



# 2023 ANNUAL REPORT

Providing a National Voice for  
Immunization Programs



Association of  
Immunization  
Managers



CCINATED

PROTECTED  
TOGETHER,  
VACCINE WORKS!

I'm vaccinated,  
YOU CAN  
HUG ME NOW

LOVE  
THE COMMUNITY  
WITH THE GIFT  
OF  
IMMUNITY

VACCINATED

# TABLE OF CONTENTS



## 1

### ABOUT AIM

Introduction	4
Letter from the Executive Director	5
About Our Members	6
2023 Natalie J. Smith Award Winner	8
2023 AIM Award Winners	9

## 2

### MEMBER COMMUNITY

Our Work	10
Building Member Community	12
Professional and Leadership Development	14
Membership Resources and Services	15

## 3

### HIGHLIGHTS OF OUR WORK

Policy and Influence	16
Project Highlight: VAC	18
Project Highlight: Vaccine Confidence	19
Program Highlight: iREACH	20
Program Highlight: MAP	22
Award Highlight: 2023 Immunization Champions	24
Event Highlight: 2023 Conference	26

## 4

### ORGANIZATION

Financial Reports	28
2023 AIM Funding Partners	30
Corporate Alliance Program	31
2023 Executive Committee	34
2023 AIM Staff	35

# ABOUT AIM



The Association of Immunization Managers (AIM) is a nonprofit membership association comprised of the directors of the 64 federally funded state, territorial, and local public health immunization programs. Since 1999, AIM has enabled collaboration among immunization managers to effectively control vaccine-preventable diseases and improve immunization coverage in the United States.

Through national leadership, advocacy, and collaboration, AIM represents and supports immunization programs in the development and implementation of effective immunization policies, programs, and practices at the state, local and territorial level.

## Vision

A nation free of vaccine-preventable diseases.





# LETTER FROM THE EXECUTIVE DIRECTOR

Claire Hannan, MPH

## Another eventful year in the immunization community!

I am very proud of the work of the AIM members and staff, as well as the resilience of the entire immunization community. Moving from a public health pandemic emergency, in which the AIM community contributed to the successful vaccination of millions of Americans, to the incorporation of COVID into the routine immunization schedule and commercial market, the establishment of the COVID vaccine Bridge Access Program, the implementation of a new RSV vaccine, and the rollout of a new monoclonal antibody for RSV prevention in infants. Wow, we continue to accomplish so much to improve the lives of those in our communities.

As we look back and move forward into 2024, I know we will be able to sustain and build upon the core gains of pandemic vaccination: the providers who serve adults enrolled in public health programs, the data sharing and data connections made, and the partners enabled to serve as trusted messengers and to support mobile vaccination in the communities where they live.

2023 once again proved that there is never a dull day in immunization! And, that we always rise to the challenge! Thank you to AIM members, staff, partners and supporters for making all of this success possible.

# About Our Members

AIM supports the work of 64 federally funded immunization program managers. Our members represent 50 states, 6 major cities, and 8 territories/ freely associated states.

Rising to the challenge and leading through adversity is nothing new for AIM members, who over the past year have implemented a new federal Bridge Access Program for COVID vaccine, rolled out new RSV protections for seniors, pregnant people, and infants, and responded to multiple infectious disease outbreaks... while navigating complex state legislative sessions. Our members continue to prioritize the protection of their communities from vaccine-preventable disease.









# NATALIE J. SMITH, MD AWARD FOR EXCELLENCE IN PROGRAM MANAGEMENT

## 2023 Honoree - Michele Roberts



The Natalie J. Smith, MD Award is presented in memory of AIM member Natalie J. Smith's outstanding management and leadership skills. This award recognizes the contributions of an immunization program manager who has demonstrated the high ideals, innovation, and commitment to excellence in immunization practices that characterized Dr. Smith's career. The award celebrates accomplishments and visionary leadership that have had a significant impact on achieving city, state, territory, and/or national vaccine-preventable disease goals. This award is the highest form of recognition for immunization program managers.

This year's winner, Michele Roberts, is a demonstrated leader in the AIM community, having previously won the AIM Rising Star Award and the AIM Impact Award. Michele served the longest term as AIM Chair in the history of AIM. She showed character and grit at a time when AIM and program managers needed strong leadership – as we faced the challenge of planning and executing the COVID-19 vaccine campaign. Michele was instrumental in building a seamless universal vaccine program, and successfully worked to have RSV nirsevimab added to the program. Michele has done groundbreaking work to engage communities and acknowledge public comment.



