

# Building and Sustaining an Immunization Coalition: The Secrets to Success

AUGUST 13, 2025

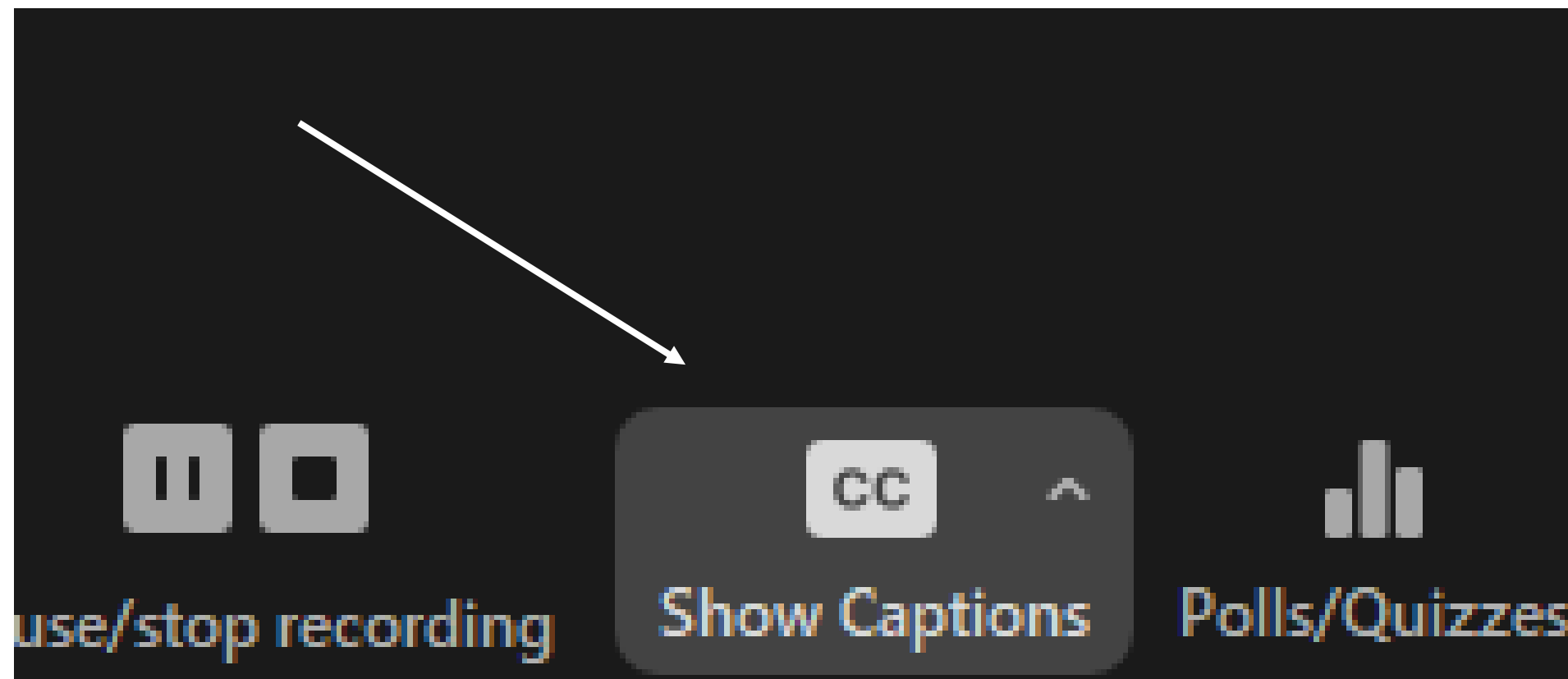


Association of  
Immunization  
Managers

# Closed Caption Instructions

## To Enable Closed Captions:

- Click the “CC” button at the bottom of your screen
- Select “Show Captions”



# Housekeeping

- Use the Q&A box to submit questions or share resources.
- The recording and slides will soon be available on AIM's website > [Immunization Coalition Toolkit](#).
- Please complete the brief survey in the pop-up browser after the webinar.

# Agenda

## Immunization Coalition Toolkit Overview

- Mackenzie Melton, MPH, Health Education Director

## Overview of Immunization Coalitions

- Indiana Immunization Coalition
- ImmunizeVA

## Panel Discussion & Q&A

- Dave McCormick, Program Manager, Indiana Department of Health
- Lisa Robertson, Executive Director, Indiana Immunization Coalition, Inc.
- Terry Clark, Immunization Outreach Specialist, Virginia Department of Health
- Andrea Mendes, Immunization Outreach Coordinator, Virginia Department of Health
- Rebecca Epstein, Senior Program Manager, ImmunizeVA

## AIM Resources

# AIM Immunization Coalition Toolkit

A comprehensive resource for AIM members and vaccine champions that details the structure and scope of current immunization coalitions and provides tools and strategies to build, improve, or support immunization coalitions.

