

AIM 2023 Projects and Initiatives

AIM-AAP Partnership Meeting

Claire Hannan, MPH
Executive Director

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Association of
Immunization
Managers

Today's Agenda

- Overview of AIM
- Immunization Program Manager Environment
- 2023 AIM Projects & Initiatives

AIM: The Organization

- **Who:** Representatives from all 64 NCIRD awardees (50 states, 6 major cities, 8 territories/federated states)
- **What:** A non-profit, tax-exempt organization
- **When:** Established in 1999
- **Why:** To enable immunization program managers to work together

Vision:

A nation free of vaccine-preventable diseases across the lifespan.

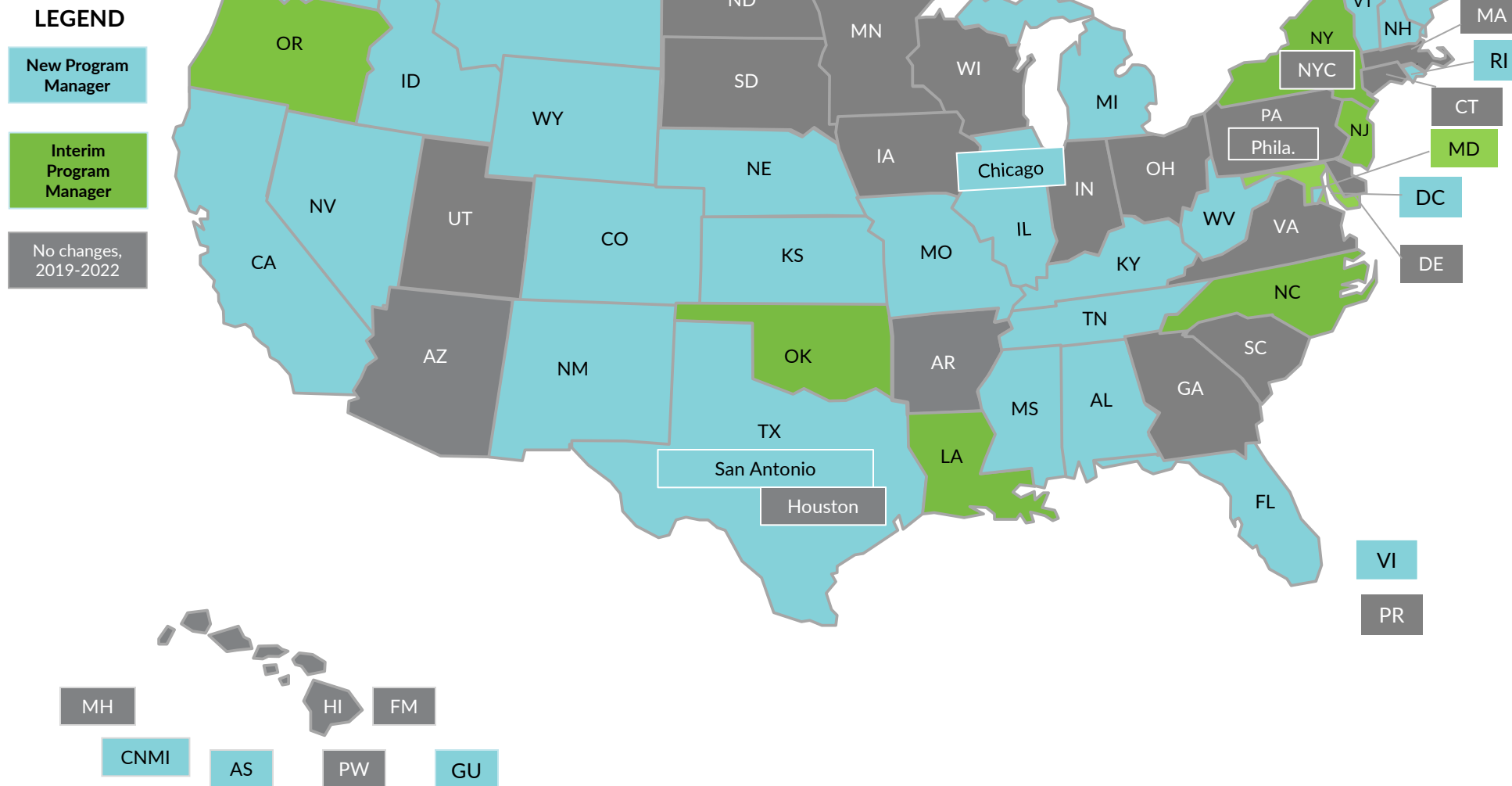
Mission:

Through national leadership, advocacy, collaboration, and a collective voice, AIM represents and supports immunization programs in the development and implementation of effective immunization policies, programs and practices.

New Program Managers 2019-2023

Thirty-nine (60%) jurisdictions experienced turnover since 2019

Thirty-five (54%) jurisdictions experienced turnover during the COVID-19 pandemic (3/2020-02/2023)



AIM Organizational Chart 2023



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AIM Committees & Workgroups

Standing Committees & Workgroups

- Executive Committee
- Adult Immunization Committee
- Health Equity Committee
- VFC and Pharmacies Workgroup
- Leadership in Action Conference Planning Committee

Representation on National Advisory Committees

- Advisory Committee on Immunization Practices (ACIP)
- National Vaccine Advisory Committee (NVAC)

AIM Leadership – Executive Committee

The business and affairs of the association are managed by a Board of Directors known as the “**Executive Committee**”. The Committee provides guidance and direction to the organization. Elections are held annually and members serve staggered 3-year terms.

