

HARNESSING THE POWER OF STAKEHOLDER ENGAGEMENT TO ADVANCE IMMUNIZATION POLICY IN TEXAS



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COLLABORATORS

- The Honorable Charlie Howard
- The Honorable Wendy Davis
- The Honorable Jane Nelson
- The Honorable Ken Seliger
- Texas Association of Community Colleges
- Texas Association of Family Physicians
- Texas Children's Hospital
- Texas Department of State Health Services
- Texas Education Association
- Texas Higher Education Coordinating Board
- Texas Medical Association
- Texas Pediatric Society
- Texas Public Health Coalition
- The J.A.M.I.E. Group
- The Williams Family
- The Schanbaum Family
- Austin Community College
- Baylor University
- Houston Community College
- Kilgore College
- Midland College
- Navarro College
- St. Edwards University
- St. Mary's University
- Texas A&M University
- Texas Wesleyan University
- Trinity University
- University of Mary-Hardin Baylor
- University of Texas Dallas
- University of Texas San Antonio
- University of Texas Pan America
- And many others...

OBJECTIVES



1. Identify strategies for empowering stakeholders through collaboration, knowledge sharing, and opportunities to participate in the policy and planning processes.
2. Understand how survey data can validate and enhance advocacy goals.
3. Highlight opportunities to engage stakeholders as advocacy champions.



BACKGROUND

- Meningococcal meningitis:
 - Kills **1 in 10** individuals
 - **717** cases in Texas over the last ten years
 - Young adults aged **16-21** are at high risk of disease
 - Immunization recommended at **11-12** and **16** years old
 - **74%** of teens were vaccinated (MCV4) in 2012

Texas Department of State Health Services, "Meningococcal Invasive Disease Data"

http://www.dshs.state.tx.us/IDCU/disease/meningococcal_invasive/Meningococcal-Invasive-Disease-Data.doc

Centers for Disease Control and Prevention, "Teen Vaccination Coverage, 2012 National Immunization Survey (NIS) - Teen"

<http://www.cdc.gov/vaccines/nbho/teens/vaccination-coverage.html>

VIDEO



<https://www.youtube.com/watch?v=h2-U1S74OH0>



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BACKGROUND

Legislation to protect college students in Texas

2009

- Jamie Schanbaum Act required college students living in dorms to show proof of vaccination within last 5 years

2011

- Jamie Schanbaum and Nicolis Williams Act expanded to include all students up to 30 years

2013

- Law revised to align with CDC; students up to 22 years



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BACKGROUND

- **Implementation Challenges in 2011-2012**
 - Large proportion of students affected (age range)
 - Multiple exemption processes
 - Availability & cost of vaccine
 - Varied levels of preparation among college admin.
 - Transfer students and enrollment at multiple schools

STAKEHOLDER ENGAGEMENT

- **Strategies:**
 1. Regular conference calls with implementation partners
 2. Statewide meetings
 3. Statewide online survey
 4. Stakeholder publication
 5. Mobilizing champions and stakeholders



STRATEGY 1: CONFERENCE CALLS

- Collect stakeholder feedback
- Create sounding board for implementation concerns
- Connect stakeholders with key representatives
 - Department of State Health Services, Higher Education Coordinating Board, legislative offices, etc.

STRATEGY 2: STATEWIDE MEETINGS

- 2012: 170 participants in 4 cities
- Goals:
 - Learn about and discuss immunization topics
 - Share advocacy strategies and techniques
- Outcomes demonstrate success in engaging stakeholders



