

IMMUNIZATION COALITIONS: THE LANDSCAPE

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Acknowledgements

- Thank you to Dr. Teresa Anderson for her work on finding and keeping in touch with all the immunization coalitions
- Thank you to everyone of you who took the time out to complete this survey!

Overview

1. **Background on the IZ Coalitions Network and the survey**
2. **Results of the survey**
3. **Wrap up**
 - **Conclusions**
 - **Next steps**

Part I:

Background

Immunization Coalitions' Value

- Create irreplaceable collaborations
- Accomplish work that could not be done otherwise
- Energize the immunization world!



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**Problem – how to bring the iz
coalitions together to learn
from and support each other?**

IAC's IZCoalitions Network

- **Goal: Bring IZ coalitions together to learn from and support each other**
- **Components**
 - Regular conference calls every 6-8 weeks (~100-125 people)
 - IZCoalitions Listserv: leaders discussion group (~190 people)
 - www.IZcoalitions.org (~200 coalitions)
 - IZCoalitions Network Email News (~590 subscribers)



www.IZcoalitions.org

Slide # 7

Directory of Immunization Coalitions

A project of the Immunization Action Coalition

[Home](#)
[Database search](#)

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Find IZ Coalitions

To list all coalitions by **state**, please [click here](#).

To list all coalitions alphabetically by **name**, please [click here](#).

Organization Name:
Only Organizations whose names contain this string of characters will be returned by the search. Leave blank to make no restrictions on the name.

State(s)/Province(s):
Only Organizations that have an address in one of the selected states will be returned by the search. Multiple selections may be made by holding the "ctrl" key down and clicking on your choices.

Zipcode(s): through
If you wish to restrict the search by zipcode, enter two 5-digit zipcodes. Only Organizations that have an address within the zipcode range (inclusive) will be returned by the search.

Sort the results by:
This determines the order in which organizations are listed on the search results page.

Immunization Action Coalition
admin@immunize.org
www.immunize.org



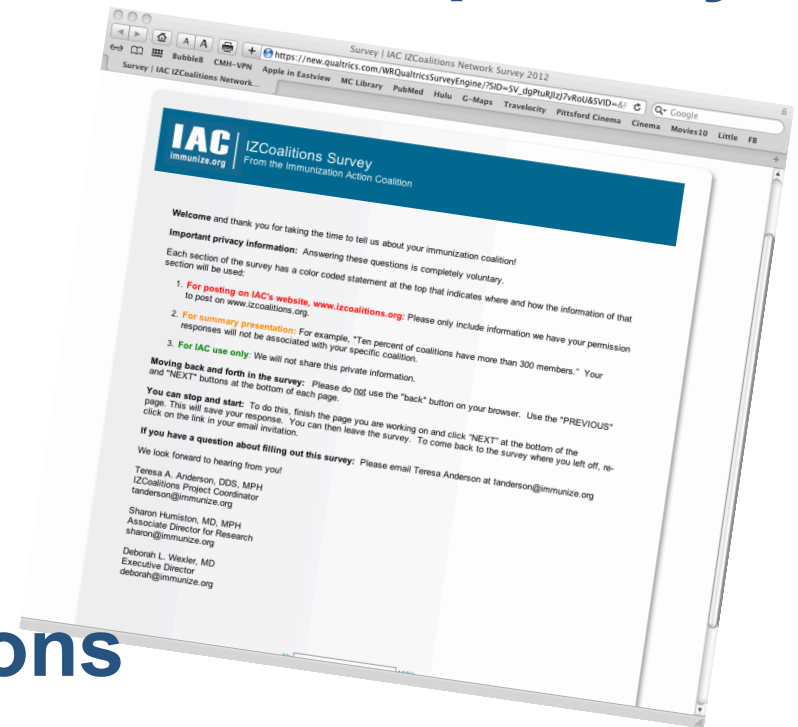
IZ Coalitions
admin@izcoalitions.org
www.izcoalitions.org

Next phase – IAC wanted to deepen our understanding of the IZ Coalition Network members

immunization
action coalition
IAC
immunize.org

IAC's 2012 IZ Coalitions Survey

- **Objective:** Deepen our knowledge about and understanding of IZ coalitions, especially their activities and needs
- **Methods:**
 - Online survey
 - Emailed to 224 IZ coalitions March 2012
 - Several reminders (& pleas!)



