

**10th National Conference for
Immunization & Health Coalitions
May 24, 2012**

IMMUNIZATION COALITIONS: THE LANDSCAPE

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Acknowledgements

- Thank you to Dr. Sharon Humiston for her expert work on the survey and compiling the information for this slide presentation
- 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 (avg 44 min) out to complete this survey!

Overview

- 1. Background on IAC's 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!**



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 people)
 - IZCoalitions Listserv: leaders discussion group (191 people)
 - IZCoalitions Network Email News (551 subscribers)
 - www.IZcoalitions.org (193 coalitions)





Directory of Immunization Coalitions

A project of the Immunization Action Coalition

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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](#).

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Zipcode(s):
through

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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

www.IZcoalitions.org

immunization
action coalition
IAC
immunize.org

Identifying IZ Coalitions

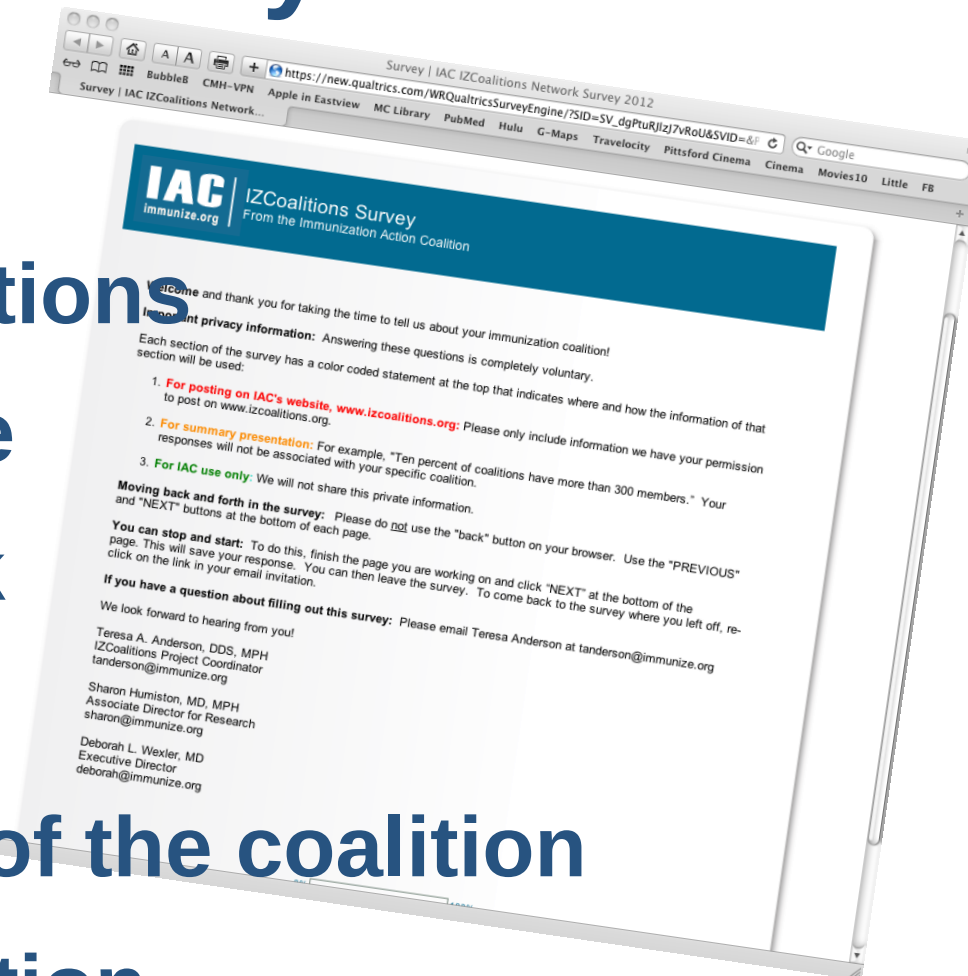
- Started with a list of possible IZ coalitions from
 - IAC's coalitions website: www.izcoalitions.org
 - Google search on "immunization coalition"
- Emailed all those for whom we had contacts to:
 - Verify coalition name
 - Request full contact names and info for leaders
 - Invite all respondents to join IAC's IZCoalitions listserv private leader discussion group and IAC's IZCoalitions Network E-News list
- Contacted each state's immunization program manager and others for further information about coalitions

IAC's IZ Coalitions Survey - 2012

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

Online Survey

- Approximately 90 questions
 - Some multiple choice
 - Some fill-in-the-blank
- 3 main topics
 - In-depth description of the coalition
 - Activities of the coalition
 - Confirm contact info



