

THE IMMUNIZATION PARTNERSHIP ANNUAL REPORT FY 2018



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Annual Report Highlights

2018 MARKED TIP'S 10TH ANNIVERSARY

It was an important year at The Immunization Partnership (TIP): 2018 marks TIP's 10th anniversary under its new name and mission. Since its inception in 2008, TIP has reached more Texans than thought possible. The dream of achieving higher immunization rates for Texans through boots-on-the-ground community education programs, robust statewide advocacy initiatives, and immunization best practices support is becoming a reality. Over the past 10 years, TIP has developed and sustained new partnerships, educated millions of health care providers and community members on the importance of immunizations, and most importantly, built an army of advocates that work tirelessly to ensure their communities are immunized.

FY 2018 YEAR IN REVIEW

In Fiscal Year 2018 (FY 2018), TIP reached and engaged thousands of Texans through its robust advocacy, education, and best practices programs. By hosting 9 immunization town hall meetings across the state and engaging new and current advocates through the Immunize Texas network, TIP empowered more Texans to get involved in the 2019 Texas legislative session which is expected to be the most challenging session for pro-immunization legislation in history. TIP led capacity building efforts for 8 pro-immunization coalitions across the state to ensure local communities receive pro-immunization education and advocacy within their own networks. TIP reached over 1.4 million Texans through its traditional and social media efforts and other communication initiatives over the course of the year. Read on to learn more about TIP's successful outreach and engagement efforts to protect Texans from vaccine-preventable diseases.

Advocacy Highlights

LEGISLATIVE INTERIM

FY 2018 was a successful and productive year for the advocacy and policy program. The interim (non-legislative) year allowed TIP to gather data and information from stakeholders about the state of immunizations in Texas through 9 stakeholder meetings, in-district meetings with legislators, and numerous interactions with immunization supporters across the state. The information and data from these interactions, coupled with input from TIP's Scientific Advisory Council, helped develop the organization's legislative priorities for the 2019 Texas legislative session.

Below are highlights from TIP's FY 2018 advocacy and policy program:

- TIP hosted 9 stakeholder meetings across Texas from March to May 2018 in Amarillo, Beaumont, Corpus Christi, Houston, Laredo, Lubbock, Lufkin, Midland, and San Antonio. Over 360 immunization stakeholders attended the town hall meetings to learn about the current immunization policy landscape in Texas and share successes and challenges to maintaining and improving immunization rates.
- TIP was present during budget hearings in preparation for the 86th legislative session.
- TIP's advocacy team was called upon by other states to share their advocacy successes and best practices achieved in Texas over the past couple of years. TIP reached over 20 states across the nation to share immunization advocacy best practices.



Immunize Texas supporters in Dallas visiting Senator Jane Nelson's Office.

IMMUNIZE TEXAS (IZT)

TIP continued to build and expand the Immunize Texas (IZT) network through digital media efforts and in-person interactions. IZT is a network mobilizing pro-immunization parents and other members of the non-medical community to promote personal immunization stories and evidence-based information about vaccines. TIP developed IZT as a result of the development of a strong anti-vaccine movement in Texas, spearheaded by a group called Texans for Vaccine Choice, following the 2015 Texas legislative session. TIP fosters this network to disseminate evidence-based vaccination education materials and pro-immunization messages that are easily accessible to the lay community.

Below are highlights from TIP's IZT network:

- IZT grew to over 2,000 supporters across Texas.
- IZT supporters made 5 legislative visits in target districts during the summer to discuss the importance of vaccines.
- IZT's public Facebook account grew 38% to 2,218 followers, and its private Facebook page grew 60% to 624 members.
- IZT's Twitter account grew 85% to 378 followers.
- IZT piloted a social media branding campaign by creating a short video clip about the state of immunizations in Texas. The test promo video was shared 57 times, viewed 2,410 times, and reached over 8,500 people within a 4-day period on Facebook. The video had 3,312 impressions, 615 views, and 85 engagements on Twitter.



Jinny Suh, Immunize Texas' leader, Dr. Albert Karam, a TIP Scientific Advisory Council member, and Patsy Schanbaum, long time TIP advocate, speak at the Annual Texas Parent Teacher Association conference in Dallas in July 2018.