AIM Leadership

Chair

Amber Tirmal (Phila)

Chair-Elect

Tom McCleaf (PA)

Past Chair

Kathy Kudish (CT)

Secretary-Treasurer

Molly Howell (ND)

Executive Committee Members

Terri Adams (MI)

Rob Schechter (CA)

Ron Balajadia (HI)

Monife Stout (VI)

Heather Burris (DC)

Pejman Talebian (MA)

Sarah Leeds (ID)

Vacant - TBA

Heather Roth (CO)

Stephanie Schauer (WI)

Hot Topics for Program Managers



COVID-19 bivalent boosters; commercialization of COVID vaccine

Extension of CDC/Awardee Cooperative Agreement (2025)

Adult immunization infrastructure

Vaccine confidence and combating misinformation

Data quality and data sharing (with CDC and other jurisdictions)

Vaccine and health equity

Routine vaccination catchup

Program Infrastructure Challenges

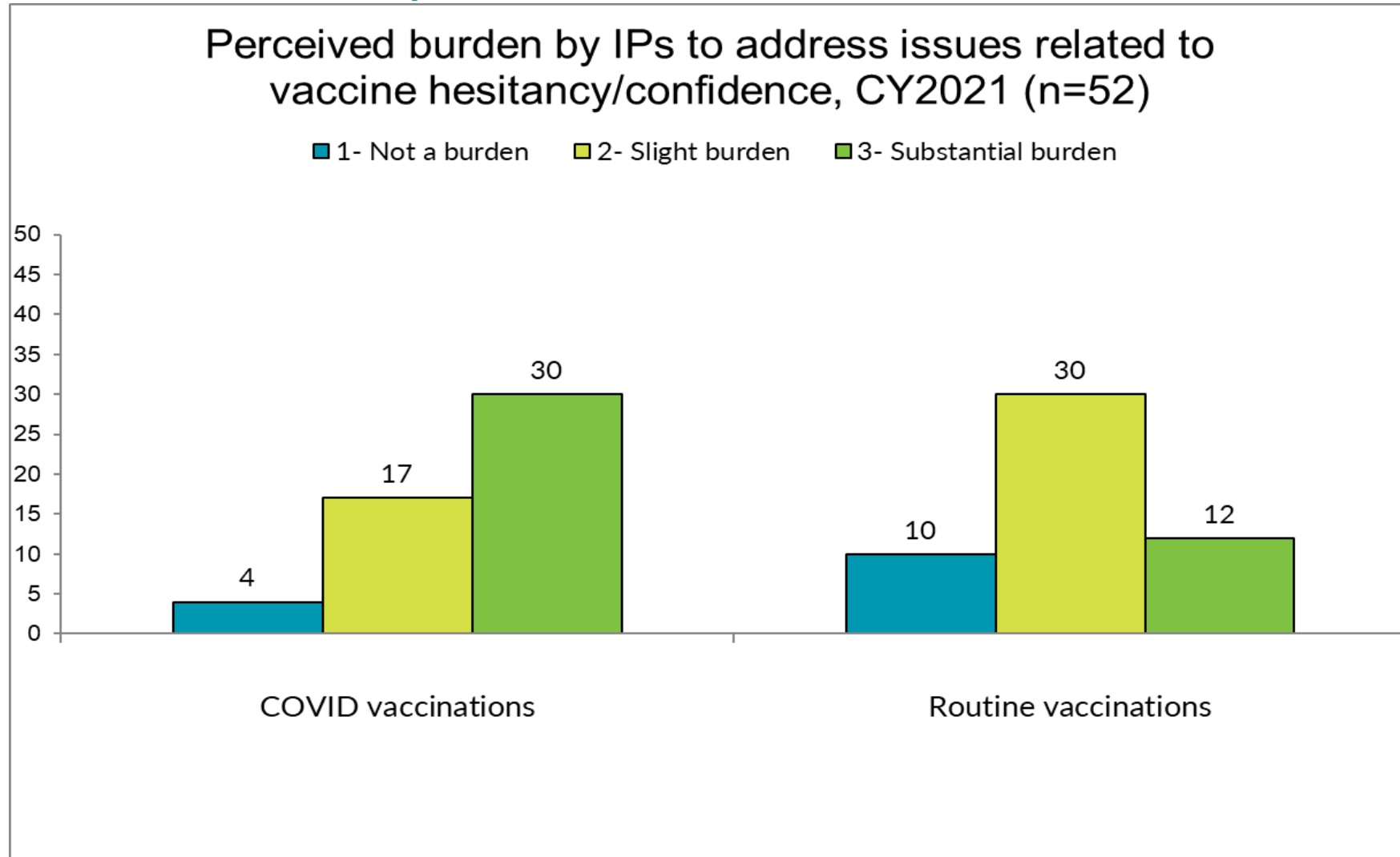
AIM 2022 Annual Survey Results

Infrastructure issues IPs experienced in calendar year 2021 (n=53)