# 2023 AIM AWARD WINNERS

## AIM Rising Star Award

Heather Burris (DC)

## AIM Partnership Award

Nathan Crawford

## AIM Impact Award

Amber Tirmal (Philadelphia)

## AIM Hall of Fame Award

Dan Hopfensperger (awarded posthumously)

## AIM Bull's-Eye Award for Innovation and Excellence in Immunization Awards

- North Dakota Department of Health & Human Services Immunization Unit
- Washington State Department of Health's Power of Providers (POP) Initiative
- Washington State Department of Health's initiative WeConsider & Here for Us

## AIM Leading Through Adversity Award

All AIM Members



# Our Work

In 2023, AIM served its members through high quality programming to grow leadership and connections for the immunization program community. The organization's portfolio of work grew through the support of federal funds to include COVID-19 pediatric programming and resources, adult program-focused toolkits and learning opportunities, community-based health equity work, and more.



AIM is proud of all it was able to accomplish with its resilient and dedicated staff, members, and partners in 2023.









# Building Member Community

At the core of AIM's strategy for success is a strong member community. From weekly Member Meetups to information request emails to in-person networking events, AIM prioritizes creating meaningful opportunities for members to connect and learn from each other.



## Community Stats



**34 Member Meetups**



**838 Podcast Listeners**



**15 Executive  
Committee Members**



**251 Information Requests**



## In 2023, AIM strengthened the member community through:

- **Member Meetups-** A weekly informal video call for program managers to connect about hot topics, give feedback on new policies or issues, and brainstorm solutions to shared challenges.
- **Program Manager Knowledge Hub-** A monthly peer-led webinar focused on one topic, with a short presentation from members followed by an open discussion. Example topics include redesigning workflows, optimizing IIS, and transitioning COVID-19 to routine programming.
- **Committees-** From the Executive Committee to the Conference Planning Committee, members worked together to accomplish shared goals with AIM.
- **Affinity Groups-** The Member Assistance Program (MAP) hosted monthly meetings for members to share challenges and promising practices for addressing the root causes of staff and management burnout in a small group setting.
- **AIMing to Inform podcast-** AIM hosted a podcast that featured a series of conversations with immunization managers. These episodes highlighted the incredible work of members and emphasized topics to motivate and inspire the AIM community.
- **Networking-** In-person networking events at conferences and regional meetings that strengthened peer relationships.

# Professional & Leadership Development

AIM's member programming included training and educational opportunities for members to build and expand their professional skills.



In 2023, training series included:

- **General Membership Webinars:** AIM hosted these monthly for members to engage with peers, discuss hot topics, and learn updates about relevant AIM activities.
- **Leadership Development:** Members learned from guest speakers on leadership and management tools that support immunization program administration.
- **Adult Immunization Programs:** The Member Assistance Program (MAP) held regular webinars on topics specific to adult immunization programming, including special trainings for different disproportionately affect adult populations (DAAP).
- **Wellness:** This series was especially created to support members experiencing stress and burnout.
- **Emerging Issues:** AIM worked with federal staff, peer organizations, and corporate partners throughout the year to provide webinars on new guidance, products, and issues.



# Membership Resources & Services

AIM provides timely high-quality resources and services for its members. In 2023, AIM focused on collecting and disseminating updates and analysis on the latest vaccination guidance, developing products to assist members and their immunization programs, and providing members with a forum to connect and learn from each other.

Highlights from the past year include:

- Plain language summaries of Advisory Committee on Immunization Practices (ACIP) and Vaccines and Related Biological Products Advisory Committee (VRBPAC) meetings that captured important information relevant to program managers.
- Program practices that share replicable ideas from members.
- Updates to highly viewed toolkits, such as the Health Equity Toolkit focused on advancing health equity in immunization programs and the Business Operations Toolkit that provides immunization programs with resources and approaches to addressing business operations challenges.
- Support in designing and coordinating reminder/recall postcard mailings to those due for vaccines. One campaign was conducted in South Carolina with 53,000+ cards mailed in Sept. 2023.