Questions About Each Coalition

- Mission and goals
- Target ages, geography, vaccine(s)
- Coalition activities (up to 4)
- Members and staffing
- Sources of financial support
- Challenges and lessons learned
- Communication methods
- Participation in NCIHC

Part II:

Survey Results

Participants

- **191 started survey**
- **137 completed**
- **46 partially completed**
- **43 No information sent**
(includes bounce backs, “we’ve disbanded”)

44 states + 1 province

**Which state had the most
coalitions participate?**

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

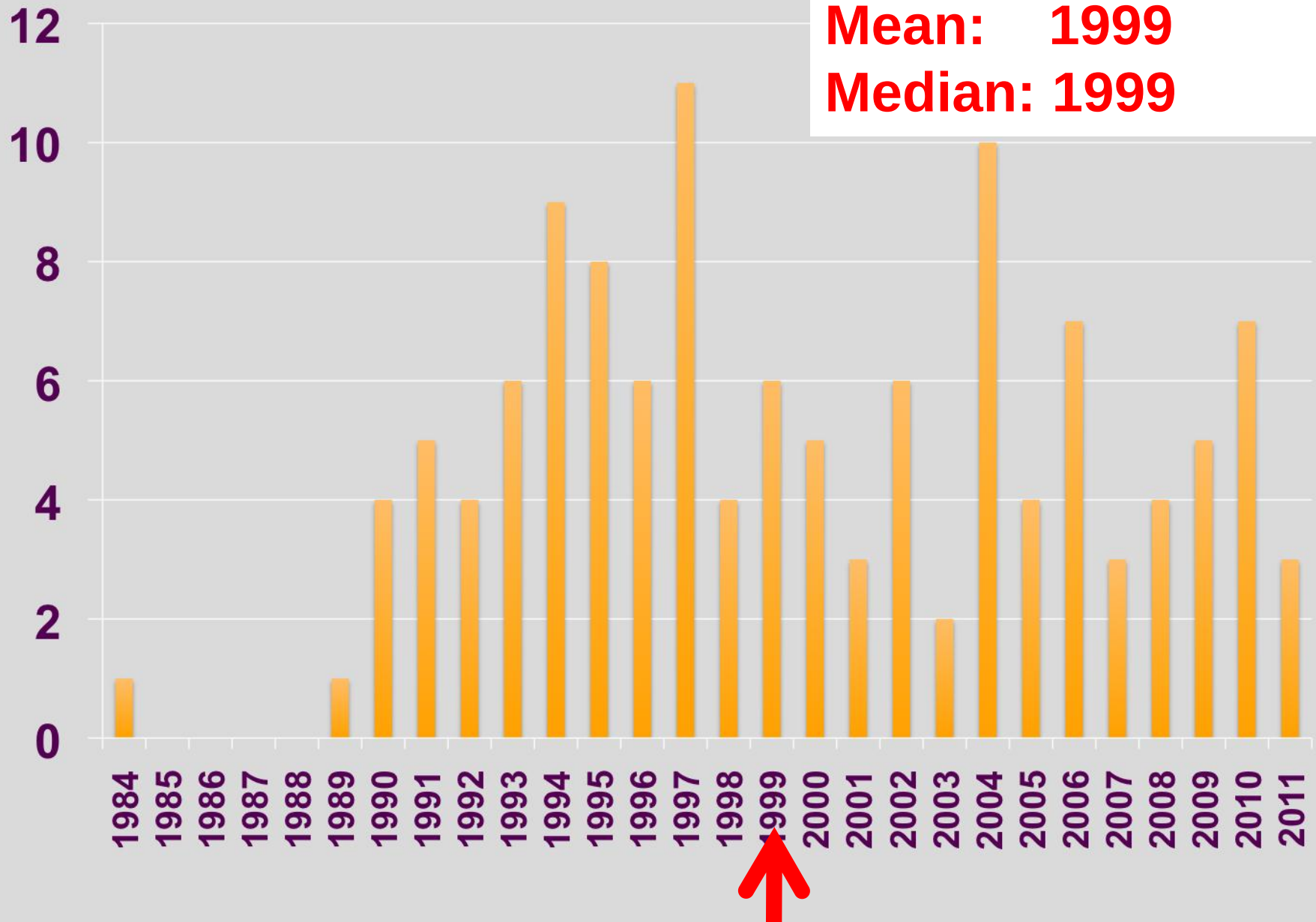


Number of coalitions by year of formation

Range: 1984 to 2011

Mean: 1999

Median: 1999



Mission



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%

Does your coalition have a mascot?