- Resources include:
  - **Reports** that provide an overview of current immunization coalitions, structures, and impact
  - A **Steps to Success** quick start guide to creating/maintaining a coalition
  - **Tip Sheets** on common coalition building topics, such as funding and relationship building, and activities
  - **Case Studies** highlighting four successful coalitions
  - **Operational Examples** including sample MOUs, SOWs, etc.
  - An interactive **Coalition Map**

## Immunization Coalition Toolkit

📅 January 17, 2025   📁 Toolkits

### Resources for Building, Maintaining, and Sustaining Immunization Coalitions

Explore AIM's Immunization Coalition Toolkit, a comprehensive resource that details the structure and scope of current immunization coalitions and provides tools and strategies to build, improve, or support immunization coalitions.

The toolkit is organized into the following sections:

- **Reports:** A short overview of the background of the project, then below is a landscape analysis and survey report that provide an overview of current immunization coalitions, highlighting their structures, strategies, and impact
- **Steps to Success:** A quick start guide to creating and maintaining an immunization coalition
- **Tip Sheets:** Informational tools on common coalition-building topics, such as funding, relationship-building, and coalition activities
- **Case Studies:** Stories from four successful coalitions (California, South Dakota, Kansas, and Pennsylvania) that summarize their roles, activities, funding sources, successes, and challenges
- **Operational Examples:** Operational documents from existing coalitions, including a sample memorandum of understanding, scope of work, and bylaws
- **Coalition Map:** An interactive map that allows you to sort and explore existing immunization coalitions

Click through the tabs below to learn more about each topic.

Reports

Steps to Success

Tip Sheets

Case Studies

Operational Examples

Coalition Map



[www.immunizationmanagers.org/resources/immunization-coalition-toolkit/](http://www.immunizationmanagers.org/resources/immunization-coalition-toolkit/)



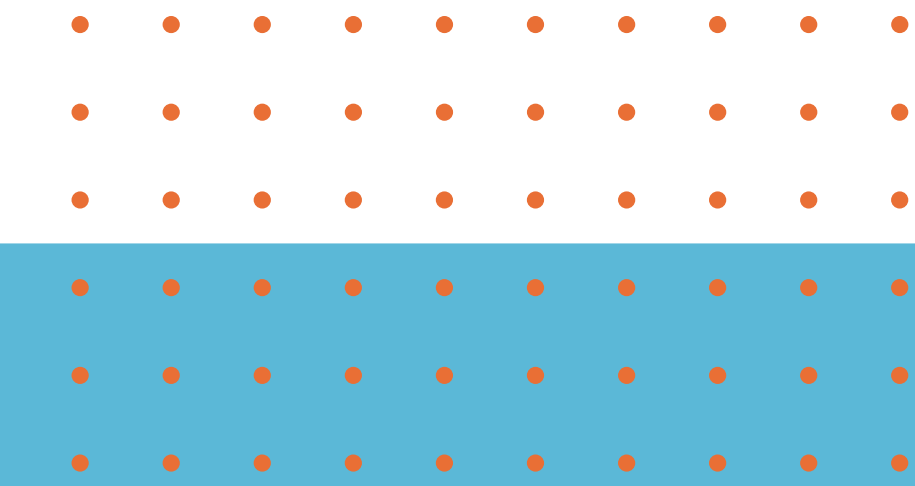
# Indiana



**Dave McCormick**  
Immunization Program Manager  
Indiana Department of Health



**Lisa Robertson**  
Executive Director  
Indiana Immunization Coalition, Inc.

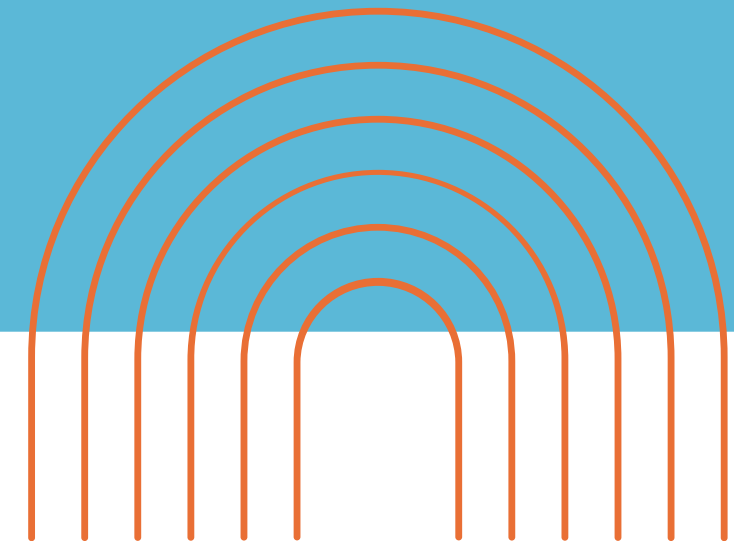


## Indiana Immunization Coalition

Lisa K Robertson  
Executive director  
[director@vaccinateindiana.org](mailto:director@vaccinateindiana.org)



