



Association of
Immunization
Managers

Partner Dissemination Tools

Vaccine Implementation Project

This toolkit includes ready-to-use materials to help partners share the Association of Immunization Managers' (AIM's) [Vaccine Implementation Project](#) resources with immunization professionals and partner networks. Materials include short and long sample messages, graphics, promotion slides, and draft email content.

Instructions

AIM will use a controlled dissemination approach for the Vaccine Implementation Project to ensure the findings are shared responsibly, accurately, and with appropriate attribution. AIM maintains centralized oversight of external messaging, partner promotion, and adaptation of project materials because the project addresses a complex and potentially sensitive area of vaccine implementation. Public-facing dissemination will emphasize that the project is intended to strengthen implementation readiness, partner coordination, communication, and planning across the vaccine ecosystem. The project should not be framed as a critique of vaccine recommendations, advisory processes, public health agencies, manufacturers, or immunization programs.

Partners may share AIM-approved public materials and language to promote awareness of the project. **Any partner-created materials, presentations, reports, policy documents, or adapted graphics that summarize or interpret project findings should be reviewed by AIM before dissemination.**

All references to the work should clearly identify AIM as the organizational lead and credit Dr. Katelyn Wells as the originator and strategic lead of the project, with core research, analysis, and synthesis conducted by Emily Less and Julia Donavant and clinical/strategic review provided by Dr. Michelle Fiscus.

Partners should direct audiences to [AIM's project materials and webpage](#) for the most current and approved information.

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Ready-to-use Dissemination Language

Instructions: Partners are encouraged to add a brief organization-specific statement to explain why the resource is relevant to their members, partners, or subject matter area.

Environmental Scan

Short

The Association of Immunization Managers' [Environmental Scan: Considerations for Vaccine Implementation](#) details the many interconnected steps, partners, systems, and timelines involved in vaccine implementation in the U.S. as of March 2025. By documenting recurring challenges, gaps, promising practices, and considerations for the future, this resource helps the immunization community better understand the complex vaccine implementation system and prepare for future vaccine rollouts. [Optional, add 1 sentence about your involvement and/or why this resource is relevant to your members or partner network.] Access the [environmental scan](#) and [other project materials](#).

Long

The Association of Immunization Managers' (AIM's) [Environmental Scan: Considerations for Vaccine Implementation](#) documents routine processes, gaps, and promising practices associated with vaccine implementation in the United States as of March 2025. Developed as a foundational component of AIM's [Vaccine Implementation Project](#), the scan examines the many interconnected steps, partners, systems, and timelines involved in moving new or updated immunization products from recommendation to public access.

This resource identifies recurring implementation challenges including:

- fragmented implementation documentation
- siloed communication
- limited time for programmatic, policy, and technological readiness
- limited time for provider and public education
- barriers related to upfront cost and payment
- downstream implications of decisions made earlier in the vaccine development process

Immunization programs and partners can use the environmental scan as both a historical record and a strategic planning tool to better understand implementation dependencies, support partner discussions, and identify opportunities to strengthen readiness for future vaccine rollouts. [Optional, add 1–2 sentences about why this resource is relevant to your members or partner network.] Access the [environmental scan](#) and [other project materials](#).

Flowchart

Short

The Association of Immunization Managers' [Routine Vaccine Implementation Process Flowchart](#) provides a visual overview of the major steps, partners, and timing considerations involved in vaccine development and implementation. The flowchart can help immunization partners

visualize implementation dependencies and better understand how activities across the vaccine ecosystem connect, from vaccine development to public access. [Optional, add 1 sentence about why this resource is relevant to your members or partner network.] [Access the flowchart](#) and [other project materials](#).

Long

The Association of Immunization Managers' (AIM's) [Routine Vaccine Implementation Process Flowchart](#) is a visual reference for understanding the routine vaccine recommendation and implementation process in the U.S. The flowchart accompanies AIM's [Environmental Scan: Considerations for Vaccine Implementation](#) and shows how key activities from research and development, clinical trials, U.S. Food and Drug Administration (FDA) review and licensure, the Advisory Committee on Immunization Practices (ACIP) review and recommendation, Centers for Disease Control and Prevention (CDC) adoption, post-recommendation public access, and ongoing responsibilities connect over time.