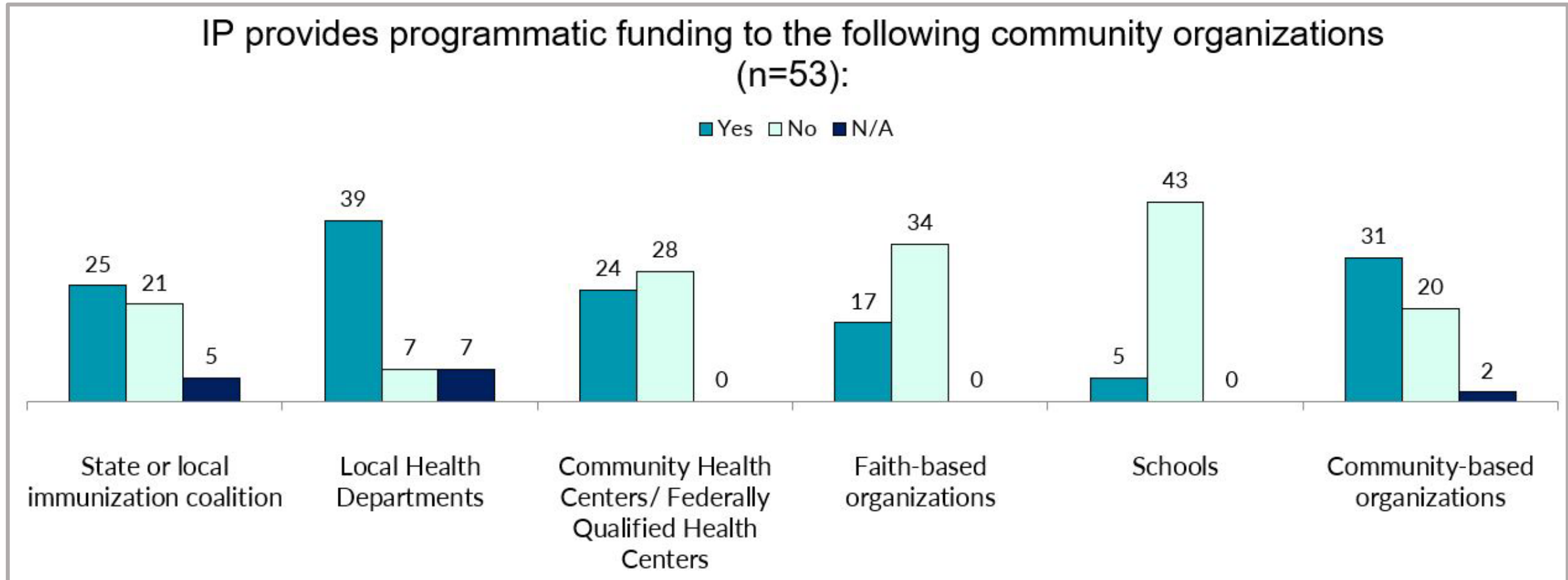
Vaccine Confidence

AIM 2022 Annual Survey Results



Funding & Community Collaboration

AIM 2022 Annual Survey Results



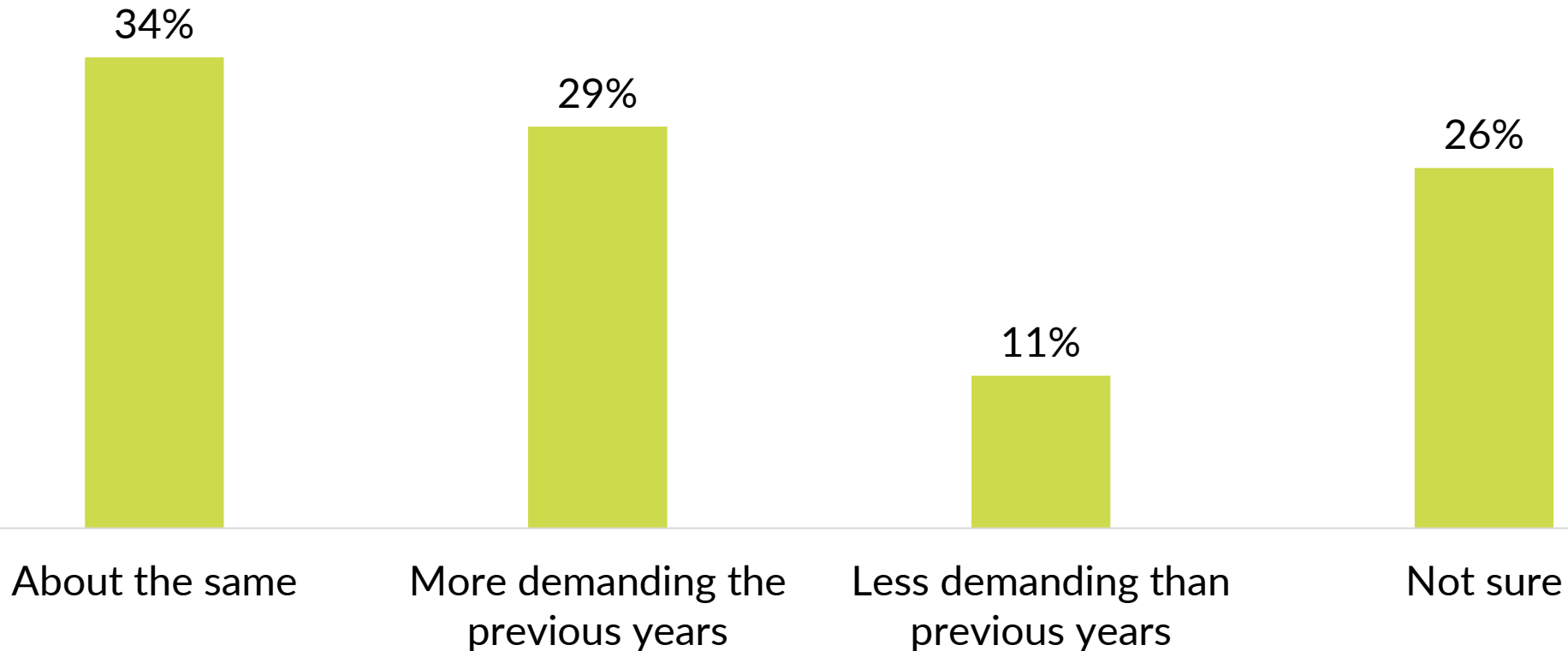
Legislative Landscape

- 492 vaccine-related bills introduced in 2021 state legislative sessions; 594 in 2022
- Over 600 introduced so far in 2023
- At least 24 states passed laws limiting COVID vaccination requirements or verification
- Strong trend to limit state public health authority