**14 New Program Practices**



**113 Posts on X**



**104 Posts on LinkedIn**

# Policy & Influence

AIM serves as a voice for immunization programs at the national level. From federal policy advocacy to national media outlets, the needs of members are shared with decision-makers and the broader public.



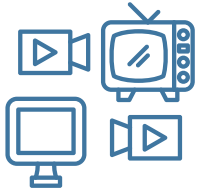
In 2023, AIM leadership adopted three advocacy priorities:

- **Increase funding for the Section 317 Immunization Program**
- **Build support for a Vaccine for Adults Program**
- **Support AIM members in promoting sound vaccine policy while navigating state legislative sessions**

AIM's advocacy strategies include telling stories that illustrate the achievements and growing needs of immunization programs, supporting and cultivating new vaccine champions, and leveraging coalitions that amplify key messages to effectively reach policymakers.



**2,977 Media Mentions**



**Potential Reach**

**Claire Hannan: 34.1 million**

**AIM All News: 3.15 billion**

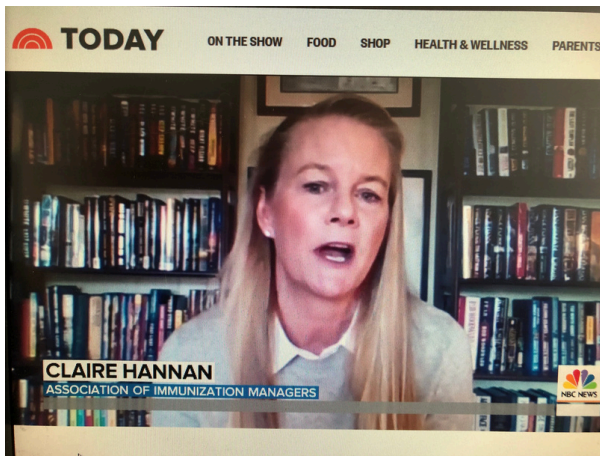


**3 Advocacy Priorities**



Together, as a community, our advocacy efforts yielded tremendous success:

- Amidst budget caps and proposed cuts to many CDC programs, the Section 317 Immunization Program received level funding from Congress for FY24
- AIM's advocacy, visibility, influence and effectiveness was significantly elevated through participation in the 317 Coalition, Adult Vaccine Access Coalition, Vaccinate Your Family Policy Forum, and the Infectious Disease Prevention Network
- For the first time, AIM submitted testimony to the Congressional HHS Appropriations Subcommittees in support of the Section 317 Immunization Program
- AIM expanded its role in supporting members' navigation of state legislative sessions, to include tracking legislative trends, sharing intelligence, launching an annual pre-session webinar, and developing a series of template bill analyses that incorporate key data and messaging
- AIM amplified visibility and key messages by making presentations to the ASTHO Legislative Liaison Network, national Conference of State Legislators, National Preparedness Conference, Vaccinate Your Family webinars, the National Vaccine Law Conference, and the National Vaccine Advisory Committee



# Project Highlight:

## Vaccine Access Cooperative

**315 Attendees**



**8 Meetings**



**63 of 64  
Jurisdictions  
Represented**



AIM, in collaboration with the National Academy for State Health Policy and Academy Health, held 8 regional meetings of a new Vaccine Access Cooperative (VAC). VAC convened meetings of 63 teams from states, territories, the U.S.-affiliated Pacific Islands, and six major cities to develop jurisdiction-specific strategies to improve COVID-19 vaccination rates among children. Meeting attendees represented immunization programs, chapters of the American Academy of Pediatrics and American Academy of Family Physicians, pharmacist associations, school health, Medicaid, immunization coalitions, and other partners, building a strong coalition of more than 370 passionate professionals who want to protect children from COVID-19 and other vaccine-preventable diseases.