Questions About Each Coalition

- **Mission and goals**
- **Target ages, geography, vaccine(s)**
- **Coalition activities**
- **Members and staffing**
- **Sources of financial support**
- **Challenges and lessons learned**
- **Communication methods**
- **Participation in NCIHC**

Part II:

Survey Results

Participants

224 IZ Coalitions

43 No information sent

(some bounce backs, “we’ve disbanded”)

191 started survey

139 answered all 90 questions

44 states + 1 province

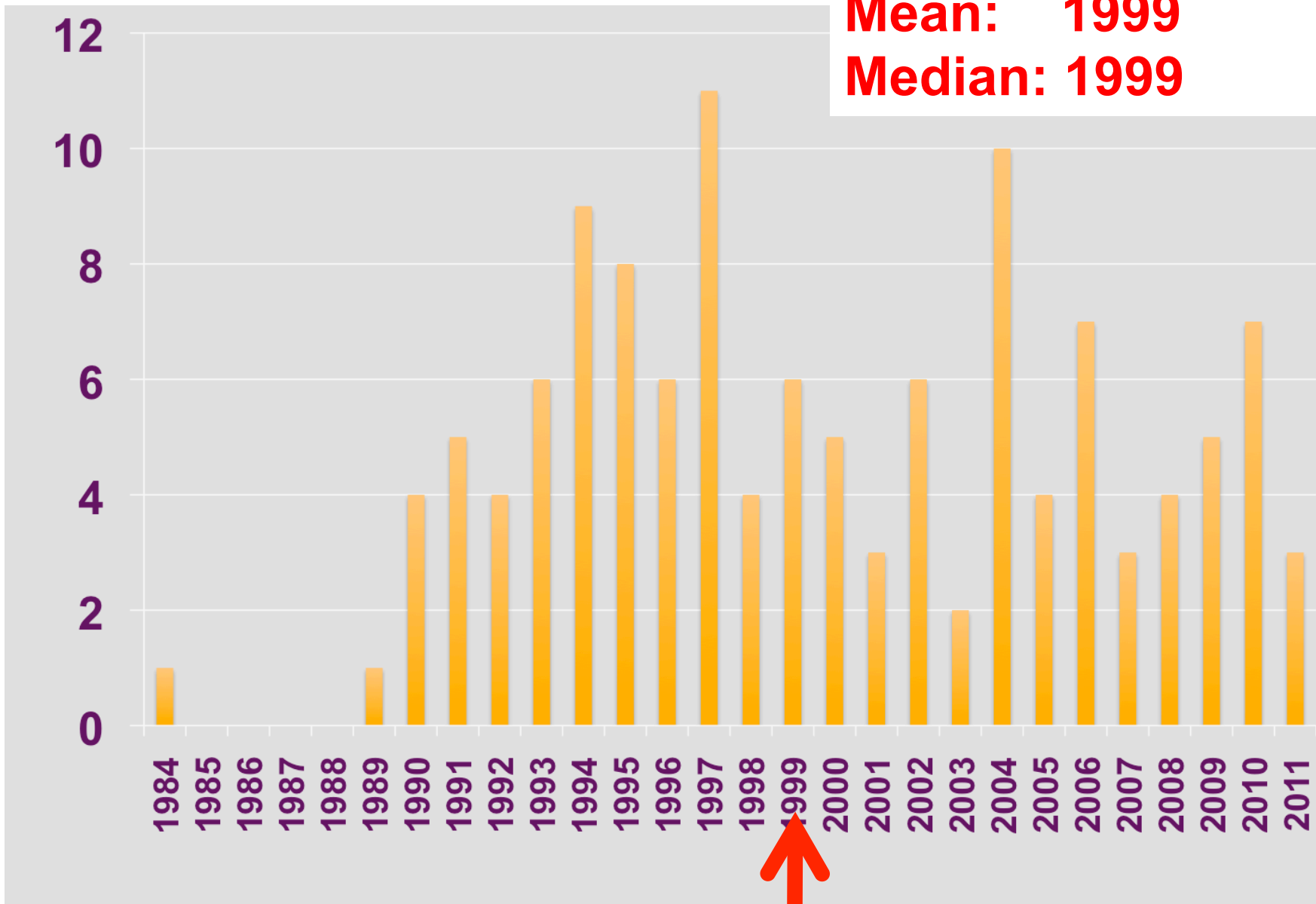
Pennsylvania – 16 coalitions!
(TX 13, CA 12, NY 10 coalitions)