State Legislative Activity

Poll Question – AIM General Membership Webinar 1/26/23

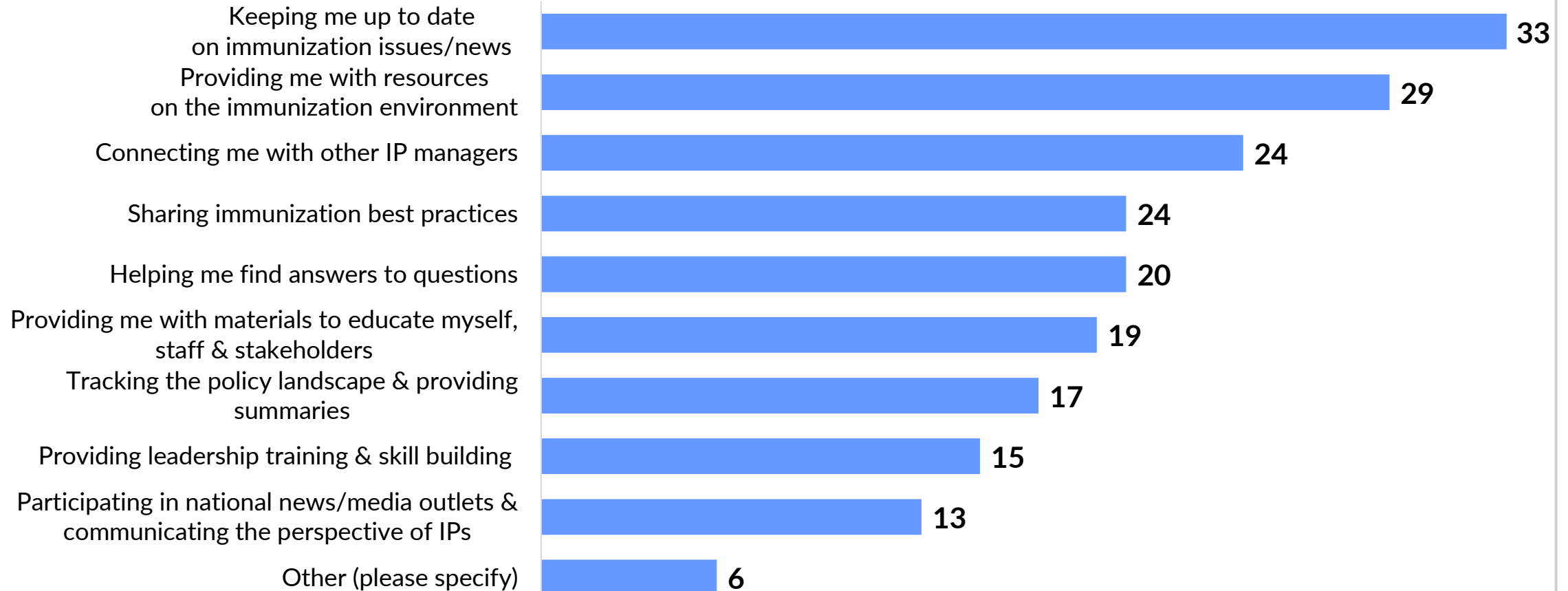
How would you rate your state legislative activity related to immunization at this time in 2023 compared to previous years?



Value of AIM

AIM 2022 Satisfaction Survey

**How has AIM been valuable to you over the past year?
(check all that apply)**



AIM Projects and Initiatives 2023

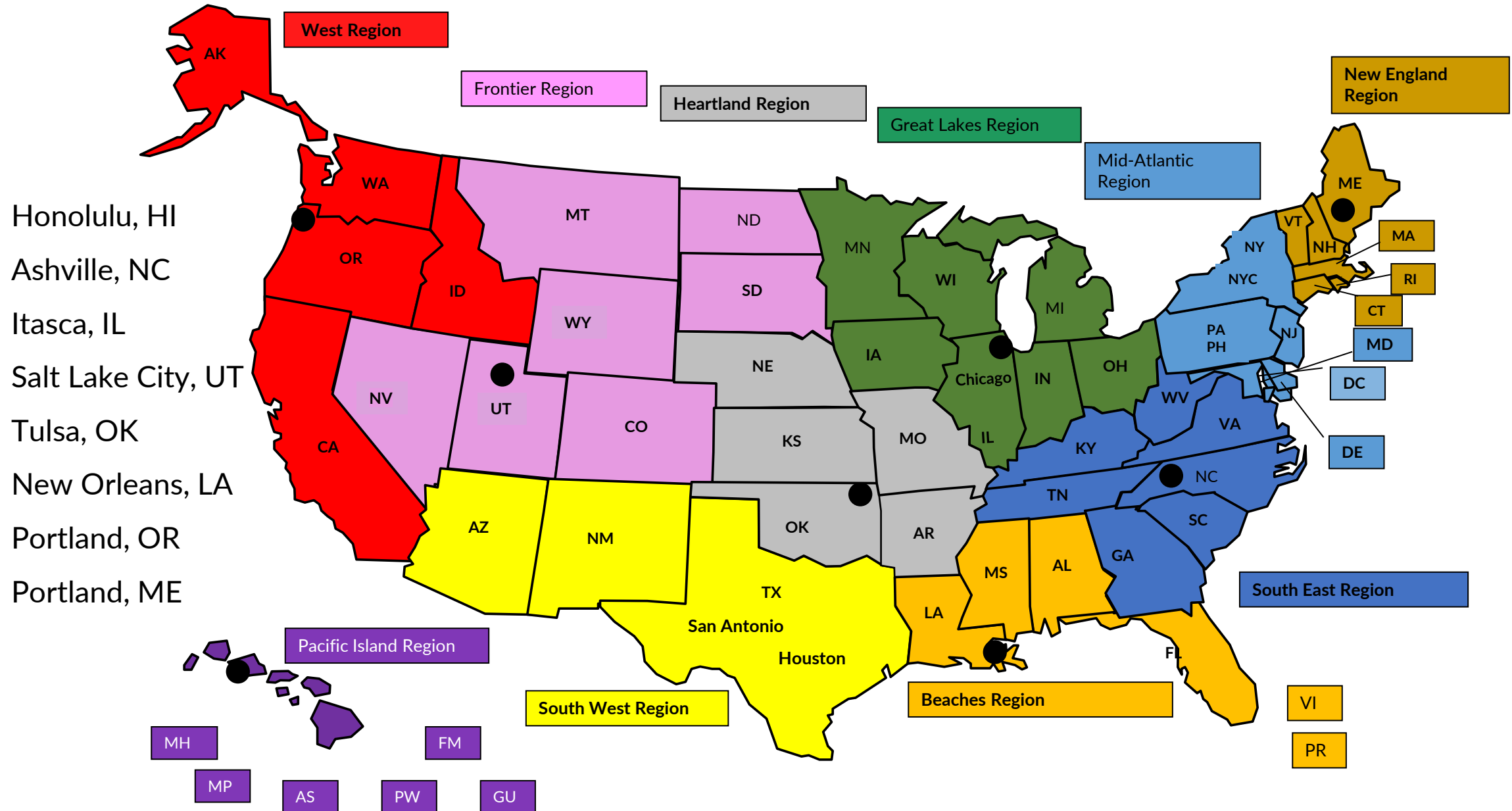
CDC-Funded Pediatric COVID- 19 Projects

2023 Vaccine Access Cooperative (VAC) In-Person Regional Meetings

- AIM is partnering with the National Academy for State Health Policy (NASHP) and AcademyHealth to hold **8 in-person regional meetings** in the spring and summer of 2023 focused on pediatric vaccination
- These meetings will bring together leaders from state departments of health, immunization programs, and Medicaid programs, as well as the American Academy of Pediatrics, the American Academy of Family Physicians, pharmacy associations, and other key immunization partners

