



TIP Year in Review – Reaching Communities Across Texas

The Immunization Partnership (TIP) has just completed another stellar year of exciting and ambitious programs reaching communities all across Texas. Through six educational forums, three webinars, fourteen statewide stakeholder meetings, and an electronic survey, TIP significantly enhanced and expanded its statewide presence. TIP fostered and mentored two new coalitions, increasing the number of partnering immunization coalitions to seven. Active in the community in other ways, TIP gave 56 live educational presentations. TIP's social media activity soared, as did its media engagement. Read on to learn more about TIP's outstanding work to protect Texans from vaccine-preventable diseases.

Education Highlights

TIP's education program aims to increase vaccination rates statewide by increasing knowledge among immunization stakeholders. This is achieved through hosting educational events such as forums and webinars, conducting an ambitious online platform, and implementing active media engagement that includes op-eds and other commentary. Education highlights for fiscal year 2016 include the following:

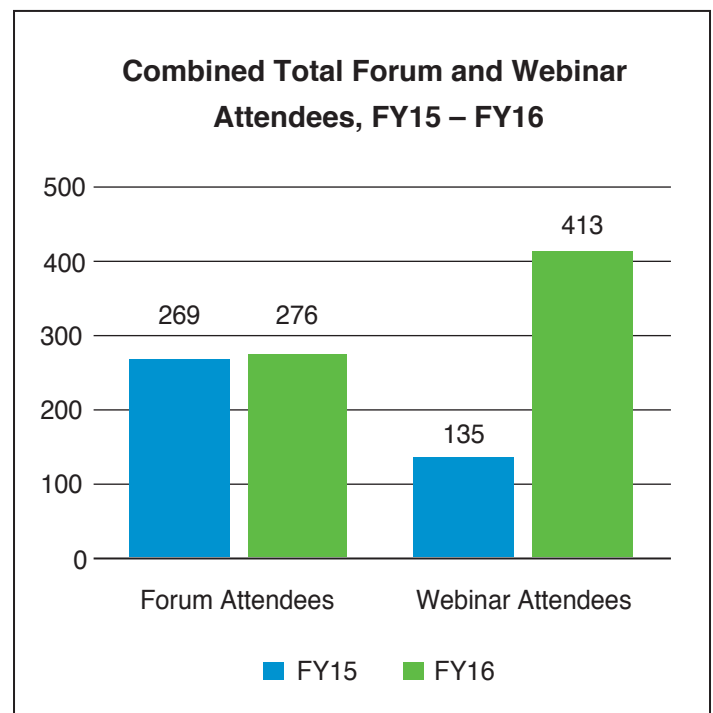
Provider Forums:

TIP conducted six provider education forums in Odessa, Round Rock, Victoria, San Antonio and Houston, resulting in 276 total attendees. Since 2013, TIP has implemented community forums for medical and public health professionals and community stakeholders, providing them with science-based information about vaccine recommendations, past and current trends in vaccine refusal, and step-by-step guides on how to address concerns with patients.



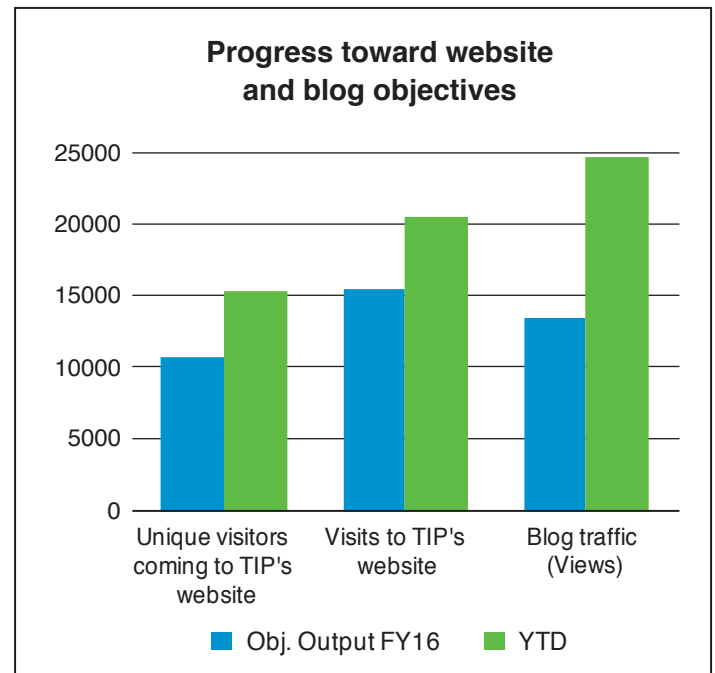
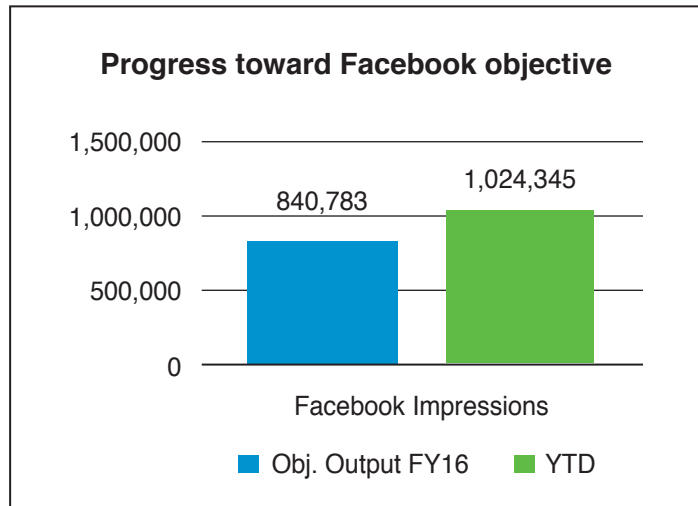
Webinars:

Building on its past success and ability to produce the best in immunization webinars, TIP expanded its presence in Texas with three webinars resulting in 413 total attendees, most of whom were community health workers throughout Texas. Webinar topics included: *ABCs of Immunization Coalitions*, *Dispelling Myths on Immunization*, and *Advocating for Science-based Immunization Policy*.



Online Outreach:

TIP was able to reach a broad audience by expanding its online efforts. Social media traffic increased by 25%, and TIP's Facebook and Twitter pages amassed an average of 112,000 views per month. Facebook content was viewed more than one million times. Views to TIP's website increased by 39%, and the TIP Talk blog nearly doubled its views with an average of 2,007 views per month.



Media Outreach:

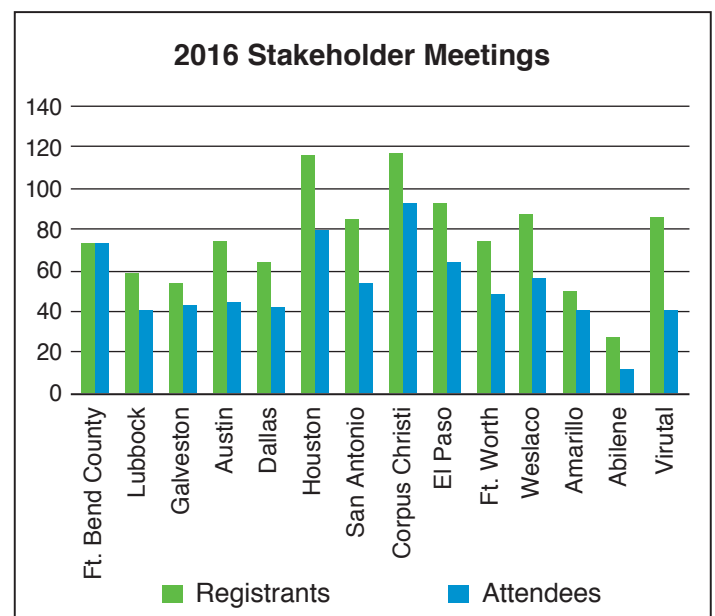
Media engagement is another area where TIP had great success. TIP had 229 media hits and nine op-eds, which were published 27 times throughout the state. Media invitations and/or media hits increased 263% over the previous fiscal year.

Advocacy Highlights

TIP was very active with advocacy in the spring and summer of 2016. This interim, non-legislative, year allowed TIP to gather data and information from stakeholders about the state of immunizations in Texas. This information, coupled with input from TIP's Scientific Advisory Council, helped develop the organization's legislative priorities for the 85th Legislative Session, which starts in January 2017. The efforts behind this important work included the following activities:

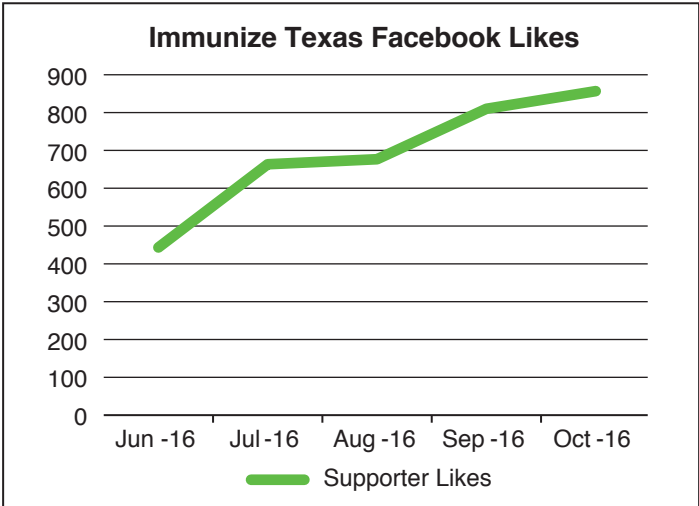
Stakeholder Meetings:

From January through June 2016, TIP hosted fourteen stakeholder meetings across Texas, including a live virtual town hall meeting. TIP reached 729 participants, which represented a 280% increase from 2014 stakeholder meetings. TIP provided information on current immunization trends and national and state vaccine policy updates and collected feedback from stakeholders on emerging immunization issues. Data collected from the meetings helped shape TIP's 2017 legislative platform.