Answer	N	%
Yes	22	13%
No	147	87%
Total	169	100%

5 bees
2 bears
2 bunnies
2 superheroes
2 “Izzys”
2 dogs

1 elephant
1 “ray” of sunshine
1 chick
1 owl
1 penguin
1 bluebird
1 roadrunner

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%

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

Staff

- About half of coalitions (68) are all-volunteer. It's often health department staff who do the work for maintaining the coalition.
- For those coalitions with paid staff:
 - 0 - less than 1 FTE = 14
 - 1-1.75 FTE = 20
 - 2-3 FTE = 11
 - 4+ FTE = 4

Members

- **Number of members**
 - Range: 2-600 (outlying 15,000)
 - Median is 50
- **Number of member organizations represented:**
From 0 to too many to count

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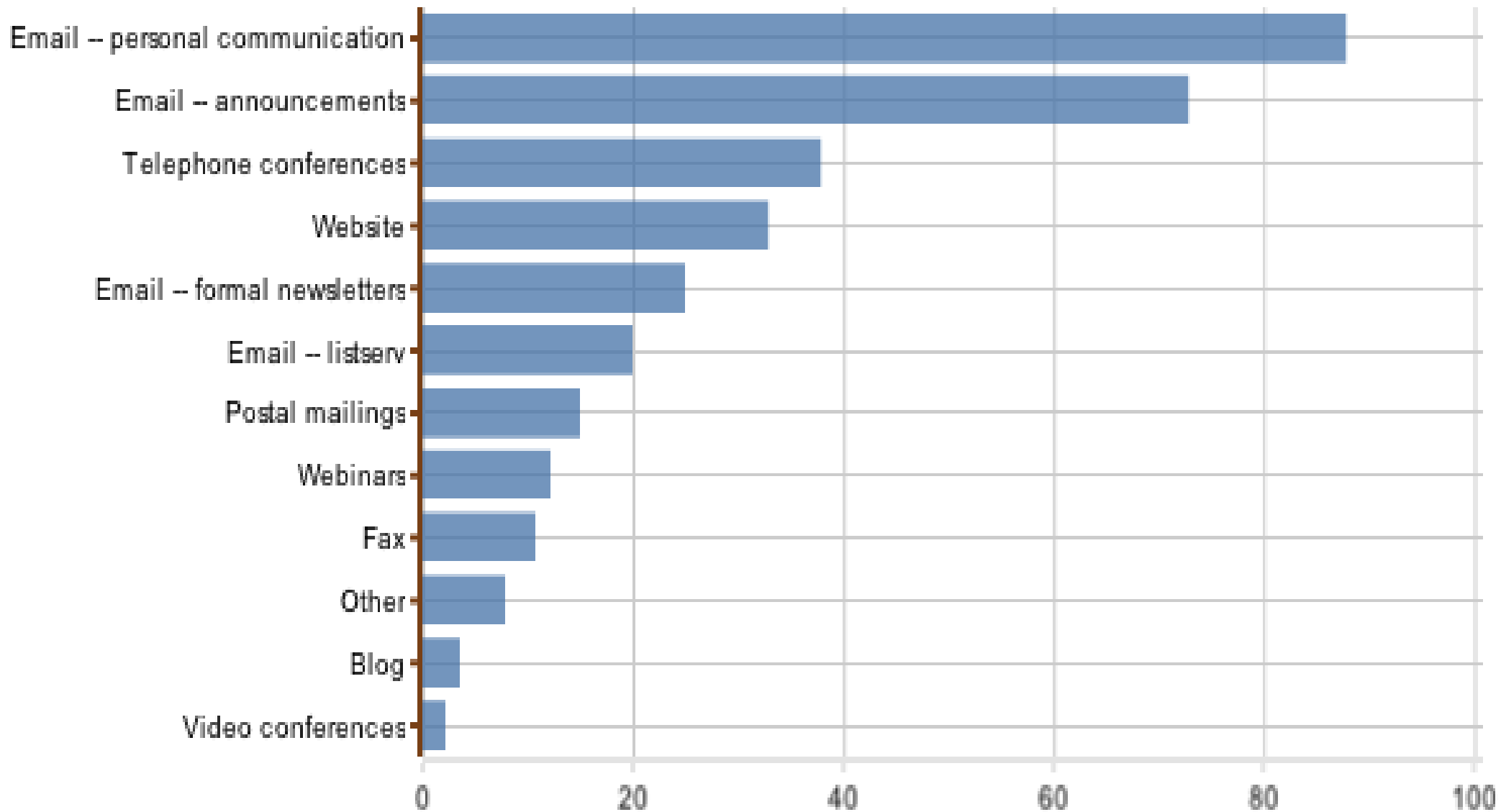
Types of organizations that your coalition members represent *(check all that apply)*