Dates	Region	Location
March 8-10	Pacific Islands	Honolulu, HI
March 15-17	South East	Asheville, NC
April 11-13	Great Lakes	Itasca, IL (AAP HQ)
April 16-18	Frontier & South West	Salt Lake City, UT
April 19-21	Heartland	Tulsa, OK
May 15-17	Beaches	New Orleans, LA
May 22-24	West	Portland, OR
May 31-June 2	New England/Mid-Atlantic	Portland, ME

2022 AIM Regional Meetings



Barriers to COVID-19 Vaccinations

- Contracted with Mathematica to conduct **interviews, focus groups, and electronic surveys** of pediatric medical providers to understand barriers to providing COVID-19 vaccinations to children and the potential impact of commercialization
- Conducting similar scan of pharmacists to understand training, storage and handling, and oversight of vaccine administration



COVID-19 Lessons Learned & Focus Groups

- Designed to understand successes and challenges of COVID-19 vaccine campaign and of vaccinating children against COVID-19
- Facilitated discussion at AIM Conference, follow-up interviews, listening sessions, environmental scan of lessons learned



Learning Management & e-Learning

- Creating 6 e-learning modules for PMs and staff
 - Achieving Pediatric COVID-19 Vaccine Equity
 - Ensuring Pediatric COVID-19 Vaccine Access
 - Promoting Pediatric COVID-19 Vaccine Confidence
 - Developing Pediatric COVID-19 Vaccine Partnerships and Engagement
 - Prioritizing Pediatric COVID-19 Vaccine Community Outreach
- Housed within a new learning management system to recommend and track learning



Promising Practices: COVID-19 Vaccination

- Contracted with Mathematica to identify and evaluate **5 promising practices** to improve COVID-19 vaccination rates in children, including:
 - Policy
 - Cost/benefit
 - Feasibility analysis
 - Developing implementation guides



Media Library

- Resources to promote childhood vaccination
 - Including COVID-19
 - Co-branded and used by other immunization partners



VFC and Pharmacies Workgroup

- **Purpose:** works to identify and address challenges related to enrolling pharmacies in VFC; provides opportunity for awardees to share experiences, challenges, and successes related to enrolling pharmacies in VFC.
 - Chair: Dave McCormick (Immunization Program Manager, Indiana)

Accomplishments

- Environmental scan of jurisdictional challenges, successes, and views on enrolling pharmacies in VFC (summer 2022)

Upcoming in 2023

- White paper to be published in Spring 2023 addressing:
 - VFC program requirements
 - Burden to IZ programs
 - Legal limitations
 - Logistics on vaccinating young children
 - Incentives/disincentives for pharmacists
 - Equity and access

Pilot Community of Practice

- **Purpose:** Engaging immunization programs, along with their partners from AAP, AAFP, Medicaid, and others, in ongoing technical assistance calls to help improve COVID-19 vaccination rates for children
 - Immunization program manager builds a team of at least four key partners
 - Monthly technical assistance calls with AIM SMEs
 - Develop work plan
 - Connected to other jurisdictions that have had success in areas of interest
 - SMART objectives and measurable outcomes
 - Identify lessons learned and refine process to replicate with a greater number of jurisdictions



Additional CDC- Funded Initiatives

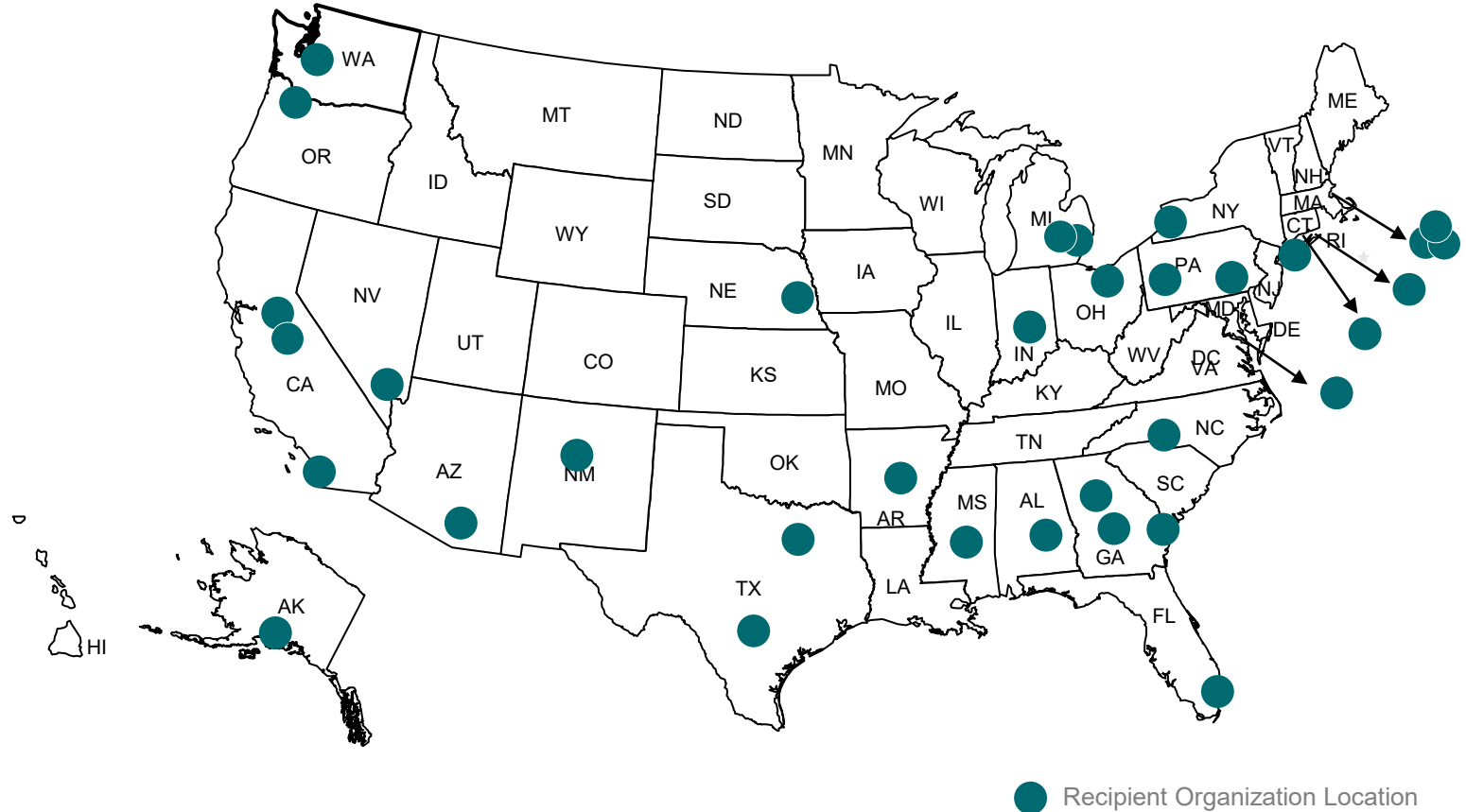
CDC Racial and Ethnic Approaches to Community Health (REACH) Program