INDIANA  
IMMUNIZATION  
COALITION  
[#VACCINATEINDIANA](https://www.vaccinateindiana.org)









**Mission: to reduce the spread of vaccine preventable disease.**

Education

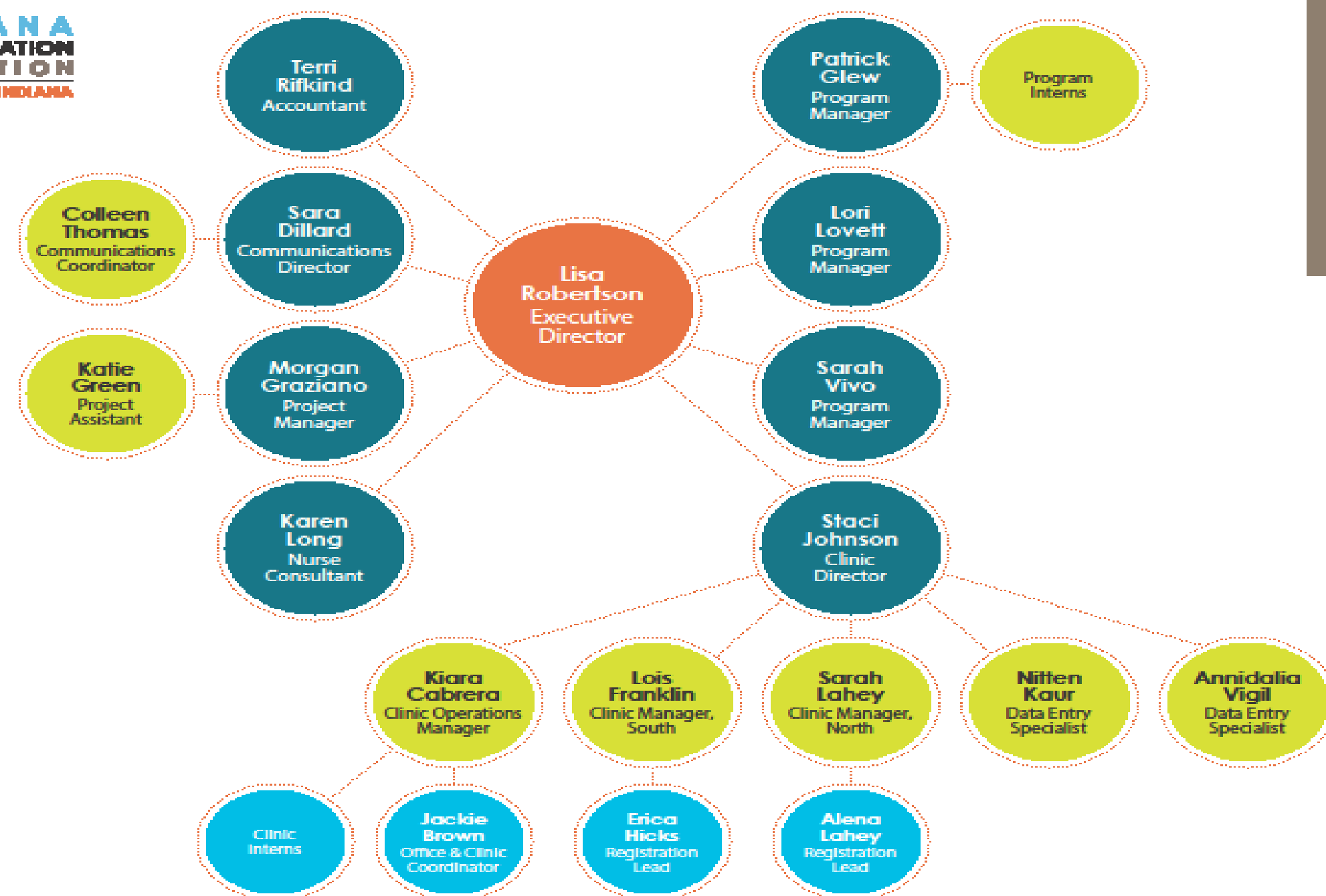
Advocacy

Statewide  
Partners

Direct  
Service



# Started in 2003



ORGANIZATIONAL CHART





# Education

Hosted 12 CNE Webinars for more than 900 Viewers from 27 states.

Held 12 conferences for more than 600 advocates and providers.

Collaborated with Parkview Hospital in Ft Wayne and IU School of Medicine in South Bend to host continuing education HPV Summits for 80 health care providers.

Partnered with ACS, HPV Cancer Free, HPV Vaccination Roundtable, and UNC Gillings School of Public Health to provide 4 HPV Best Practice Webinars to over 2000 listeners.

OVER 3,500 PERSONS EDUCATED THIS YEAR!!











