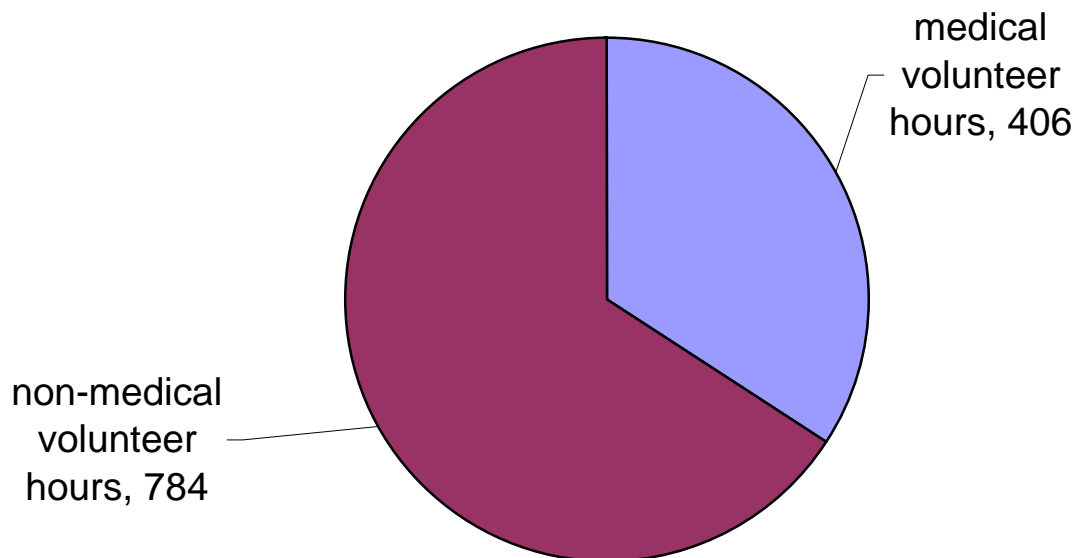


**Total Flu Vaccine Doses 2009-2010  
by Location: 3984 Doses**



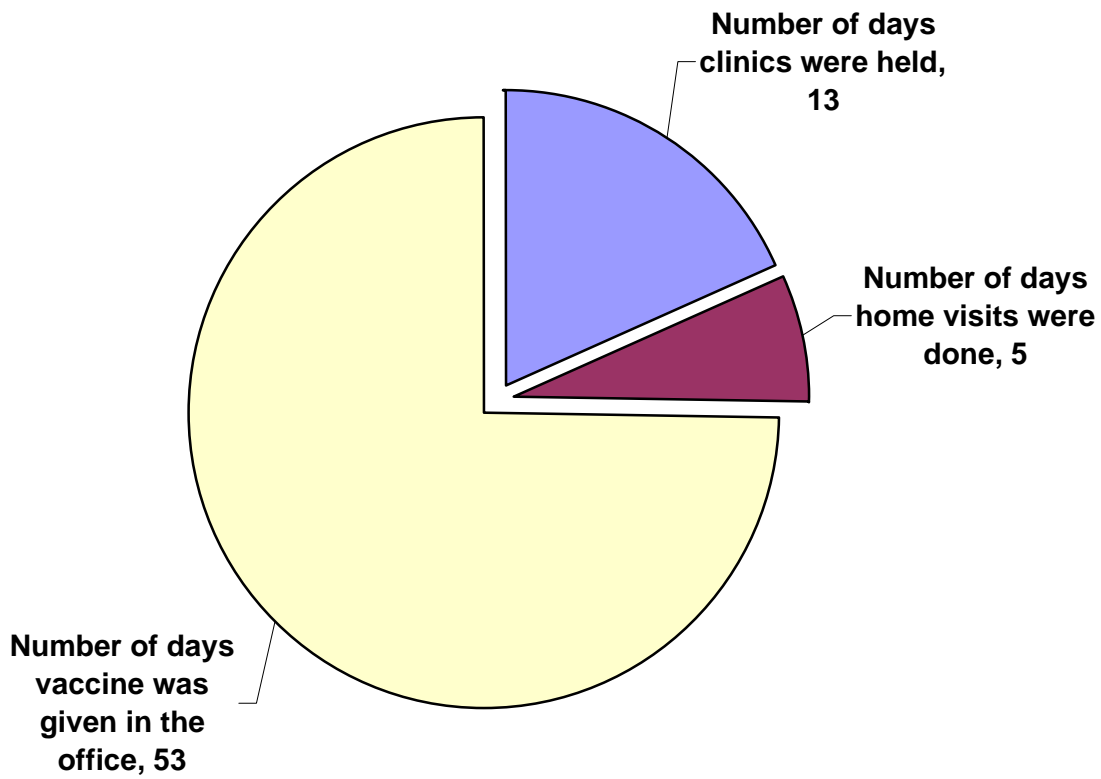


**Total MRC Volunteer Hours 2009-2010:  
1190**





## Number of Flu Events: 2009-2010



			Seasonal	H1N1	Total Seasonal/ Month	Total H1N1/Month
<b>SEPTEMBER</b>	9/17/09	Employee Flu Clinic	73			
		Misc. office doses	15			
		Subtotal September			<b>88</b>	<b>0</b>
<b>OCTOBER</b>	10/14/09	T/H & B/C	49			
	10/15/09	Clinic - M/K room	61			
	10/30/09	Clinic - office		97		
		Misc. office doses	30			
		Subtotal October			<b>140</b>	<b>97</b>
<b>NOVEMBER</b>	11/14/09	EDS	613	527		
	11/19/09	Clinic - office	107	2		
		Misc. office doses	16	11		
		Subtotal November			<b>736</b>	<b>540</b>
<b>DECEMBER</b>	12/3/09	Clinic - office	43	2		
	12/9/09	Clinic - H1N1		387		
	12/10/09	Clinic - office	76			
	12/15/09	Clinic - H1N1		331		
	12/17/09	Clinic - H1N1	1	297		
	12/21/09	Clinic - office	30	127		
	12/29/09	Clinic - office	77	295		
	12/30/09	Clinic - office	41	248		
		home visits	16			
		Misc. office doses	8	6		
		Subtotal December			<b>292</b>	<b>1693</b>
<b>JANUARY</b>	w/e 1/8/10	office clinics	5	12		
	w/e 1/15/10	office clinics	7	36		
	w/e 1/22/10	office clinics	4	18		
	w/e 1/29/10	office clinics	15	33		
		Subtotal January			<b>31</b>	<b>99</b>
<b>FEBRUARY</b>	w/e 2/5/10	office clinics	20	68		
	w/e 2/12/10	office clinics	11	25		
	w/e 2/19/10	office clinics	12	36		
	w/e 2/26/10	office clinics	0	3		
		Subtotal February			<b>43</b>	<b>132</b>
<b>MARCH</b>	3/15/10	Tower Hill/Birchcrest clinic		8		
		office visits	3	17		
		Subtotal March			<b>3</b>	<b>25</b>
<b>APRIL</b>	4/5/10	home visits		5		
	4/7/10	home visits		2		
	4/22/10	Mall food court employees		41		
		office visits		17		
		Subtotal April			<b>0</b>	<b>65</b>
<b>Total doses dispensed to date (4/30/10)</b>					<b>1333</b>	<b>2651</b>
<b>Grand Total (Seasonal &amp; H1N1)</b>						<b>3984</b>