- iREACH podcast
- COVID-19/Flu eLearning Module Development
- 1:1 Coaching Sessions for Recipients
- Affinity Groups
- Lessons Learned
- Hot topics SMEs

iREACH Background

AIM assists the 38 REACH recipients plan/carry out local, culturally appropriate programs to address racial and ethnic disparities in immunization

AIM and REACH Recipients



Each recipient implements vaccine awareness, access, and confidence activities tailored to meet the needs of the populations they serve.

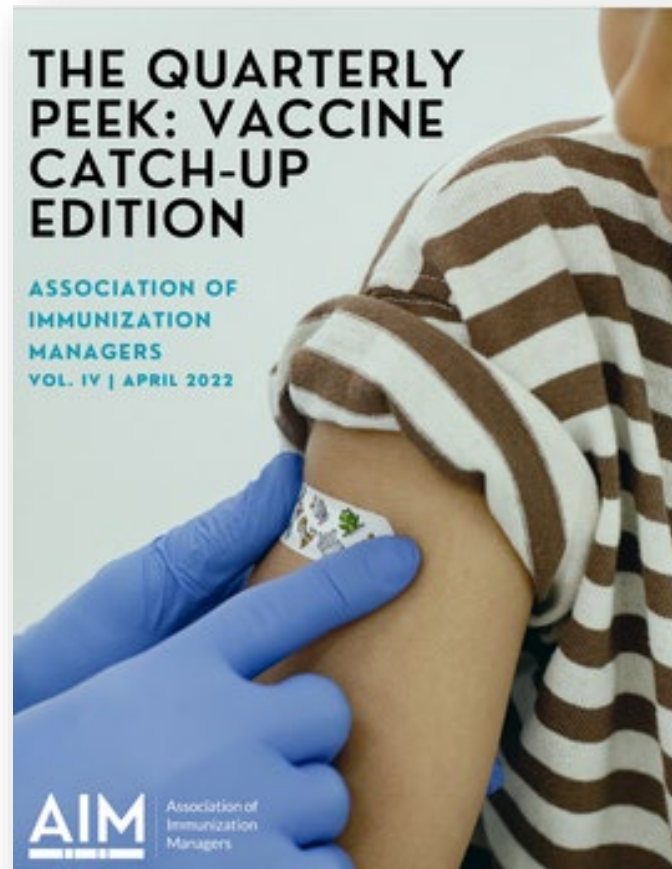
CDC-Funded Activities

- New Member Orientation and Support
- Reminder Recall
- Champion Awards
- Leadership Development Trainings for PMs and staff
- Program Practices Database
- Quarterly Peek Publication
- Vaccine with Confidence – rapid response talking points
- Knowledge Hub for new members
- Member Assistance Program (MAP) [*building adult programs*]

AIM Reminder Recall Program

- AIM assists awardees in notifying individuals that they or their child(ren) are due for vaccinations, through the Reminder/Recall postcard campaigns to prompt vaccine catch up.
- AIM is analyzing evaluation results from completed campaigns in California, Nevada, Michigan, Louisiana, and Wyoming
- In FY23 AIM will continue to support selected immunization programs in implementing Reminder/Recall projects.





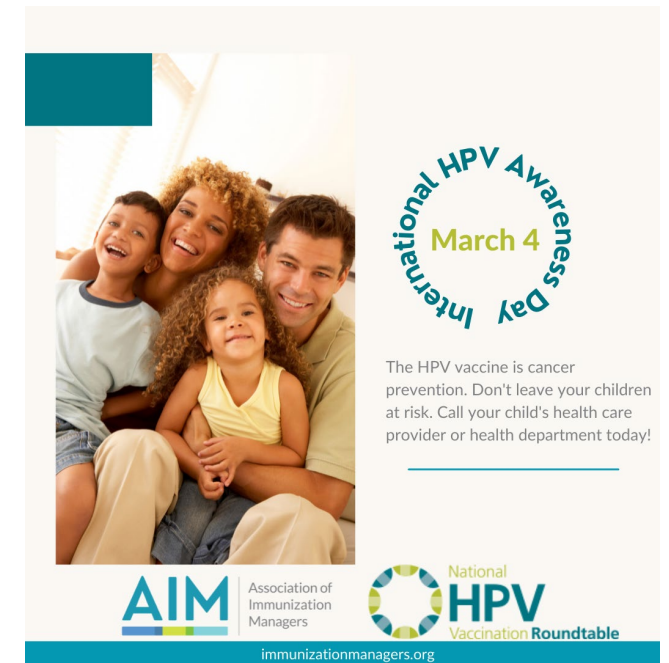
Quarterly Peek Newsletter

Additional Initiatives

Unrestricted educational grants and other outside funding support AIM activities in accordance with AIM's "Policy on Acceptance of Funding from External Partners"

Outreach and Promotion – Awareness Campaigns

- Public Health Thank You Day (2021 and 2022)
- International HPV Awareness Day
- Adolescent Immunization Action Week
- Infant Immunization Week
- Influenza Awareness Week



AlMing to Inform Podcast

- The *AlMing to Inform* podcast is a series of conversations with immunization managers hopes to motivate and inspire public sector leaders while helping them feel supported in their role.
 - 7 episodes
- **838 people have listened** to the first season, and there have been:
 - 842 impressions, and 68 engagements on Twitter
 - 5,054 impressions and 327 engagements on LinkedIn.