Coalition Capacity Building Highlights

BUILDING COALITIONS ACROSS TEXAS (BCaT)

Coalitions are instrumental in promoting and raising immunization rates at the local level, which helps keep all of Texas protected from outbreaks of vaccine-preventable diseases. In FY 2018, TIP led coalition capacity building efforts for 8 immunization coalitions and helped start a new immunization coalition in Midland. The coalitions include Andrews County, El Paso, Gregg County, Houston, Lubbock, McAllen, San Antonio, and Smith County.

Building Coalitions across Texas (BCaT) highlights include:

- In November 2017, the Coalitions and Education Program Manager was invited to present at the Texas Immunization Conference with the chair of the Vaccine Awareness Coalition on Immunization Coalition Capacity Building.
- TIP conducted 2 strategic planning workshops for the Vaccine Awareness Coalition in Gregg County and the Andrews County Immunization Coalition in Andrews County to help each coalition establish an action plan with goals and objectives to focus on for the next year.
- The El Paso Immunization Coalition conducted their first Immunization Conference in April with TIP's help. The conference had speakers from all over the country and had about 50 people in attendance.
- TIP helped the Immunization Coalition of Greater Houston write a communications plan and conduct their first Legislative Luncheon with about 60 attendees.
- In 2018, TIP completed the second year of the Department of State Health Services (DSHS) Coalition Capacity Building Project. TIP collaborated with 6 immunization coalitions across the state to provide a SWOT analysis, coalition capacity building workshops and webinars, and updates to 2 toolkits. TIP conducted site visits for the following 6 immunization coalitions: North East Texas Immunization Coalition in Smith County; South Plains Immunization Network (SPIN) in Lubbock; El Paso Immunization Coalition (EPIC) in El Paso; Gregg County Vaccine Awareness Coalition in Gregg County; Immunization Coalition of Greater Houston (ICOGH) in Houston; and South Texas Immunization Coalition (STIC) in McAllen.

WORKSHOPS

TIP led 2 coalition capacity building workshops in FY 2018. The workshop topics and locations were

strategically chosen based on need for coalitions in close proximity. The workshops were held as follows:

- 10 attendees participated in the Partnership Development and Strategies for Sustaining Active Member Participation workshop conducted in partnership with the Immunization Coalition of Greater Houston in Houston, Texas on August 22, 2018 at the United Way.
- 6 attendees participated in the Communication Strategies for Community Engagement workshop conducted in partnership with the South Plains Immunization Network in Lubbock, Texas on September 24, 2018 at Texas Tech University.

WEBINARS

TIP held 6 webinars for BCaT members to learn and ask questions on the designated topics. TIP offered guidance on building sustainability plans and provided additional education on specific immunization topics for the coalitions. More than 440 coalition members and supporters participated in the webinars.

COALITION TOOLKITS

In 2018, TIP staff created a new Event Planning Guide and updated the Communications Toolkit for the BCaT program.

The Event Planning Guide assists new and emerging immunization coalitions in building their capacity to improve and sustain high immunization rates through hosting community events. This step-by-step guide provides tools, resources, and helpful hints to coalition members while planning their community events. The updated Communications Toolkit is divided into 5 sections, each focused on a specific communications topic. It addresses strategies on how to interact with traditional media and provides tips on engaging the community through social media.

Digital copies are available for download on TIP's website.



Education Programming

TIP staff conducted 79 education presentations in FY 2018. The presentations reached 4,122 individuals. The audience members consisted of community members, graduate students, nursing students, community health workers, immunization coalition members, medical providers, and elected officials. The topics included, but were not limited to, vaccine education and advocacy training.

EDUCATION KITS AND FACT SHEETS

Education Kits were developed as a “grab and go” presentation for the members of Immunize Texas to utilize in their communities. The kits are featured on TIP’s website.



Partnership Development Workshop in August 2018

TIP staff created 3 presentations in FY 2018. The topics review How Vaccines Work, Vaccine History, and Vaccine Policies.