# ADVOCACY

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



INDIANA  
IMMUNIZATION  
COALITION  
#VACCINATEINDIANA



# Health Fairs

- St. Joseph: Oct'23 Vaccinated 30 individuals, April'24 Vaccinated 25 individuals, 77 administered, Oct'24 Vaccinated 51 individuals, 154 administered
- Fulton: Oct'23 Vaccinated 9 individuals, April'24 Vaccinated 41 Individuals, 104 administered, Oct'24 Vaccinated 90 individuals, 244 administered
- Cass: Oct'23 Vaccinated 32 individuals, April'24 Vaccinated 84 individuals, 222 administered, Oct'24 Vaccinated 77 individuals, 290 administered
- Tippecanoe: Oct'23 Vaccinated 44 individuals, April'24 Vaccinated 33 Individuals, 109 administered, Oct'24 Vaccinated 55 individuals, 172 administered
- Clinton NEW
- Ripley: Vaccinated 6 individuals, 13 administered
- Daviess: Vaccinated 10 individuals, 23 administered
- Randolph: Vaccinated 25 individuals, 62 administered
- Parke: Vaccinated 22 individuals, 55 administered





# Health resources offered at local health fair

By Eric Whittaker Staff Writer    Oct 23, 2024

1 of 6



Indiana Immunization Coalition visited Spencer County Thursday, Oct. 10, bringing health awareness and services.





# Metrics

- The hashtag #VaccinateIndiana has reached close to 215,000 social media users
- We have more than 3,500 followers on our IIC social media channels (this doesn't include Hoosiers Vax, Project HPV Free, Beware of B, or WTPV)





# WHAT IS RSV?



RSV is a common respiratory virus. Infants and older adults are more likely than others to develop severe RSV and need hospitalization.

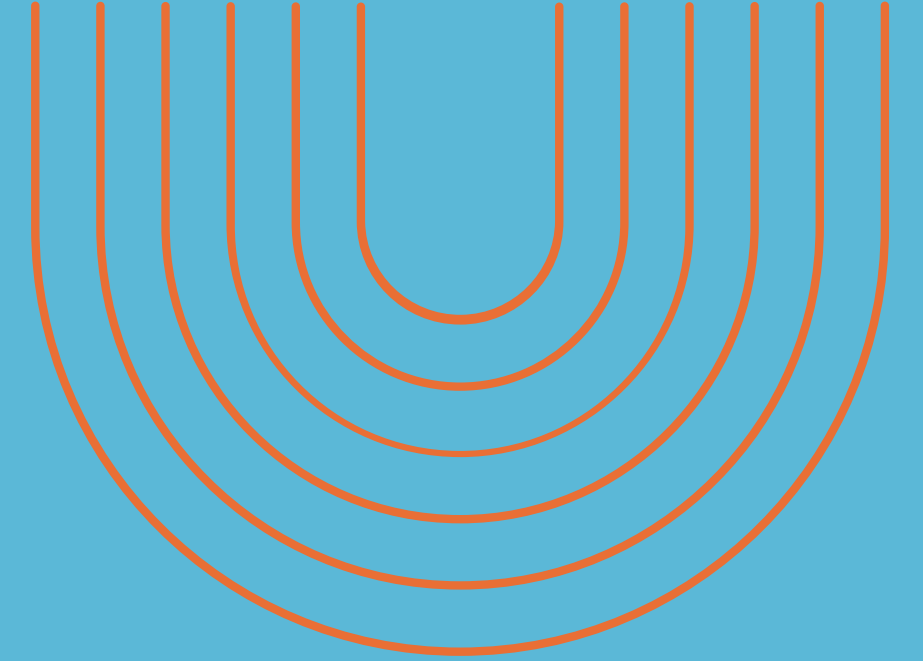


## EVERYONE SIX MONTHS AND OLDER SHOULD GET A FLU SHOT

Flu shots help protect you from getting sick with the flu and prevents you from passing it on to those who could get very sick from the flu.



# Why Direct Service?





# Invitation into a community!

Trusted messenger

Safe space (schools, churches, community centers)