Listen now to AIM's new podcast!

Immunization Program - Medicaid Partnerships

- Immunization Program/Medicaid workgroup
- Roundtable to identify lessons learned
- Tips for promoting immz & Medicaid data sharing
- MOU/DUA data sharing library
- Toolkit on AIM website housing immunization & Medicaid materials/resources

HOW TO PROMOTE IMMUNIZATION AND MEDICAID DATA SHARING

A Tip Sheet for Immunization Programs

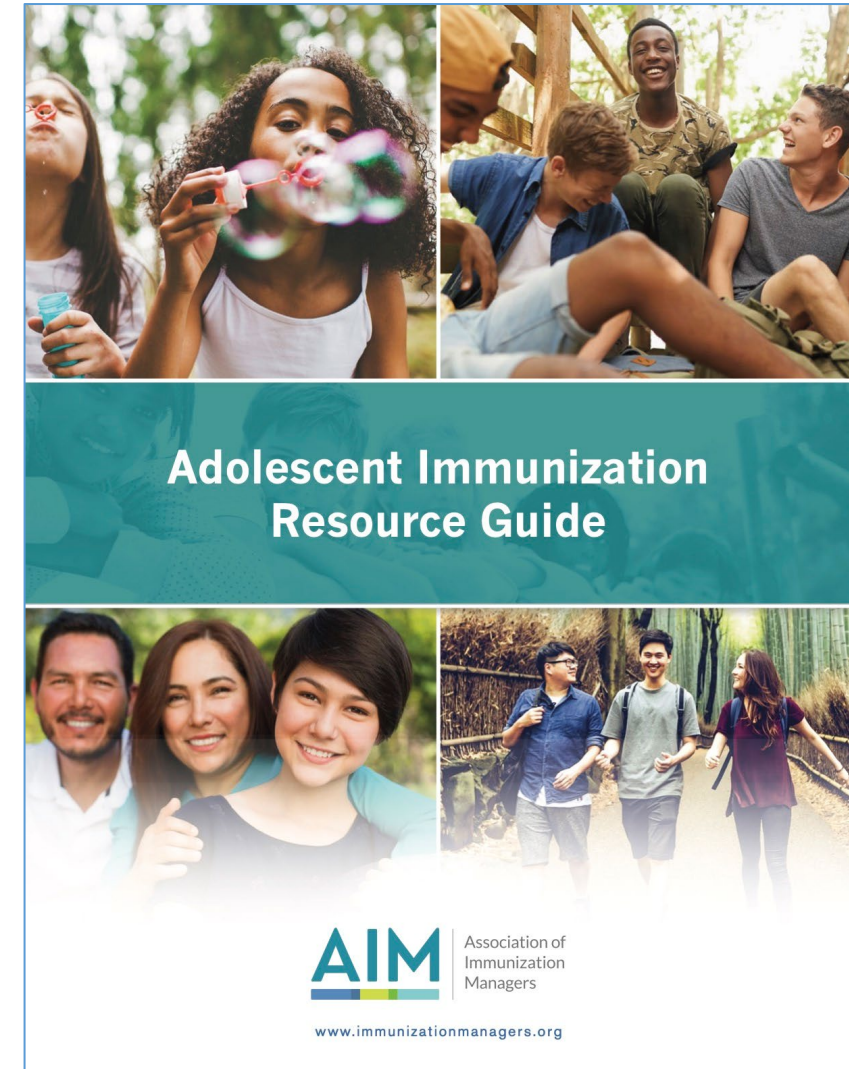
November 2022

AIM Resources & Toolkits

Adolescent IZ Toolkit

Activities and strategies to enhance and improve the delivery of vaccinations throughout adolescence, from middle school to college.

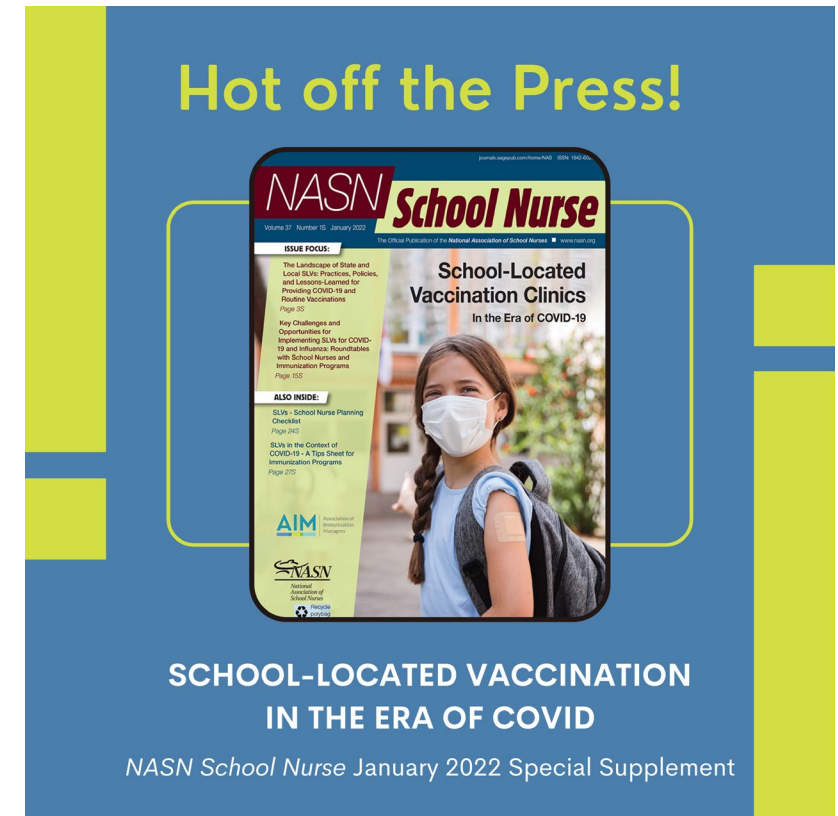
- Reminder recall program and templates
- Adolescent Immunization Resource Guide
- Mailing updated Adolescent Resource Guide (2022) to members, along with other resource guides



School-Located Vaccination Toolkit

Examining the role that SLVs played during COVID-19 and identifying opportunities for enhancing, including useful tools for stakeholders.

