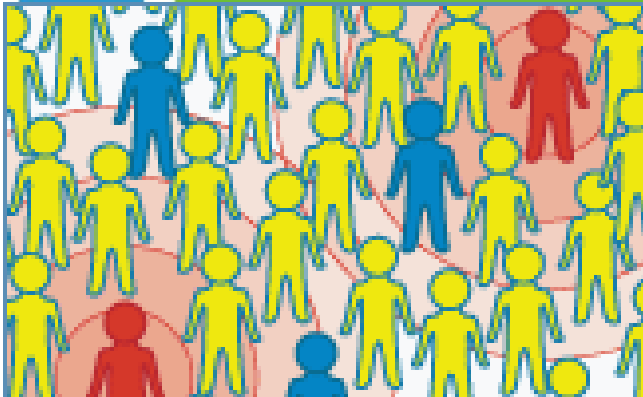




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# Community Immunity: Spreading Awareness Halting Disease



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President/CEO  
The Immunization Partnership

Immunize. Prevent What's Preventable.

# What is community immunity?:

People who are immune are protected from disease, they can't get the disease and they can't give the disease.



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# The Immunization Partnership's Community Immunity Project

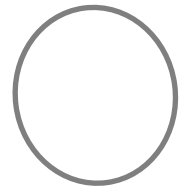
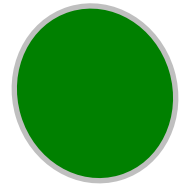
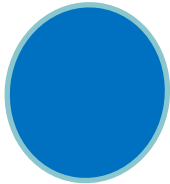
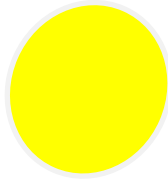
- Community Immunity is a 5-10 minute hands on and fun-filled activity that engages audiences by demonstrating the importance of immunization.
- Participants receive colored cards that indicate their immunization status.
- The primary disease used to demonstrate the impact of being unvaccinated is Influenza, showing what happens when only 40% of the population is immunized.

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# Community Immunity



*Not just a clever rhyme.*

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# Project Design

## Goal:

- Build a team of trained facilitators who can effectively present the “Community Immunity” exercise at various venues across Houston.
- The overarching goal of this project is to educate community groups about the importance of getting immunized to protect individuals as well as the community as a whole from dangerous vaccine-preventable diseases.

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# Project Design

## A Multi-Year Community Immunity Campaign (Overview)

- Build a team of trained facilitators (Immunization Ambassadors) who can effectively present the *Community Immunity* exercise at various venues across Houston.
- **Year 1**: Train at least 15 facilitators during four training sessions lead by TIP. Each facilitator will be expected to present the exercise at least 2 times in one calendar year to groups that they have contact with.
- **Year 2**: Expand the program to 20 facilitators who will each make three presentations in one calendar year. Provide refresher training to Year 1 participants.
- **Year 3**: Expand the program to 25 facilitators. Provide refresher training to Year 1 and Year 2 facilitators.

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# What is an Immunization Ambassador

An Immunization Ambassador is a TIP-trained facilitator that uses the *Community Immunity exercise* to educate community members and community groups on the importance of getting immunized to protect against vaccine-preventable diseases.



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# The Role of an Immunization Ambassador

Each Immunization Ambassador will be expected to:

- **Represent** The Immunization Partnership positively while executing the Community Immunity exercise.
- **Present** this exercise 3-4 times in one year (with a minimum of 2 times a year).
- **Report** the following information to The Immunization Partnership after each presentation:
  1. Date and time of the presentation
  2. Name of group/organization presenting to
  3. Number of people that participated in the exercise
  4. Other opportunities available to present the exercise
  5. Other individuals interested in becoming an Immunization Ambassador

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# Training

**As a trained Immunization Ambassador, you'll learn:**

1. The Script
2. Directions for preparing materials
3. How to Present the *Community Immunity* exercise.
4. How to Identify the ideal audience.
5. Tips on how to make the most of your presentation!

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# Reaching Out to Community Partners

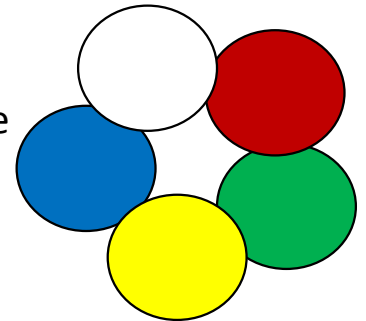
## *Calling All Community Partners...*

Introducing the Community Immunity Project!!! We know the importance of having full immunity in our communities so we want to work with you to raise awareness and rates. If you would like to experience first-hand how easily disease can spread, we would like to Spread the word to your group!

Through a Fun-Filled educational presentation, we use colored dots and audience participation to demonstrate the effect that unimmunized individuals have on whole communities.

### **What You Need to Know**

- Give us 10 minutes on your Agenda to lead the exercise
- Audiences can range in size anywhere from 25-1000+
- Audiences of adults 18 years and older preferred
- You'll have laughs while educating your participants



*Community Immunity...coming to a street near you!*

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# How to Build Community Partnerships

- **Know** your target audience (parents, providers, churches, etc.)
- **Identify** groups and organizations your target audience belongs to and places they frequent (Rotary, PTA and Mom Groups, Junior League, etc.)
- **Reach** out to these groups and their membership by attending meetings.
- **Ask** to get on their agenda
- **Use** Community Immunity as an educational tool

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# Outcomes

Since 2010, The Immunization Partnership Staff and Immunization Ambassadors have conducted

**59** *Community Immunity* presentations to over

**4,800** people

To Date, (Year 2 of the Community Immunity project) The Immunization Partnership manages

**20** Immunization Ambassadors

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# Outcomes

| Audience                             | Number of Presentations out of 59 |
|--------------------------------------|-----------------------------------|
| Businesses                           | 8                                 |
| Church/Faith-Based Organization      | 3                                 |
| Community Organization/Parent Groups | 23                                |
| Healthcare Providers/Public Health   | 19                                |
| Schools and Universities             | 3                                 |
| Legislators                          | 3                                 |

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# Opportunities for Coalitions

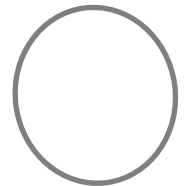
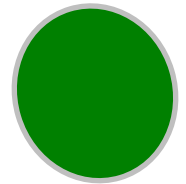
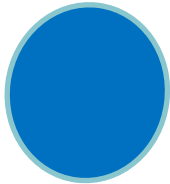
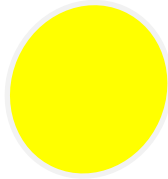
- Train coalition members to become trained Immunization Ambassadors
- Engage community organizations, businesses and schools to grow partnerships
- Use *Community Immunity* to foster new community relationships

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



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