Top 10 Answers	%
Public health organizations	94%
Private healthcare practices	82%
Vaccine or other manufacturers	80%
Hospitals	70%
Schools (K through 12)	59%
Medical or nursing professional orgs	53%
Pharmacies	51%
Colleges and universities	49%
Healthcare insurers	40%
Gov't agencies (not public health)	32%

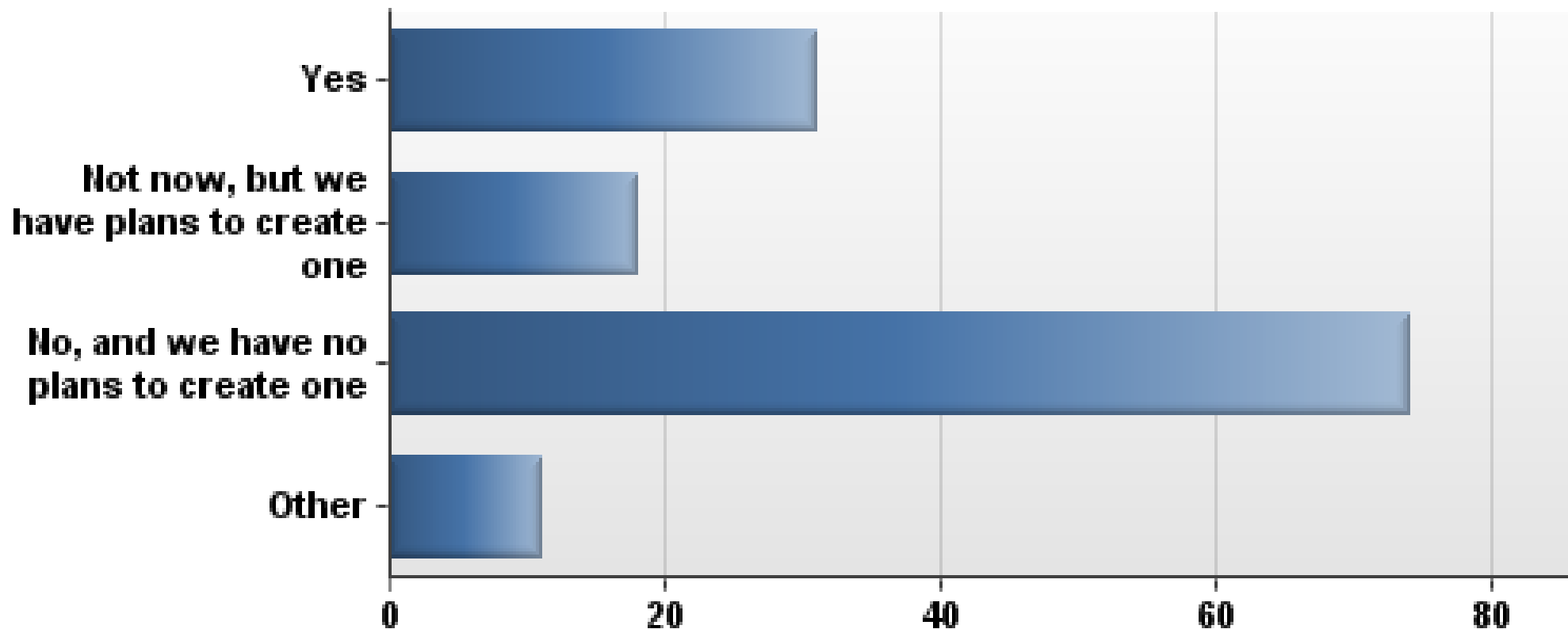
Coalition Meeting Frequency

- 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%)