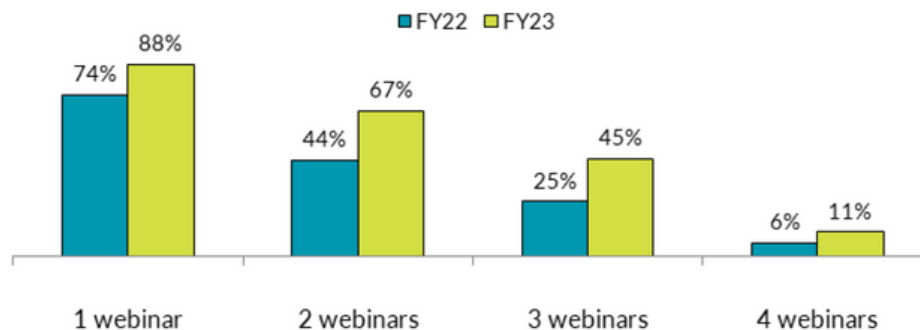
## Project Highlight: Vaccine Confidence

In 13 events since 2020, AIM's Vaccine Confidence webinar series has highlighted evidence-based strategies, resources, and partnerships for addressing mis/disinformation and promoting vaccine confidence. This series equips members, immunization program staff, and partners with the tools and information necessary to promote vaccine confidence.

In 2023, AIM hosted four vaccine confidence webinars focusing on community partnerships, child and adolescent vaccinations, using qualitative research to increase access and uptake, and an annual influenza update with strategies for addressing misinformation. Attendance ranged from 120-225 per webinar. Webinar participant feedback highlights include:

- On average, 97% of attendees reported that the information presented was somewhat or very helpful.
- On average, 92% of attendees are satisfied or very satisfied with the events.
- On average, 91% of attendees report learning a new programmatic practice, activity or strategy that could be replicated in their immunization program

% of Jurisdictions Participating in AIM's  
FY22 & FY23 Vaccine Confidence Webinars



# Program Highlight:

## iREACH

REACH (Racial and Ethnic Approaches to Community Health) is a national program administered by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities. For the last five years, AIM has partnered with CDC to engage and support participating REACH organizations in their efforts to address racial and ethnic disparities related to COVID-19 and flu vaccination coverage.

Through this partnership—known as iREACH—recipients plan and carry out local, culturally appropriate programs to address racial and ethnic disparities in immunization coverage among Black/African American, Latino, Asian, American Indian, and Pacific Island/Alaska Native communities.

AIM provides opportunities for REACH recipients to share materials and collaborate among REACH recipients, as well as receive coaching and learning focused on navigating implementation challenges and sharing successes and promising practices.



**41 REACH Recipient Partners**



**33 Hot Topic Webinars**



**920 Podcast Listeners**





A few of the 2023 iREACH highlights include:

- Recording and airing a podcast series featuring REACH recipients called REACHing for Vaccine Equity
- Developing emodules about COVID-19 and flu disease and vaccine basics for REACH recipient communities
- Conducting a national environmental scan documenting the successes and challenges of working in communities to increase flu and COVID-19 vaccination rates



# Program Highlight: Member Assistance Program

The AIM Member Assistance Program (MAP) hosts activities and creates resources for members' adult immunization programs. MAP is a CDC-funded initiative created to strengthen and support immunization programs by expanding learning to include activities like affinity groups, feedback sessions, toolkits, and webinars. MAP provides a diverse offering of interactive activities and educational resources for jurisdictions' adult immunization programs.

MAP's goals include:

- Connecting jurisdictions with each other to create, support, and build strong relationships
- Providing aid and resources to jurisdictions so they can optimize the use of new tools, methodologies, and techniques
- Sharing best practices and learning strategies for setting and achieving SMART goals



## 2022-2023 MAP TA Activities

- 6 affinity group meetings
- 3 action group meetings
- 3 optional action group office hours
- 3 Disproportionately Affected Adult Populations (DAAP) Spotlight webinars
- 3 MAP webinars
- 11 feedback sessions
- 1 business operations toolkit
- 1 health equity toolkit
- 9 Adult Immunization Committee meetings
- 3 national partner meetings



Highlights from MAP's 2023 evaluation include:

- Increased attendance at MAP activities compared to the previous year: 14% more adult immunization programs (AIPs) participated in at least one activity; 27% more AIPs participated in two or more activities
- Favorable feedback from AIPs on MAP activities that address how to include community partners in program planning and implementation, how to collaborate with new partners, and promising practices for hiring and managing staff
- High self-reported satisfaction and impact of MAP webinars: 91% of AIP participants indicated they would take some action after attendance, such as sharing what they learned during the event



# Award Highlight: 2023 Immunization Champion Award



The Immunization Champion Award, hosted by AIM and funded by the Centers for Disease Control (CDC), recognizes individuals doing an exemplary job or going above and beyond to promote or foster immunizations in their communities for children and adults.