Number of coalitions by year of formation

Range: 1984 to 2011

Mean: 1999

Median: 1999



What are the geographic borders of your coalition, if any? (check one)

Answer	N	%
None	13	8%
National	11	6%
State(s)	33	19%
Region/ multi-county	29	17%
County	63	37%
City(ies)	15	9%
Other	6	4%
Total	170	100%

What age(s) does your coalition target? (check all that apply so >100%)

Years of Age	N	%
All age groups	116	69%
Less than 2	30	18%
2 to 10	25	15%
11 to 18	28	17%
19 to 30	18	11%
31 to 49	16	10%
50 to 64	17	10%
>64	17	10%
Other	12	7%

On which vaccines does your coalition focus? *(check all that apply)*

Answer	N	%
All or most routinely recommended vaccines	116	69%
Vaccines for children	31	18%
Vaccines for teens	28	17%
Vaccines for adults	25	15%
Hepatitis B	8	5%
Influenza	27	16%
Meningococcal	11	7%
Pertussis (whooping cough)	15	9%
Pneumococcal vaccine -- children	8	5%
Pneumococcal vaccine -- adults	13	8%
Polio	2	1%
Other	7	4%

Members

- **# of members is 2-600; median is 50**
- **Number of orgs represented:
0–too many to count**
- **Top 3 organizations represented:**
 - **Public health organizations**
 - **Private healthcare practices**
 - **Vaccine companies & others**

Staff

- **The vast majority are volunteers.**
- **For paid staff, some had half time, one had 9 employees. If there are paid staff, its 0.5 - 1.5 FTE**
- **Often health department staff do the work of the coalition.**

Coalition Meeting Frequency

- **1-3 times/year: n=36 (26%)**
- **4-7 times/year: n=59 (42%)**
- **8-11 times/year n=23 (16%)**
- **12 or more times/year n= 10 (7%)**

More About the IZ Coalitions

- **2/3 have no parent organization**
- **38/135 have tax-exempt status**
- **Funding comes from health depts (state & local), pharmaceutical companies; to a much lesser extent philanthropic and healthcare orgs**
- **National Conference for Iz and Health Coalitions: most (~80%) had heard of it and, of these, about half knew someone from their coalition was attending in 2012**

Four groups of activities

1. Education
2. Vaccination
3. Advocacy
4. Lobbying

1. Educating healthcare professionals or the public

Answer	N	%
Educating healthcare professionals (other than a conference)	116	77%
Educating the public	115	77%
Hosting or participating in special events (e.g., health fair)	99	66%
Advertising, promoting, or marketing vaccination to public	91	61%
Hosting a conference	56	37%
Other	27	18%
None	4	3%

2. Delivering, or facilitating delivery of vaccines at alternative sites

Answer	N	%
School(s)	62	43%
None	60	42%
Other	43	30%
Retail store or shopping center	26	18%
Mobile van	23	16%
Drive through vaccination site	17	12%
Fire station	8	6%

3. Participating in advocacy activities

Answer	N	%
Legislative - at the local level	24	17%
Legislative - at the state level	42	29%
Legislative - at the national level	18	13%
Non-legislative	24	17%
Other advocacy. Specify:	20	14%