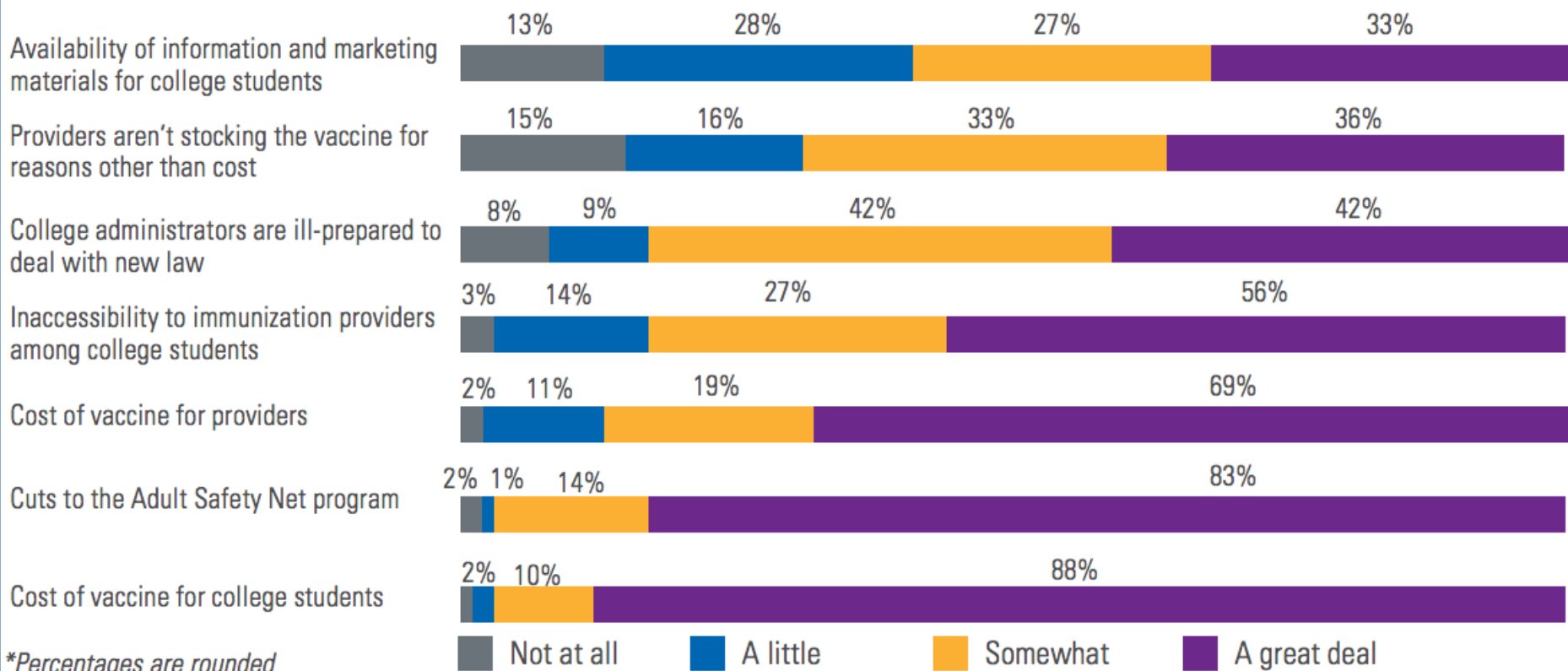
STRATEGY 3: STATEWIDE SURVEY

- Used SurveyMonkey
- Distributed to 1,800 stakeholders
- Utilized health and immunization networks to maximize response
 - 46 towns and cities
 - Parents, providers, state agency personnel, hospitals, non-profits, and more



STRATEGY 3: STATEWIDE SURVEY

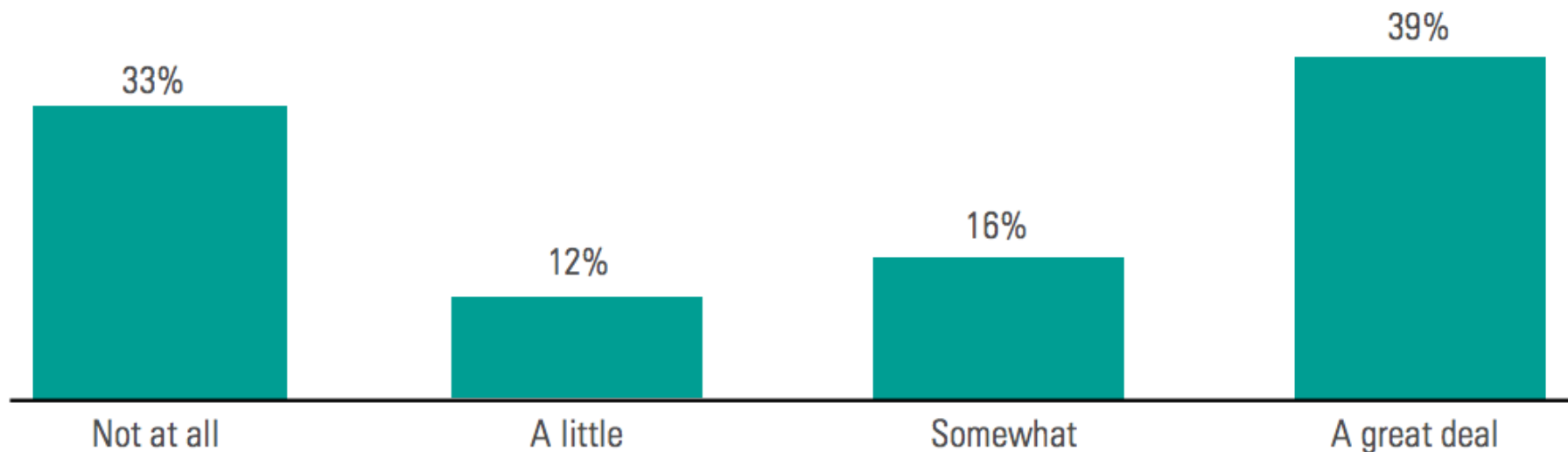
Figure 20. Extent to Which the Following Issues Make It More Challenging for College Students to Get their Meningococcal Vaccination, 2012