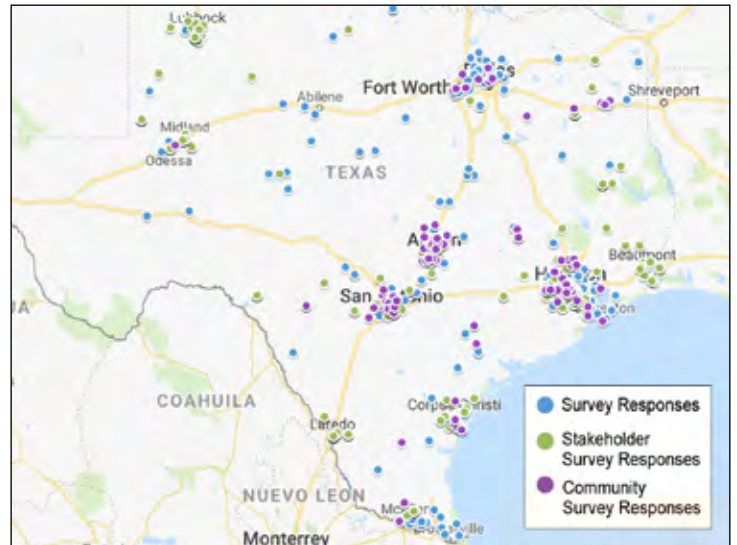
TIP staff created 11 fact sheets on vaccine-preventable diseases to supplement Immunize Texas presentations. The fact sheets describe specific diseases, how they spread, various symptoms, prevention guidelines, and vaccine safety information.

STAKEHOLDER SURVEY

TIP administered a survey to Texas stakeholders from March to July of 2018. The purpose of the survey was to assess the knowledge, attitudes, beliefs, and practices of stakeholders with regards to immunization-related issues, priorities, and recommended practices. TIP received 449 responses to the survey. Survey results were used to inform TIP’s legislative priorities in the 2019 Texas legislative session.

COMMUNITY SURVEY

In addition to surveying stakeholders actively working in the field of immunizations, TIP administered a survey to Texas parents to assess the knowledge, attitudes, beliefs, and practices of parents and other community members with regards to immunization-related issues, priorities, and recommended practices. This was the first time TIP conducted a survey of this kind. A total of 196 responses for the survey were collected with a completion rate of 88%. Respondents represented 103 Texas zip codes.



Zip codes of stakeholders attending TIP’s town hall meetings and survey respondents in 2018.

The Immunization Partnership – San Antonio

TIP - San Antonio (TIP-SA) continued its collaboration on 2 Human Papillomavirus (HPV) - related projects. The Cancer Prevention and Research Institute of Texas (CPRIT) - funded partnership with UT Health San Antonio, Institute for Health Promotions Research, and South Texas Rural Health Clinics entered its third year. TIP-SA trained 4 Immunization Champions and saw a 12% increase in vaccination rates. The results were presented at the American Association of Public Health Annual Meeting in Atlanta, Georgia in November 2017.

A second collaboration with UT Austin, Latino Research Initiative, and Nuestra Clinica del Valle in Hidalgo County entered its second year. Also focusing on best practices to improve HPV vaccination rates, this CPRIT-funded project includes young adults as well as adolescents. TIP-SA conducted 2 additional trainings for 12 Immunization Champions in Hidalgo County.



TIP partners, San Antonio Metro Health and UT School of Public Health, check in more than 100 participants at the HPV forum.

In January 2018, TIP-SA was invited to present at the South Texas Center for Emerging Infectious Diseases (STCEID) monthly lecture series. In May 2018, TIP-SA participated in a “MicroTalk,” a podcast sponsored by the American Society of Microbiology and STCEID, “Prevent What’s Preventable: Vaccine Preventable Diseases with Cherise Rohr-Allegrini.”