The right time of day

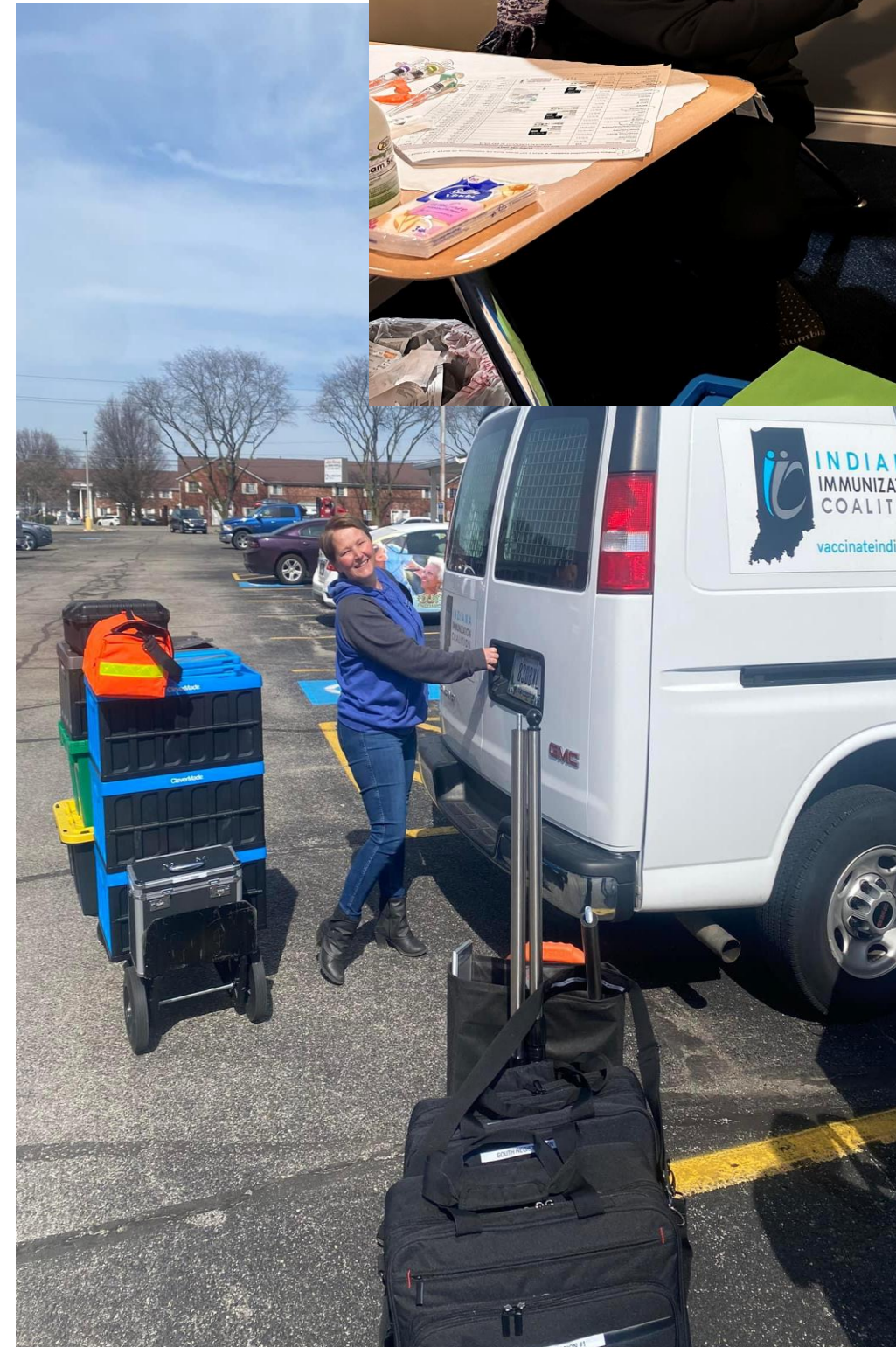