- Roundtable & environmental scan reports, checklists, tip sheets, infographics and promotional toolkit
- NASN special journal supplement
- SLV symposium and CNE accredited enduring webinar
- Health Affairs blog post
- Presentation at NASN Conference



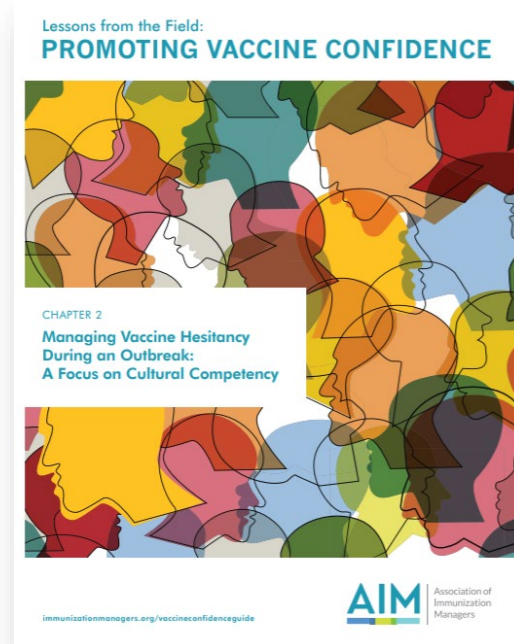
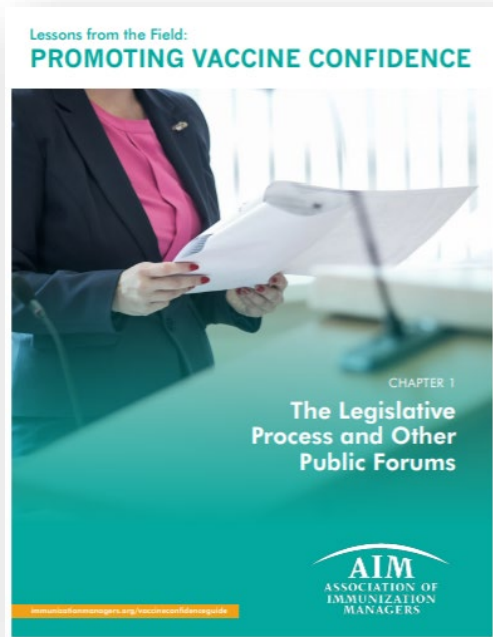
Vaccine Confidence

Equip AIM members and their staff with the tools and information necessary to promote vaccine confidence across the nation and its territories.

- Vaccine Confidence Resource Guide
- Partnerships between faith leaders and IPs
 - Handouts for faith leaders and CBOs in English and Spanish
- Vaccine Confidence Webinar Series
- Connecting the Dots on Vaccine Confidence

Vaccine Confidence Toolkit Resource Guide

Lessons From the Field: Promoting Vaccine Confidence



Chapter 1: The Legislative Process and Other Forums

Chapter 2: Managing Vaccine Hesitancy During an Outbreak

Chapter 3: Addressing Incorrect Vaccine Information

Additional Vaccine Confidence Resources

Connecting the Dots

Vaccine Confidence



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This guide is designed to equip AIM members and their staff with the tools and information necessary to promote vaccine confidence across the nation and its territories. For even more resources, visit the [AIM Library](#).

Education & Training	Resources & Training	Clear Communication	Building Partnerships
<div>For Public Health</div> <ul style="list-style-type: none">• Lessons from the Field: Addressing Incorrect Vaccine Information (AIM)• Webinar Series: Increasing Vaccine Confidence• The Debunking Handbook: How to Handle Misinformation• COVID-19 Vaccine Training: Building Trust in Vaccination• Full Resource Guide: Promoting Vaccine Confidence (AIM)• COVID Vaccine Ambassador Training: How to Talk to Parents• Health Equity Guiding Principles for Inclusive Communication• How to Debunk Misinformation and Bolster Vaccine Confidence: Online Course (VYF) (English) (Spanish)	<div>For Partners</div> <ul style="list-style-type: none">• Increasing Vaccine Confidence: A Resource Guide for LHDs• Healthcare Provider Resource Guides for Vaccine Communication• Handout for CBOs on Building Vaccine Confidence• Handout for Faith Leaders on Building Vaccine Confidence• Postcard and Social Media Graphic Templates in English and Spanish• Vaccine Resource Hub: Resource Library to Promote Vaccine Confidence• Template Fact Sheet on Existing State Vaccine Requirements (AIM members only)	<div>Tools to Engage with the Public</div> <ul style="list-style-type: none">• Public Health Communications Collaborative• Building Bridges: A Practical Communications Tool for Acknowledging Tough Questions and Building Trust• Video: How Do We Know Vaccines are Safe?• IZ Communications Resource Portal (AIM) Campaigns, Talking Points, Social Media, and More• Best Practices Guide in Vaccine Communication	<div>Who Ya Gonna Call?</div> <ul style="list-style-type: none">• Immunization Coalitions by Jurisdiction• Peer Sharing & Information Requests (AIM members only)• Personal Assistance: Looking for a resource? Contact AIM at info@immunizationmanagers.org <p>Check out the full AIM Vaccine Confidence Toolkit</p>

Association of Immunization Managers | www.immunizationmanagers.org | info@immunizationmanagers.org

Thank you!



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