The flowchart illustrates how vaccine implementation activities depend on decisions, timelines, and coordination across multiple systems and organizations. [Optional, add 1–2 sentences about why this resource is relevant to your members or partner network.] [Access the flowchart](#) and [other project materials](#).

Playbook

Short

The Association of Immunization Managers' [Vaccine Implementation Playbook](#) is a simplified time-based planning resource designed to help immunization programs implement new and updated vaccine recommendations. This resource also helps partners better understand the role of immunization partners in vaccine rollout. [Optional, add 1 sentence about why this resource is relevant to your members or partner network.] Access the [playbook](#) and [other project materials](#).

Long

The Association of Immunization Managers' (AIM's) [Vaccine Implementation Playbook](#) translates findings from the [Vaccine Implementation Project](#) into a time-based planning resource for immunization programs. Organized around key implementation milestones, the playbook provides practical considerations to help programs anticipate implementation needs, prioritize activities, and identify where partner engagement may be needed to prepare for a vaccine rollout.

The primary audiences for the playbook are state, local, and territorial immunization program staff. Partner organizations may also use this resource to better understand the timing, dependencies, and operational considerations that affect immunization program readiness. [Optional, add 1 sentence about why this resource is relevant to your members or partner network.] The playbook provides flexible considerations that programs can adapt based on local governance and legal requirements, as well as staffing, funding, and partner capacity. Access the [playbook](#) and [other project materials](#).

Overall Project

Short

AIM's [Vaccine Implementation Project](#) was launched to improve readiness for, and implementation of, new immunization products and changes to existing recommendations in the U.S. The project aims to strengthen communication, understanding, and collaboration across partners to improve the efficiency of new vaccine implementation. [Optional, add 1 sentence about your organization's involvement in the project or why these resources are relevant to your members or partner network.] Available resources include the [Environmental Scan: Considerations for Vaccine Implementation](#) that details the steps, gaps, and promising practices related to vaccine implementation, the [Routine Vaccine Implementation Process Flowchart](#) that maps the process of vaccine implementation, and the [Vaccine Implementation Playbook](#) that serves as a planning guide for immunization programs. [Access the resources.](#)

Long

AIM's [Vaccine Implementation Project](#) was launched to improve readiness for, and implementation of, new immunization products and changes to existing recommendations in the U.S. The project aims to strengthen communication, understanding, and collaboration across partners to improve the efficiency of new vaccine implementation.

AIM developed resources to help immunization programs and partners better understand the routine steps, gaps, promising practices, timelines, and coordination needs involved in vaccine implementation. [Optional: add 1–2 sentences about your organization's involvement in the project or why these resources are relevant to your members or partner network.]

Currently available resources include:

- [Environmental Scan: Considerations for Vaccine Implementation](#), which documents the steps, gaps, and promising practices related to vaccine implementation
- [Routine Vaccine Implementation Process Flowchart](#), which maps the process of vaccine implementation;
- [Vaccine Implementation Playbook](#), which provides time-based planning considerations for immunization programs preparing for new immunization products and changes to existing recommendations

[Access the resources.](#)

Graphics Package

Full Project Banner



Vaccine Implementation Project Resources

Research, tools, and guidance to support vaccine implementation readiness



bit.ly/AIMImplementation



Environmental Scan

Steps, gaps, promising practices



Flowchart

Process map



Playbook

Guidance for immunization programs



Landscape Analysis

Partner roles and coordination points

Individual Resource Thumbnails

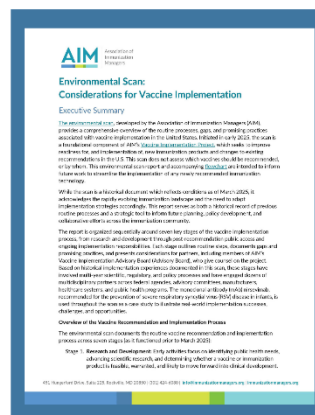
Environmental Scan

Environmental Scan: Considerations for Vaccine Implementation

A comprehensive report documenting the routine process, gaps, and promising practices associated with vaccine implementation in the United States.