In 2023, AIM's second year of leading this national award program, we achieved our goal to increase participation. Over 40 jurisdictions nominated and selected an Immunization Champion.

[immunizationmanagers.org/2023-immunization-champion-awardees](https://immunizationmanagers.org/2023-immunization-champion-awardees)





# 2023 Immunization Champion Award Winners

Alaska – Jo Miller, PA-C

Arizona – Amanda Aguirre, BS, MA, RD

Arkansas – Catherine Smith, Med

California – Silvia Diego, MD

Colorado – Julissa Soto

Connecticut – Sasa Harriott, RN

Delaware – Jonathan Miller, MD

District of Columbia – Dorka Compusano, CMA

Illinois – Susan Latocha, BSN, MS

Indiana – Deb Robarge, BSN, RN

Kansas – Connie Satzler

Kentucky – Eva Stone, DNP, APRN

Louisiana – Ashley Politz, LMSW

Maine – Shila Hammond, CMA

Massachusetts – Kevin Myers, NP, MSN, ACRN

Michigan – Anita Butler, CPhT

Minnesota – Charmaine Branchaud, RN, BSN,  
PHN, CDE, LSN

Nevada – Tammy Crabtree, RN

New Hampshire – Jim Keady

New Jersey – Setu Patel, PharmD

New York City – Rasheed Ali, RN

North Carolina – Katherine A. Poehling, MD, MPH

North Dakota – Kelsey Nefzger, RN

North Mariana Islands – Laura Ogo, RN

Ohio – Scott Foley, PharmD

Oklahoma – Heather Moiser, APRN-CNP

Oregon – Betty Brown

Palau – Lorraine Beketaut, BSN

Pennsylvania – Crystal Perez, MSN, RN, CSN

Philadelphia – Charna Blake, BSN, RN

Puerto Rico – Olga Pérez Quiñones, BA

Rhode Island – Beata F. Nelken, MD

South Carolina – Jacqueline Talley, PhD

South Dakota – Tammy Baer, RN

Tennessee – Brandi Jack, Med, BS

Texas – John Hellerstedt, MD

Utah – Allison Landis, BSN, RN

U.S. Virgin Islands – La'Tonya Nesbitt, BSN, RN

Virginia – Anna Peoples, PharmD

Washington – Mehr Grewal

Wisconsin – Noel Deep, MD, MACP, FRSPH

# Event Highlight: AIM Leadership in Action Conference

AIM held the 2023 Leadership in Action Conference in Houston, TX. Attendees enjoyed renown speakers, celebrated peer achievements, discussed important issues in breakout sessions, and more. Conference highlights include:

Peter J. Hotez, MD, Ph.D., featured as the keynote speaker, inspiring immunization program managers with stories and data about the importance of their work.

Scott Hamilton Kennedy hosted an exclusive screening and question and answer session, Countering Disinformation with Decency: a presentation of SHOT IN THE ARM.



The Federal Leadership Panel was a new, highly anticipated session. AIM members submitted pressing questions to the panel in advance, and conference attendees participated in the panel discussion. Panelists included:

- Jill Moses, MD - Deputy Director for Program Implementation, CDC Immunization Services Division
- Lieutenant Commander Jamie Mells, Ph.D. - Immunization Operations and Services Branch Chief, CDC Immunization Services Division
- Michelle Banks - Field Services Branch Chief, CDC Immunization Services Division