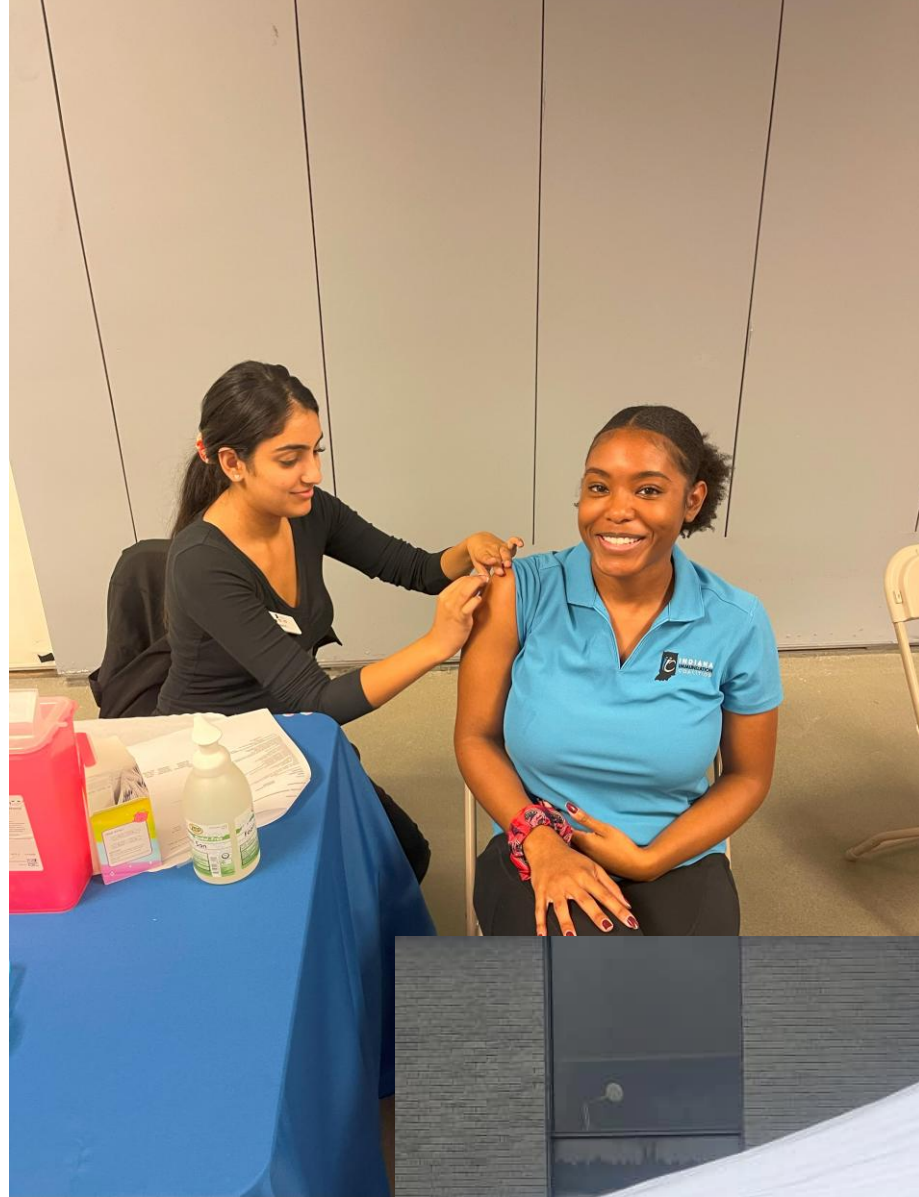
Right language resources