bit.ly/AIMImplementationES



Vaccine Implementation Project

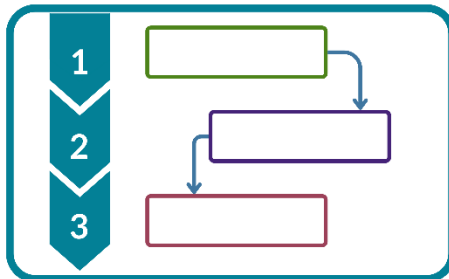
Collaboration • Readiness • Access



Flowchart

Routine Vaccine Implementation Process Flowchart

Visualize the steps involved in the recommendation and implementation of new routine vaccines in the United States.



bit.ly/AIMImplementationFlowchart



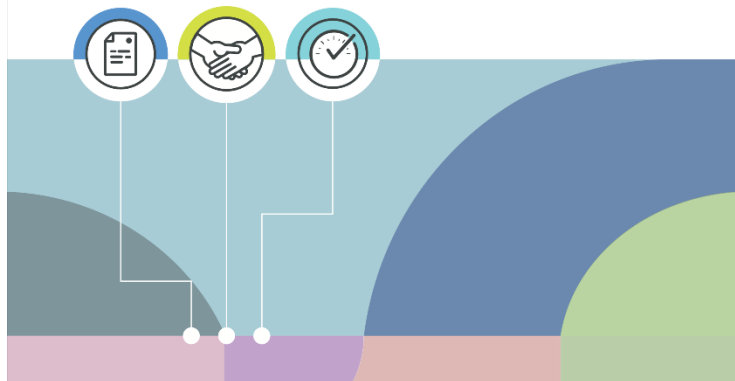
Vaccine Implementation Project

Collaboration • Readiness • Access



Playbook

Vaccine Implementation Playbook



Actionable guidance for immunization programs implementing new or updated vaccine recommendations.