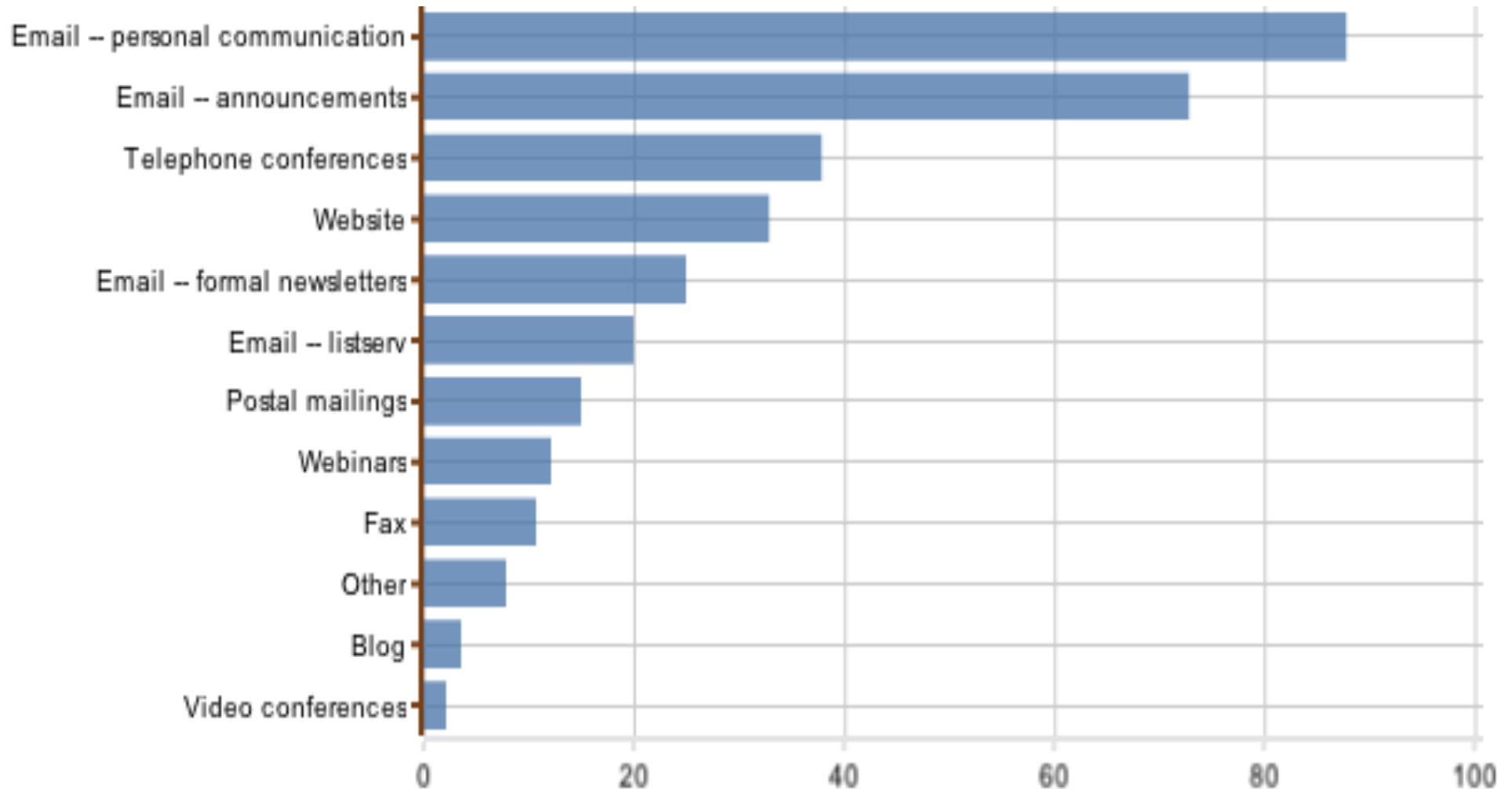
65 respondents (45%)
answered “None.”

4. Lobbying on vaccine-related topics

Answer	N	%
Lobbying - at the state level	21	15%
Lobbying - at the national level	11	8%
Other lobbying	7	5%

**103 respondents (77%) answered
“None.”**

How does your coalition communicate (other than Facebook, Twitter)?



22% use Facebook, 12% use Twitter

Lessons Learned

- Many mentioned **strong collaboration:**
 - “Think broadly when one thinks “stakeholders.” “
 - “We have identified loyal partners.”
 - “Teamwork is the key to success.”
- “Stay encouraged & continue your focus.”



Part III:

Wrap-up

An Example of a Use of the Survey

IZ Coalition X wants to contact other coalitions that have done a “Back to School” Tdap campaign. They want to hear about “lessons learned” and perhaps even receive permission to use the other coalition’s media materials.

Who else has done this kind of work?

Conclusions

- **There is a huge variety of IZ coalitions**
- **There is so much we can learn from each other!**
- **There is great value in creating and maintaining a searchable database with IZ coalition information**

Next Steps

- Find ways to make the certain aspects of the survey results **more accessible**
- **Keep in touch** with IZ coalition leaders so that information about each coalition remains current
- Find ways to keep IZ coalition **information up to date** so coalitions can learn from each other about their activities