FY 2018 was anchored by 2 HPV educational forums hosted in collaboration with San Antonio Metro Health District. In October 2017, more than 50 San Antonio-area health care providers participated in a forum held at University of Texas at San Antonio. Dr. Erich Sturgis of MD Anderson gave a presentation entitled, “The Epidemic of HPV-Related Cancers at Non-Cervical Sites: Why Our Boys Must be Vaccinated.” Dr. Lois Ramondetta, also from MD Anderson, spoke of the moral imperative to improve vaccination rates while sharing her experiences of treating patients suffering from HPV-related cervical cancer. Finally, TIP’s own Dr. Rohr-Allegrini discussed best practices to improve vaccination rates in clinics. The participants left with improved tools and resources to bring to their clinics. The second event of this series was held in September 2018 in San Antonio. Dr. Richard Rupp from University of Texas Medical Branch at Galveston explained the history of the development of the HPV vaccine, including the process of clinical trials, while Dr. Lori Anderson from Amistad Community Health Center shared best practices. A presentation by a cancer survivor drove home the personal impact of HPV vaccination.



Dr. Jean Patterson from Texas Biomed joined TIP’s Dr. Cherise Rohr-Allegrini to discuss the importance of vaccines for Taste of Science.

In August 2018, TIP-SA also partnered with Taste of Science San Antonio to discuss the importance of vaccines in the community. TIP-SA continues to work with local partners to improve the profile of TIP in San Antonio by participating in the Community Health Improvement Plan efforts for Bexar County, meeting with local elected officials to discuss the importance of vaccines, and coordinating regularly with the local health department.

Biennial Report

In December 2018, TIP released its 6th biennial report, “Texans Unite to Protect: Working Together to Eliminate Vaccine-Preventable Diseases.” This publication was the culmination of more than 6 months of research, in which TIP gathered input and feedback from hundreds of immunization stakeholders at town hall meetings and online via surveys. The feedback collected, as well as information gathered from state and national government agencies and peer-reviewed papers, is presented in the report, which was widely distributed throughout the state. The report sheds light on the state of immunizations in Texas and serves as a road map for how to protect and improve immunization rates in Texas communities.

Traditional And Social Media Outreach

As the anti-vaccination sentiment continues to infiltrate communications channels across the state and the nation, TIP aims to normalize immunization in the public discourse. Effective and widespread communications are key to normalizing the pro-immunization conversation and creating an environment that promotes the importance of vaccines. TIP uses multiple communication channels – online and offline – to support each of its initiatives and mobilize pro-immunization supporters to benefit the health of all Texans. In FY 2018, TIP reached over 1.4 million Texans through communication outreach.

TIP is proud to report that the organization successfully placed over 20 opinion-editorials in media outlets across the state in FY 2018. The opinion-editorials reached audiences in Austin, Beaumont, Dallas, El Paso, Fort Worth, Galveston, Houston, Longview, Tyler, and San Antonio.

TIP also reached numerous Texans through 75 media appearances including camera, print, and radio interviews. Some of the publishing outlets include: *the Houston Chronicle, Texas Public Radio, Austin American-Statesman, Beaumont Enterprise, Fort Worth Star-Telegram, Rivard Report, Dallas Observer, Galveston County Daily News, Tyler Morning Telegraph, El Paso Times, San Antonio Express-News, Univision, Telemundo, NBC-WOAI, and FOX-KABB.*

20 opinion-editorials placed

75 media hits

56 blog posts

2,672 Facebook Likes

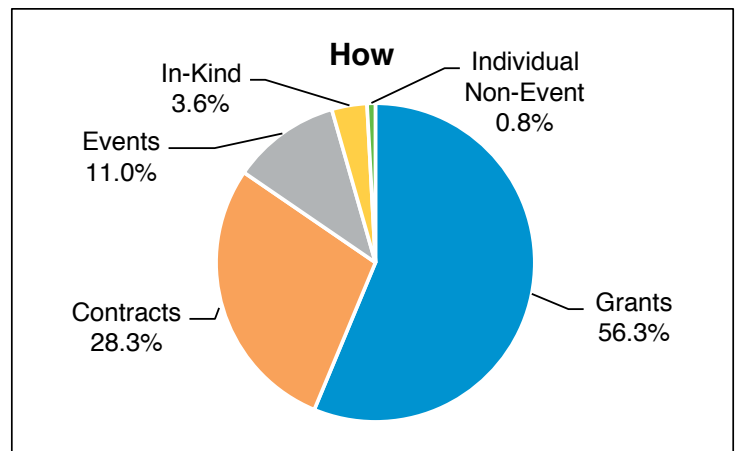
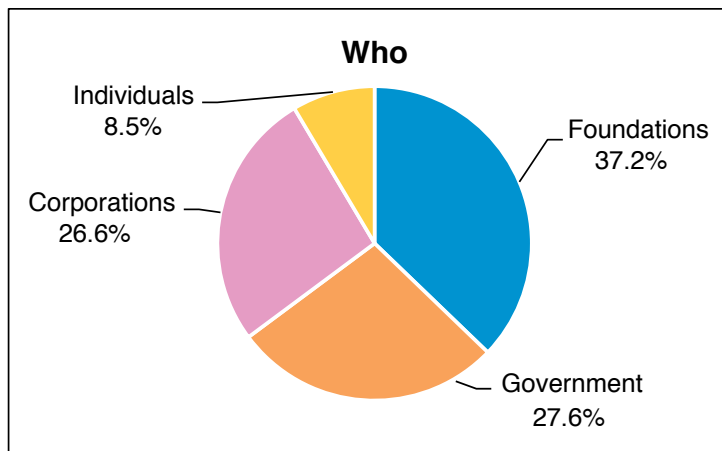
1,896 Twitter followers