No out of pocket cost

Continued relationships









# DIRECT IMMUNIZATIONS SERVICE

---

Started Direct Service in September of 2020

---

3 Mobile Teams

---

2 Brick and Mortar Buildings

---

170,000 Vaccines administered

---

50,000 Individual Patients





# National Conference for Immunization Coalitions and Partnerships October 15-17, 2025 Keystone Sheraton





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



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



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



[www.bewareofb.com](http://www.bewareofb.com)



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



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





# Thank you!

Director@vaccinateindiana.org

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



# Virginia



**Terry Clark II, MPH, PMP**  
Immunization Outreach Specialist  
Virginia Department of Health



**Andrea Medes**  
Immunization Outreach Coordinator  
Virginia Department of Health



**Rebecca Epstein, MSW**  
Senior Program Manager  
ImmunizeVA -  
Institute for Public Health Innovation



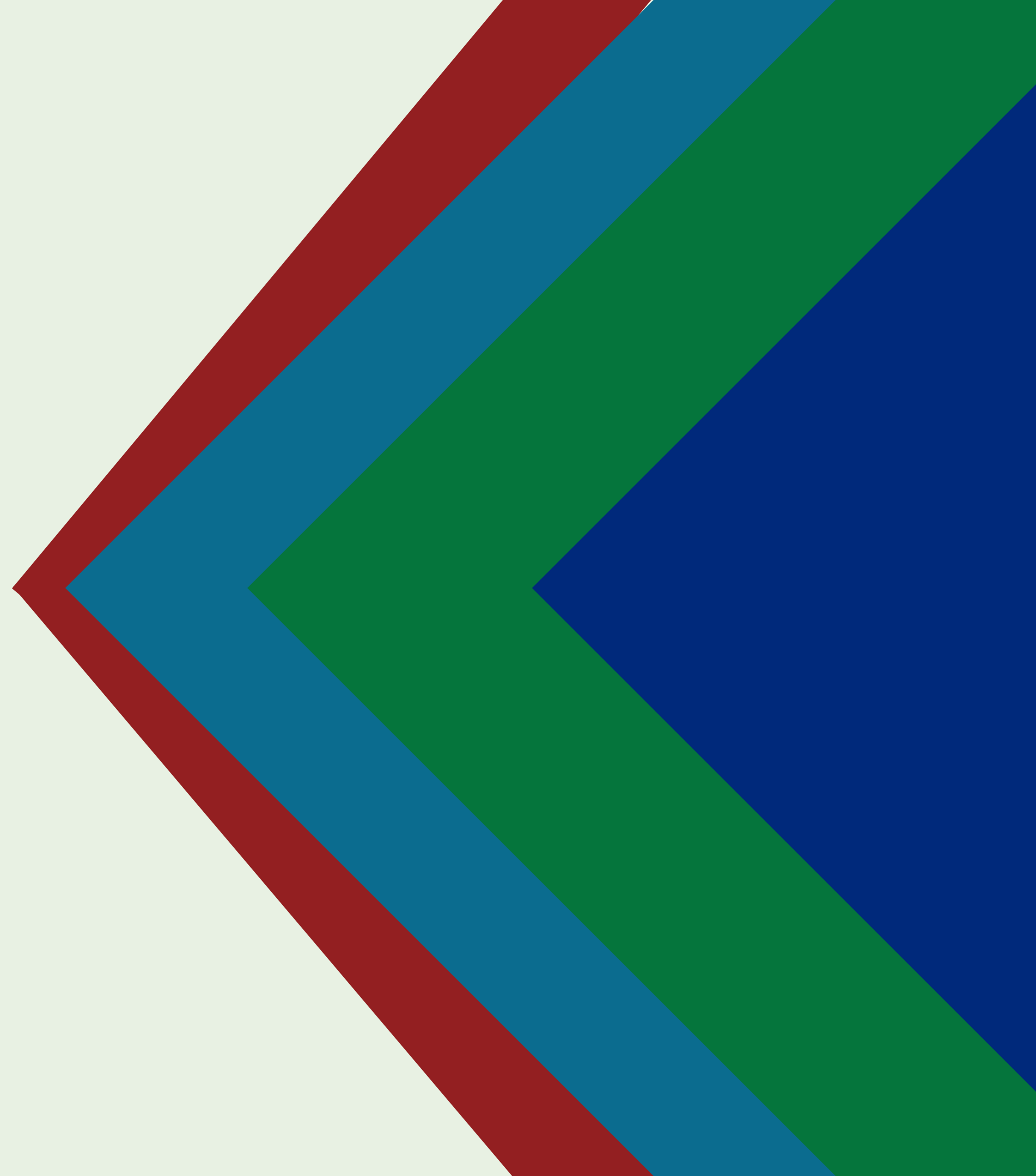


# Building and Sustaining an Immunization Coalition

Rebecca Epstein

Terry Clark

Andrea Mendes





# Build



# Coalition History in VA

---

- **Project Immunize Virginia (PIV) active 1995–2012**
- **Supported by Virginia Dept of Health (VDH), Eastern Virginia Medical School, local foundations and pharmaceutical companies**
- **Major accomplishments:**
  - Public awareness campaigns – introduced state mascot, Tracker!
  - Promotion of VFC and VIIS
  - Supported a network of local coalitions

# Coalition History in VA

---

- Growing recognition of gap left by PIV, led VDH to...
  - Survey **immunization stakeholders** to gauge interest and commitments
    - 79% supported the establishment of an immunization coalition
    - Provided insight into the state's health needs, resources, and partnering opportunities
  - Survey **other immunization coalitions** on their establishment and structure
  - Release a Request for Proposals (RFP) in October 2019 inviting eligible organizations to **enter into a contract with VDH**



# Building ImmunizeVA

---

- **Institute for Public Health Innovation selected as backbone agency**
  - 501(c)3
  - Regional public health institute
- **ImmunizeVA formally launched in March 2020**

# Establishing VDH–Coalition Partnership

---

- **Autonomy**
- **Nimble**
- **Unbiased, neutral convener and facilitator**
- **Community-driven strategy for improving immunization rates**





# Maintain

# Commitment to Shared Mission

---

**Our mission is to protect the health and well-being of all Virginians by achieving and maintaining full immunization protection through education, advocacy, statewide collaboration, and the promotion of equity.**



# Member-Driven Goals

---

- 1. Facilitate partnership and collaboration**
- 2. Establish ImmunizeVA as a leading source of factual information**
- 3. Equip professionals with skills and tools to promote vaccinations**
- 4. Increase knowledge and awareness of immunization inequities**
- 5. Educate others on policy solutions that promote immunization education and access**