bit.ly/AIMImplementationPlaybook



Vaccine Implementation Project

Collaboration • Readiness • Access



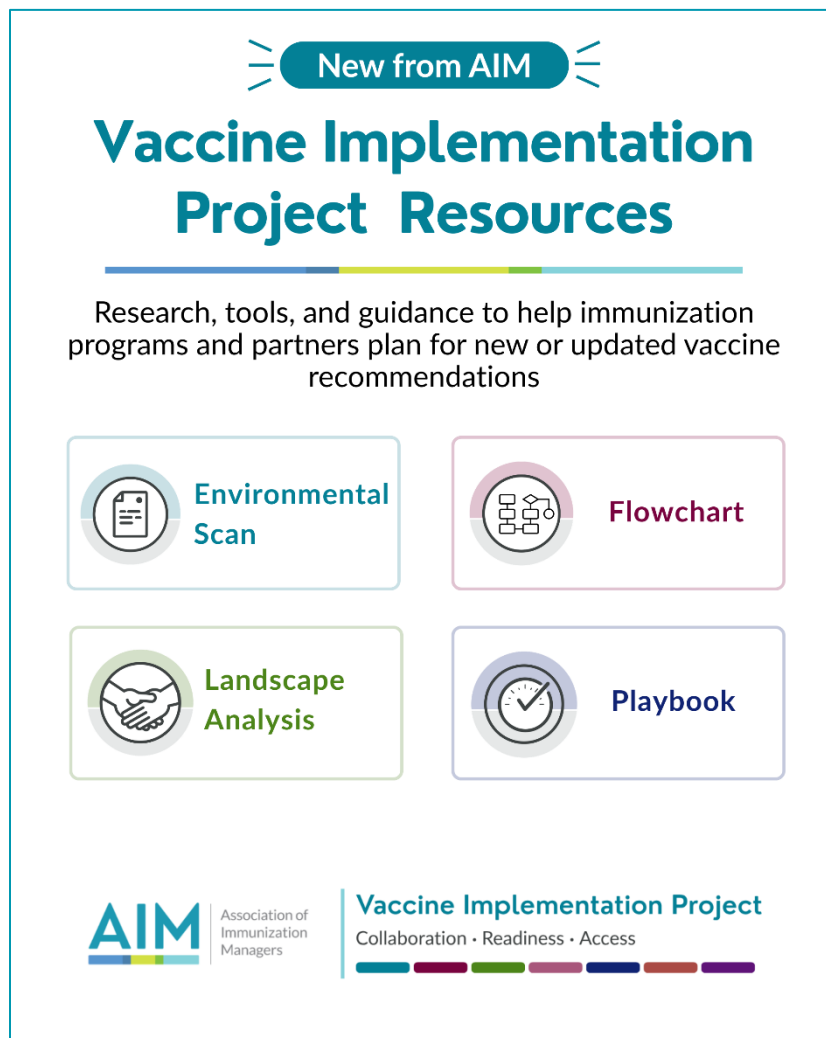
LinkedIn Post

AIM's new Vaccine Implementation Project resources support immunization programs and partners in preparing for new immunization products and changes to existing recommendations.

These resources help clarify key steps, timelines, roles, and coordination opportunities across the vaccine implementation process.

Explore the Vaccine Implementation Project's environmental scan, flowchart, playbook, and landscape analysis: bit.ly/AlMImplementation

#Immunization #PublicHealth #VaccineImplementation



The graphic is a white rectangular box with a thin blue border. At the top center, there is a teal pill-shaped button with the text "New from AIM" in white, flanked by two sets of three horizontal lines. Below this, the title "Vaccine Implementation Project Resources" is written in a large, bold, teal font. A horizontal line with a color gradient (blue, yellow, green) follows the title. Below the line, the text "Research, tools, and guidance to help immunization programs and partners plan for new or updated vaccine recommendations" is centered in a smaller black font. The main content area contains four rounded rectangular boxes arranged in a 2x2 grid. Each box has a circular icon on the left and text on the right. The top-left box has a teal border, a document icon, and the text "Environmental Scan". The top-right box has a pink border, a flowchart icon, and the text "Flowchart". The bottom-left box has a green border, a landscape analysis icon (hands shaking), and the text "Landscape Analysis". The bottom-right box has a purple border, a clock icon, and the text "Playbook". At the bottom of the graphic, on the left, is the AIM logo (the letters "AIM" in blue and green) followed by the text "Association of Immunization Managers". On the right, the text "Vaccine Implementation Project" is in bold teal, with "Collaboration • Readiness • Access" below it. A row of seven colored squares (teal, pink, green, purple, blue, orange, purple) is at the very bottom.

New from AIM

Vaccine Implementation Project Resources

Research, tools, and guidance to help immunization programs and partners plan for new or updated vaccine recommendations

- Environmental Scan
- Flowchart
- Landscape Analysis
- Playbook

AIM Association of Immunization Managers

Vaccine Implementation Project
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Email Content

Subject: New Vaccine Implementation Project Resources

Dear [members/partners/colleagues],

The Association of Immunization Managers (AIM) has released new resources from the [Vaccine Implementation Project](#)! The project's resources help immunization programs and partners improve readiness for, and the implementation of, new immunization products or changes to existing recommendations in the U.S. The project aims to strengthen communication, understanding, and collaboration across partners to improve the efficiency of new vaccine implementation.

[Optional: Add 1–2 sentences about your organization's involvement in the project or why these resources are relevant to your members or partner network.]

Available resources include:

[Environmental Scan: Considerations for Vaccine Implementation](#)

An analytic resource that summarizes the steps, gaps, and promising practices related to vaccine implementation and highlights recurring challenges that affect readiness for future vaccine rollouts.

[Routine Vaccine Implementation Process Flowchart](#)

A visual resource that maps the vaccine implementation process, including major steps, partners, and activities.

[Vaccine Implementation Playbook](#)

A time-based planning resource with flexible considerations that immunization programs can use to prepare for new immunization products and changes to existing recommendations.

[Partnership Landscape Analysis](#)

A poster that clarifies partner roles and coordination points across the vaccine implementation process and identifies opportunities for partners to better support immunization programs.

Together, these resources can help immunization partners better understand implementation timelines and dependencies, identify where coordination and operational readiness needs intersect, and support planning for future vaccine rollouts. If you have any questions or would like additional information, please contact AIM at info@immunizationmanagers.org.

[Access the resources.](#)

Best,

Promotion Slides

All [slides can be accessed here](#). For a PowerPoint version, please contact info@immunizationmanagers.org.

Overall Project

Vaccine Implementation Project Resources

Purpose: Improve readiness for, and implementation of, new immunization products or revised recommendations

Why is this project important?