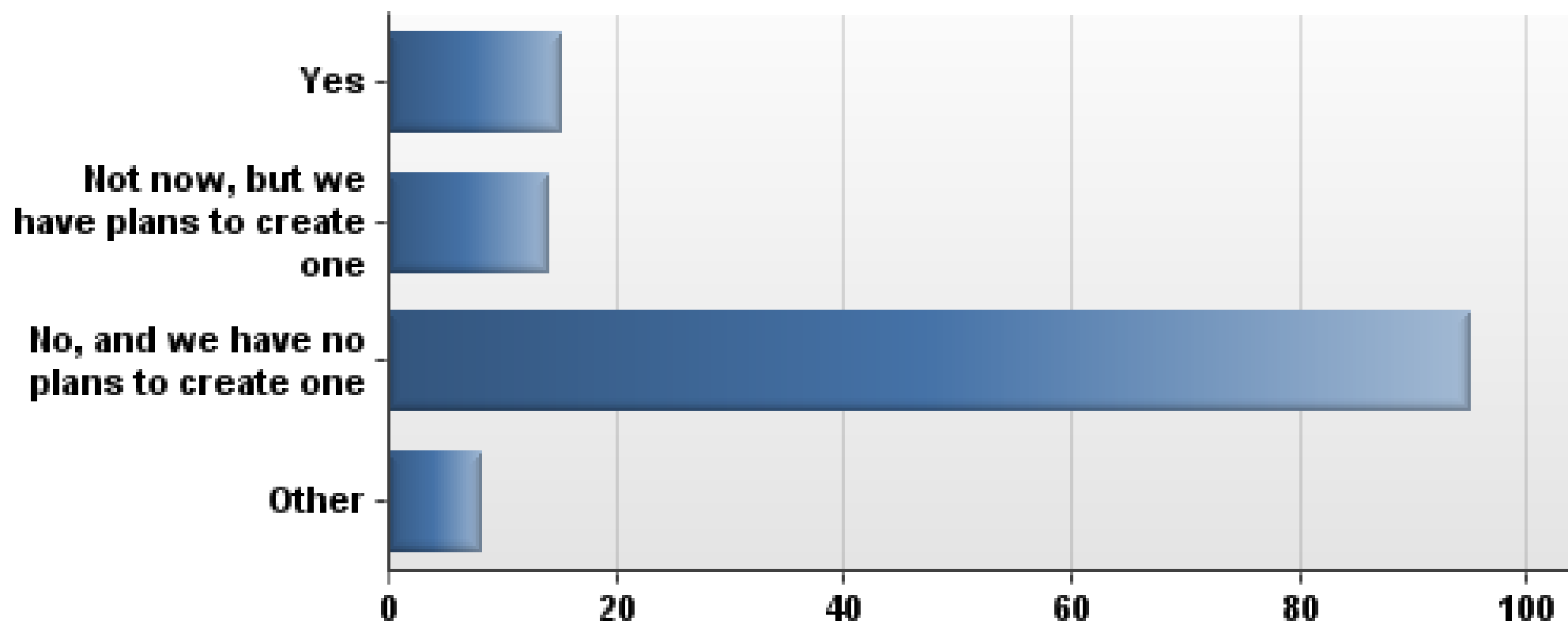
How does your coalition communicate with members (other than Facebook, Twitter)?



Does your coalition have a Facebook page?



Does your coalition have a Twitter account?



Does your coalition have a **parent organization** or sponsoring agency?

Answer	N	%
Yes	42	32%
No	90	68%
Total	132	100%

If yes, usually it is a health department. Sometimes a nonprofit or foundation

From what source(s) does your coalition's funding come?

Answer	N	%
Other #1	51	38%
State health department	49	37%
Pharmaceutical company(ies)	49	37%
Local health department	37	28%
None	23	17%
Philanthropic organization(s)	22	16%
Healthcare organization(s)	19	14%
Other #2	16	12%
Insurer(s)	9	7%
Membership dues	7	5%

Among the 81% aware of NCIHC...
Who from your coalition will attend this year's NCIHC? (*check all that apply*)

	N	%
Myself	35	32%
Other coalition member(s)	37	34%
No one from our coalition	58	53%

**59% have attended in the past;
41% have not attended**

Chief obstacles to attending NCIHC *(check all that apply)*

	N	%
Constraints on budget	86	79%
Constraints on travel	53	49%
No major obstacles	18	17%
Scheduling conflicts	17	16%
Other	10	9%
Lack of awareness of NCIHC	6	6%
Little relevance to our work	0	0%

Greatest Challenges

- **Funding**
- **Time – members are busy with their own jobs**
- **Participation – engaging members, maintaining interest and motivation**
- **Engaging the private sector**

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Part III:

Wrap-up

Limitations

- Not all IZ coalitions supplied complete information
- Coalitions are like movies, but this is just a snapshot

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 range of IZ coalitions and coalition activities**
- **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

- IAC will redesign its coalitions website www.izcoalitions.org
- Certain information about each coalition from the survey will posted on it (with your coalition's approval). The information will be searchable.
- IAC will keep in touch with IZ coalition leaders to assure that information about each coalition remains accurate.

[illegible]

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