166,552 website visits

TIP Fundraising And Development Highlights

Due to the generosity of donors, TIP was able to reach more Texans in FY 2018 by expanding its programs. TIP is grateful for the support received from foundations, corporations, government agencies, individuals, and community partners.

FY 2018 Contributions





9th Annual Community Immunity Spring Luncheon

Hundreds of community leaders, vaccine advocates, and TIP supporters attended the 9th anniversary of TIP's Community Immunity Spring Luncheon on Thursday, April 19, 2018 at the River Oaks Country Club. Each year, TIP hosts this special event to remind community leaders about the importance of immunization issues, raise funds to support TIP programs, and honor those who have dedicated their careers to advancing immunizations and immunization rates. Whitney Anderson Walsh was the recipient of TIP's John R. Boettiger, Jr. Award for Community Partnership. TIP awarded the Ralph D. Feigin, MD Award for Excellence to Texas Children's Hospital. TIP's President and CEO, Allison Winnike, JD, gave the keynote address.

Top Photo: Allison Winnike, JD, TIP's President and CEO, stands with the 2018 Spring Luncheon co-chairs and honorary chairs. From left to right: Nancy Laux, Laura Laux Higgins, JD, Allison Winnike, JD, Daisy White, and Nicci White Greeley, MD.



Michele Boettiger (left) presented the John R. Boettiger, Jr. Award for Community Partnership to Whitney Anderson Walsh (right).



Susan Feigin Harris (right) presents the Ralph D. Feigin, MD Award for Excellence to Dr. Gordon Schutze (left) who accepted the award on behalf of honoree Texas Children's Hospital.

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TIP'S 10 Year Anniversary

Over the past 10 years, support from generous donors and friends has enabled TIP to positively impact immunization rates for all Texans and move toward achieving the organization's vision of creating a community free of vaccine-preventable diseases. Please see the next page for "TIP's Top Ten," TIP's favorite achievements to date. TIP looks forward to another 10 years of striving to expand the advocacy, education, and best practices research programs, and working to accomplish the organization's important mission.





TIP's TOP TEN

Accomplishments

Over the Past 10 Years

1

We helped pass 17 state laws that supported immunizations.

2

We led 4 statewide Immunization Conferences.

3

We held 49 town hall meetings in 25 cities across the state to receive local feedback from 2,000 Texans.

4

We provided 13 immunization coalitions across the state with tools to impact and engage their communities.

5

We reached over 5,600 health care providers and stakeholders through 114 educational webinars.

6

We trained over 1,000 providers in the most vulnerable communities to support immunization best practices in their communities.

7

We increased our operating budget by over 220%.

8

We coordinated 776 visits to the Texas Capitol with over 200 supporters to show support of pro-immunization bills.

9

We built Immunize Texas, a group of community immunization supporters that help bolster our mission. Immunize Texas is now over 2,100 supporters strong.

10

We published 5 widely distributed publications featuring a roadmap on the state of immunization in Texas with proposed solutions to major immunization challenges. Our 6th publication was released in December 2018.



**T H E
I M M U N I Z A T I O N
P A R T N E R S H I P**

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