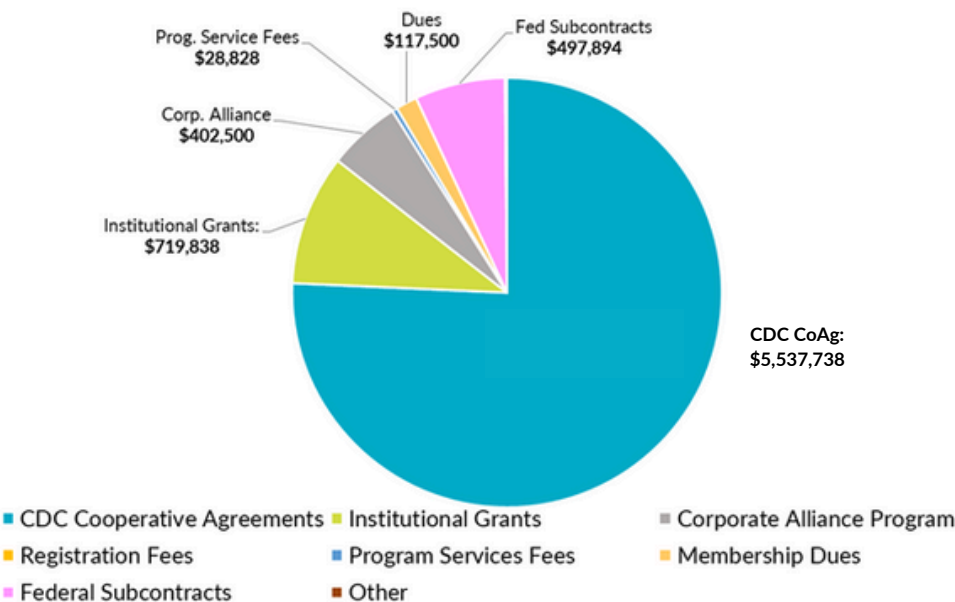


# Financial Report

## All Revenues 2023

CDC Cooperative Agreements \$	5,537,738
Institutional Grants \$	719,838
Corporate Alliance Program \$	402,500
Program Services Fees \$	28,828
Membership Dues \$	117,500
Federal Subcontracts \$	497,894
Other \$	10,998
Total \$	7,315,296

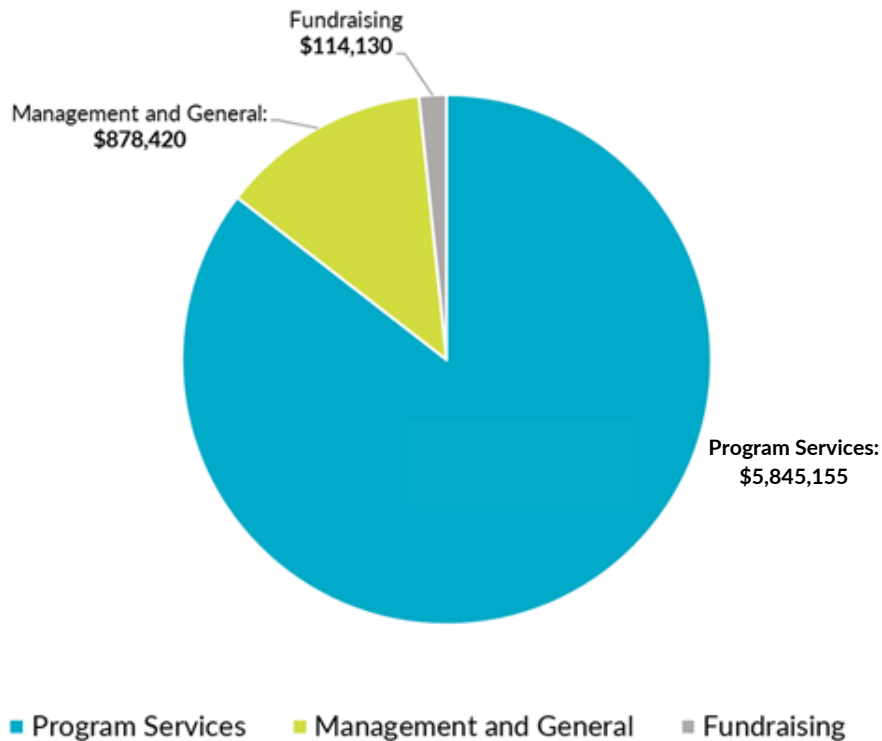
**AIM FY 2023**  
**Year Ending September 30, 2023**  
**Total Revenue: \$7,315,296**



## All Expenses 2023

Program Services	\$	5,845,155
Management and General	\$	878,420
Fundraising	\$	114,130
Total	\$	6,837,705

### AIM FY 2023 Year Ending September 30, 2023 Total Expenses: \$6,837,705



# 2023 AIM Funding Partners

AIM thanks our partners for the financial support that makes our work possible.

Thank you to the Centers for Disease Control and Prevention for their ongoing collaboration and partnership.