The Immunization Partnership. Web-Based Statewide Immunization Stakeholder Survey. 2012.

STRATEGY 3: STATEWIDE SURVEY

Figure 21. If proposed that the age range for meningococcal vaccination be decreased so that college students through age 21 are required to get immunized, how likely would you be to support this proposal?



The Immunization Partnership. Web-Based Statewide Immunization Stakeholder Survey. 2012.



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STRATEGY 3: STATEWIDE SURVEY

"We received calls from administrators of local colleges, asking for help to provide the vaccine to their students. It was extremely frustrating to have to tell them we couldn't help"

- Director,
public health department,
Houston

"Cuts to the Adult Safety Net program, specifically to meningococcal vaccine, were a disaster especially in light of the new college mandate. DSHS cuts will now expect low income, under-insured adults to reach deep in their finances to get the vaccine - it's a shame Texas did this and put their citizens at risk."

- Stakeholder,
Austin

The Immunization Partnership. Web-Based Statewide Immunization Stakeholder Survey. 2012.



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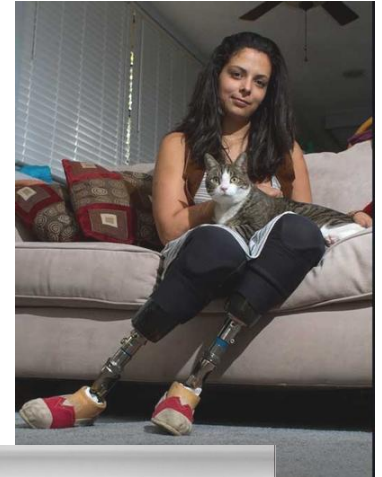
STRATEGY 4: PUBLICATIONS



Available online at www.immunizeUSA.org/education

STRATEGY 5: MOBILIZING CHAMPIONS AND STAKEHOLDERS

- Key stakeholders engaged as advocacy champions
- Shared testimony and stories in support of legislation
- Reinforced need for meningitis requirement and examples of successful implementation
- Calls to action through network



CHAMPION SPOTLIGHT: GREG WILLIAMS

- Powerful personal story
- Established relationships with critical policy makers
- Testified before state legislature
- Engaged with media, including interviews and op-eds
- “On call” for other advocacy needs



Image: Texas State University news release: http://www.tsu.edu/About/Administration/University_Advancement/Communications/News_Reel/TS%20EmployeesLeadMeningitisCampaign.php

OUTCOMES

Engagement with diverse stakeholders



Broad statewide support for law

Opportunities for stakeholders to engage on the issue



Feedback informed our legislative priorities

Partnerships with stakeholders



Mobilize champions for action



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NEXT STEPS



- **Continued efforts:**
 - Monitor implementation of law
 - Ongoing communication with stakeholders
- **Possible legislative actions:**
 - Support access to vaccine through safety net
 - Explore rulemaking that requires teens to receive booster
 - Explore documentation options (e.g. transcripts) to ease proof of vaccination

CONTACT INFORMATION

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