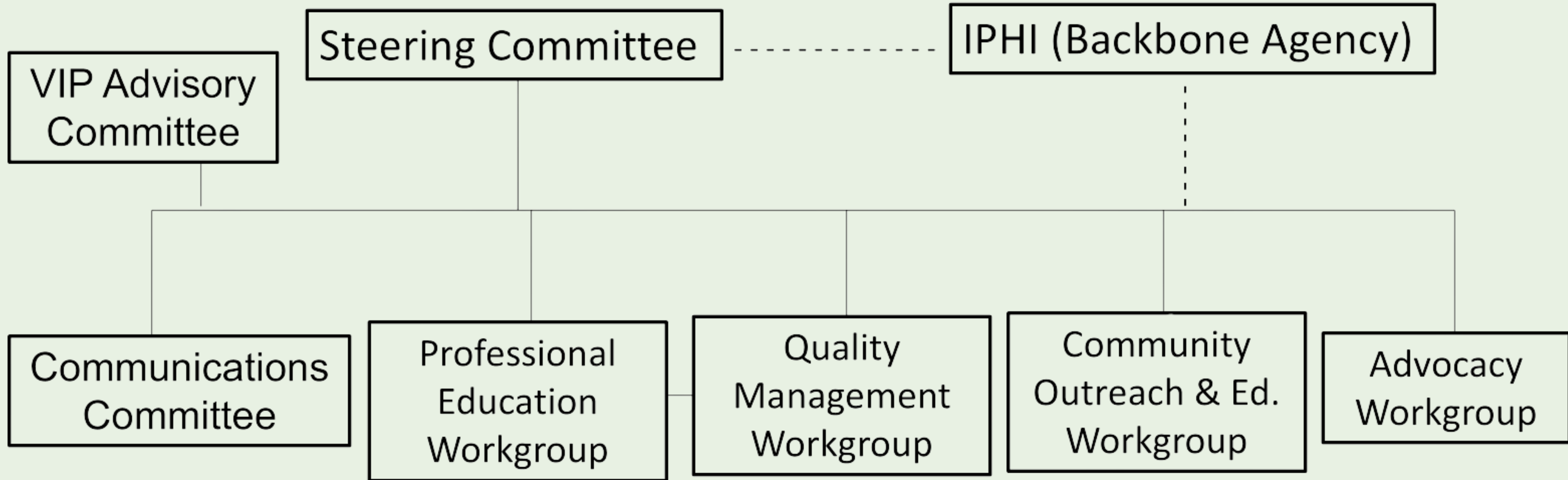
# Infrastructure for Collaboration

---

- Over 300 members
- Committees
- Workgroups
- Learning Collaboratives



# ImmunizeVA Org Chart



# Vaccine Literacy Initiative

- An initiative to use libraries as hubs for vaccine information and services
- **Library Toolkit** which includes:
  - Curated book list
  - Tracker reading list & activities
  - FAQs
  - Neutral Response Guide
  - How-to Support Vaccine Initiatives





# Summer 2025 Joint Statement



In July ImmunizeVA was joined by 14 Virginia-based Public Health and Medical organizations to **reaffirm our commitment to science-backed immunization practices**



# NIAM 2025 Proclamation

- New, local approach this year
  - Accepted by Richmond City Mayor!
- Enlisted the support of our mascot!





# Virginia Immunization Plan

- Will serve as a roadmap to improve immunization rates in VA
- 5 goals to mobilize partners and create shared accountability



# On-going Collaboration with VDH

---

- Regular check-ins
- Coordination on communication projects
- Cross-promotion of events
- VDH staff involvement in coalition committees





# Sustain

# Monitor Capacity

---

- Budget for staff time
- Use strategic planning to guide resource allocation
- Evaluate impact in relation to resources



# Promote Value

---

- **Build brand awareness**
- **Constantly prioritize member buy-in**
- **Promote impact**

# Funding & Resources

---

- Think creatively
- Seek funding and in-kind resources

# How do I connect with my state Immunization Program?

---

- Consult AIM's Immunization Program (IP) Directory
- Connect with coalitions or IPs other states to learn from their strategies
- Consult manufacturer partners for introductions
- Attend national meetings such as the National Conference for Immunization Coalitions and Partnerships (NCICP)



**THANK YOU!**

# Panel Discussion



**Dave McCormick**  
Immunization Program Manager  
Indiana Department of Health



**Lisa Robertson**  
Executive Director  
Indiana Immunization Coalition, Inc.



**Rebecca Epstein, MSW**  
Senior Program Manager  
ImmunizeVA -  
Institute for Public Health Innovation



**Terry Clark II, MPH, PMP**  
Immunization Outreach Specialist  
Virginia Department of Health



**Andrea Medes**  
Immunization Outreach Coordinator  
Virginia Department of Health



# Audience Q&A





# AIM Resources

# AIM Resources

Title:	What's In It?
<a href="#"><u>Program Practice Database</u></a>	Innovative and successful promising practices sourced from immunization programs. Five new practices recently added!
<a href="#"><u>AIM Toolkits</u></a>	Comprehensive collections of resources such as webinars, operational examples, case studies, etc. Check out AIM's <a href="#"><u>Immunization Coalition Toolkit</u></a> , <a href="#"><u>Vaccine Confidence Toolkit</u></a> , <a href="#"><u>School Located Vaccination Clinics Toolkit</u></a> , and more.
<a href="#"><u>Immunization Coalitions Map</u></a>	Interactive map of current National Network of Immunization Coalitions member coalitions. Identify and filter coalitions by jurisdiction or focus area.
<a href="#"><u>Immunization Program Directory</u></a>	List of state, local, and territorial immunization program websites.

# 2025 Annual Influenza Update Webinar

*AIM Webinar on Wednesday, August 27, from 12-1 pm ET*

Prepare for the upcoming influenza season with a panel of expert presentations:

- **Michelle Fiscus, MD, FAAP (AIM):** Influenza season overview & vaccine guidance
- **Niki Carelli, JD (Coalition to Stop Flu):** Update on the coalition's work & outlook for the coming season
- **Louise McNitt, MD (CA Department of Public Health):** Culturally tailored outreach to Spanish-speaking farmworkers & underserved groups



[Register here](#)

Questions? Email [jdonavant@immunizationmanagers.org](mailto:jdonavant@immunizationmanagers.org)



# Thank you!

Please take a moment to complete the brief survey at the end.



[immunizationmanagers.org](https://immunizationmanagers.org)



@AIMimmunization



Association of Immunization  
Managers



Association of  
Immunization  
Managers