- Strengthens communication, understanding, and collaboration
- Helps partners better understand routine steps, gaps, promising practices, timelines, and coordination needs
- Supports shared planning for future vaccine rollouts



bit.ly/AIMimplementation



Vaccine Implementation Project
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Available Resources

Environmental Scan

Steps, gaps, and promising practices

Flowchart

Process map

Playbook

Guidance for immunization programs

Partner Landscape Analysis

Guidance for partners

Environmental Scan

A comprehensive report documenting the routine steps, gaps, and promising practices associated with vaccine implementation in the U.S.

Why it's useful:

- Explains the interconnected steps, partners, systems, and timelines involved in vaccine implementation
- Identifies recurring challenges
- Highlights ways to strengthen readiness and prepare for future vaccine rollouts
- Provides considerations for future work



bit.ly/AIMImplementationES



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Vaccine Implementation Project

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Environmental Scan:
Considerations for Vaccine Implementation

Acknowledgements

The Association of Immunization Managers (AIM) is grateful to the many individuals and organizations who contributed their expertise and insights to inform this environmental scan and AIM's greater efforts on the Vaccine Implementation Toolkit. We were fortunate to have input from representatives from across the immunization community who answered our requests for interviews and resources. We especially acknowledge the JACCC (Joint Advisory Committee) and project Advisory Board members who provided their input throughout this project.

Scope

This environmental scan was started in March 2025 during a period of significant transition across the U.S. immunization landscape. This content reflects policies, systems, and practices as they existed at the time the scan began and does not include subsequent changes to the Advisory Committee on Immunization Practices (ACIP), the Food and Drug Administration (FDA), or other non-recommendation bodies. This scan focuses primarily on the implementation of routine childhood and adult vaccines, excluding emergency or pandemic-specific products.

Although examples of vaccine implementation were included wherever possible, well-documented implementation experiences in the literature were limited. As a result, the non-routine antibody (nAb), non-routine, which is recommended to protect infants from severe respiratory viral infection (RSV) disease, is used throughout the scan as a case study because detailed recent information is available both in the published literature and in the perspectives shared by subject matter experts, in a few select instances where no other information was available. COVID-19 vaccine implementation was referenced to illustrate processes that may be relevant to future routine vaccines. Additional examples were incorporated whenever possible, and the authors welcome information on additional documented implementation experiences related to other vaccines.

Support for this project was provided through unrestricted educational grants from vaccine manufacturers: GSK, Merck, Pfizer and Sanofi. Manufacturer representatives participated on the project advisory board; however, AIM maintained full transparency and editorial control over the project design, analysis, report content, and final workshop. Participation on the advisory board was offered to representatives from all major vaccine manufacturers. AIM does not endorse specific brands, products, or companies.

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Flowchart

Routine Vaccine Implementation Flowchart

A visual reference for understanding vaccine implementation roles, timing, dependencies and coordination points

Why it's useful:

- Orient to the steps and partners involved, from vaccine development to public access
- Visualize how activities across the ecosystem connect over time
- Support presentations, partner discussions, and planning for future vaccine rollouts



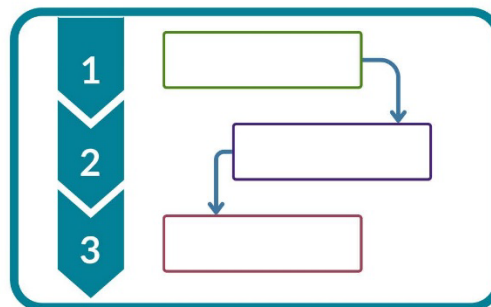
bit.ly/AIMImplementationFlowchart



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Vaccine Implementation Playbook



Vaccine Implementation Project
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A practical resource designed to help immunization programs prepare for new immunization products or changes to existing vaccine recommendations.

Why it's useful:

- Better understand the national landscape
- Learn about timing, dependencies, and operational considerations that affect immunization program readiness
- Guide internal discussions on how to better support vaccine rollout



bit.ly/AIMImplementationPlaybook



JUNE 2020

VACCINE IMPLEMENTATION PLAYBOOK
Guidance for Immunization Programs Implementing
New and Updated Vaccine Recommendations