We also want to thank our institutional grant partners:

Johnson & Johnson

GSK

Merck

Moderna

Pfizer

Sanofi

CSL Seqirus



# Corporate Alliance Program

The Corporate Alliance Program provides critical support to AIM to achieve its mission. AIM thanks 2023 Corporate Alliance partners for their commitment to our success and service to our members.

Throughout the year, AIM's Corporate Alliance partners benefit by collaborating with the AIM community to:

- Stay on top of changes in state, local, and territorial immunization program leadership and staff
- Learn about shifting priorities, new requirements, and policy changes
- Share the latest information on evolving technology and new products and services with immunization program staff through a Product Directory and live webinars
- Participate in the annual AIM Leadership in Action Conference



# 2023 Corporate Alliance Partners

## Platinum Members



## Gold Members



## Silver Members



## Bronze Members





# 2023 Executive Committee

## Officers



**Chair**

Amber Tirmal (Philadelphia)



**Chair-Elect**

Tom McCleaf (Pennsylvania)



**Past Chair**

Kathy Kudish  
(Connecticut)



**Secretary-Treasurer**

Molly Howell  
(North Dakota)

## Executive Committee Members

Stephanie Schauer (Wisconsin)  
Kurt Seetoo (Maryland) (left early 2023)  
Chisty Gray (Virginia) (replaced Kurt)  
Sarah Leeds (Idaho)  
Heather Roth (Colorado)  
Ronald Balajadia (Hawai'i)

Monife Stout (U.S. Virgin Islands)  
Heather Burris (District of Columbia)  
Robert Schechter (California)  
Terri Adams (Michigan)  
Pejman Talebian (Massachusetts)

# 2023 AIM Staff

## AIM Leadership

Claire Hannan, MPH, Executive Director  
Brent Ewig, MSPH, Chief Policy and Government Relations Officer  
Michelle Fiscus, MD, FAAP, Chief Medical Officer  
Emily Messerli, DNP, Chief Programmatic Officer  
Jennie Moss, CPA, Chief Financial Officer  
Katelyn Wells, Ph.D., Chief Research, Evaluation, and Development Officer

## AIM Staff

Breyah Atkinson, Research and Development Coordinator  
Tessa Atkinson-Adams, MPA, Communications Director  
Ellie Austin, Member Services Senior Coordinator  
Diadra W. Biles, DPM, MPH, MAP Associate Director  
Justin Coleman, Senior REACH Program Coordinator  
Julia Donavant, Research and Development Coordinator  
Katie Drumhiller, MPH, Research and Evaluation Associate Director  
Katy Gore, MPH, CHWI, Vaccine Access Policy Associate Director  
Helsa Guillaume, Member Services Coordinator  
Rachel Van Gundy, Research and Development Associate  
Angelika Hernandez, MA, Communications Senior Coordinator  
Trevor Jennings, Senior REACH Program Coordinator  
Aleah Jensen, Policy Analyst  
Bertrand Kila, Finance Associate Director  
Rebecca Lawson, Public Health Associate  
Katelyn McCullough, Senior Public Health Associate  
Mackenzie Melton, MPH, Health Education Director  
Jasmine Murray, Executive Assistant  
Katie Palmer, Public Health Specialist  
Mikaela Mendoza Pereira, MPH, MAP Coordinator  
Cynthia Saballos, Finance Associate  
Purnima Unni, MPH, CHES, Health Equity and Member Services Director  
Addi Vaz, Health Equity Coordinator  
Kristy Westfall, IIS Policy Associate Director

## Consultants and Temporary Staff

Yabo Beysolow, MD, MPH, Subject Matter Expert  
Natasha Dennis, Careers in Nonprofits Temp - Senior Administrative Assistant  
Lisa Jacques-Carroll, MSW, Subject Matter Expert  
Emily Less, MPH, Public Health Consultant  
Lori Linstead, Member Services Consultant  
Monica Mayer, MPH, Corporate Alliance Consultant  
Rachel McCray, Careers in Nonprofits Temp - Health Equity Associate  
Alexa Rodriguez, Careers in Nonprofits Temp - Administrative Assistant  
Riven H. Sire, MSW, Careers in Nonprofits Temp - Communications Associate





Association of  
Immunization  
Managers

[www.immunizationmanagers.org](http://www.immunizationmanagers.org)

301-424-6080

[info@immunizationmanagers.org](mailto:info@immunizationmanagers.org)