Immunize Texas (IZT):

TIP launched Immunize Texas, an exciting new grassroots initiative in Houston, Austin and Dallas that is mobilizing pro-immunization parents and other members of the non-medical community to promote personal pro-immunization stories and science-based information about vaccines. TIP hired two part-time staff to help increase IZT visibility through social media. Between June and September 2016, IZT nearly doubled its Facebook supporters. IZT received public support from the Texas Elementary Principals and Supervisors Association, Texas American Teachers Federation, and Texas Nurses Association. New partnerships were formed with the Texas Tech School of Nursing and School of Pharmacy.

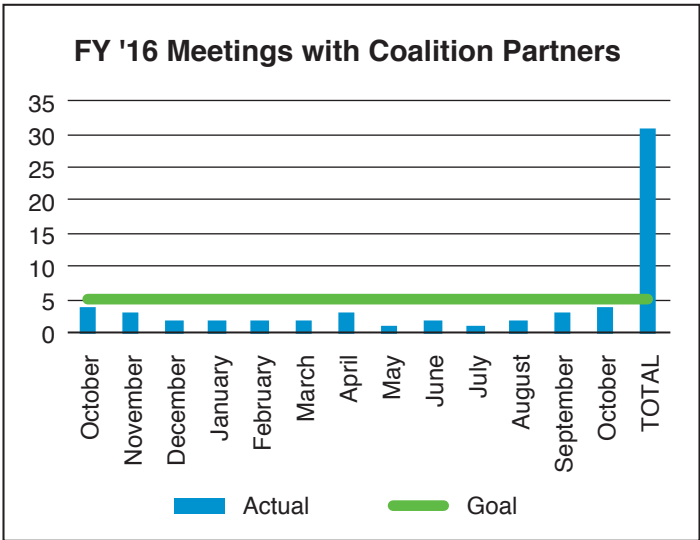


Biennial Electronic Survey:

TIP’s biennial survey was completed by 602 stakeholders, which represented a 236% increase from the previous survey. Respondents contributed observations and feedback regarding the opportunities and challenges regarding immunization rates in their communities. Survey findings were published in December 2016 in TIP’s biennial “State of State” report on immunizations in Texas.

Building Coalitions across Texas (BCaT):

TIP’s signature BCaT program continues to grow and create a statewide network of immunization coalitions. BCaT is now operational in seven geographical areas of Texas. Last fiscal year, TIP’s coalition engagement exceeded 160% of its stated goal for the year. TIP hosted a statewide coalition workshop in November 2015 in Austin. Two new coalitions from Victoria and South Texas-McAllen joined the program. TIP worked with the Crossroads Coalition in Victoria to develop capacity and collaborated with the coalition to host their first educational community event. TIP gave a capacity building presentation to the South Texas Immunization Coalition (STIC) to re-ignite the coalition after a 15-month hiatus. STIC partnered with TIP to host an immunization stakeholder meeting in the Rio Grande Valley. Three new markets, Gaines County, Amarillo, and Corpus Christi reached out to TIP to learn how to form a local coalition. TIP conducted an initial consultation with these locations to assess their needs and future capacity.



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TIP San Antonio (TIP-SA):

TIP is proud of the progress being made with its San Antonio programs. This year, TIP-SA held two forums on vaccine hesitancy for nursing students and front line office staff in medical practices. TIP-SA held an Immunize Texas event with local parents and was instrumental in helping to organize a TIP stakeholder meeting in San Antonio for 60 participants. TIP-SA collaborated with local partners on a project to support immunization best practices by training more than 25 South Texas Rural Health Center staff in strategies to increase vaccine coverage in community clinics.



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Thanks to our many donors!

Thank you to our vitally important donors...

Due to the generosity of our donors, TIP was able to achieve impressive results last year. We are grateful for the support we received from foundations, individuals, corporations and community partners.

Thank you to the hundreds of community leaders and supporters who attended the 7th anniversary of TIP's Community Immunity Luncheon at the River Oaks Country Club. Chaired by Allison and Dan Connally and Mitra and Joshua Woody, MD, over 400 guests attended to raise funds to support TIP programs and honor those who have dedicated their careers to promoting immunizations. TIP awarded the "Ralph D. Feigin, MD Award for Excellence" to St. David's Foundation and the "John R. Boettiger, Jr. Award for Community Partnership" was awarded to local visual artist Taft McWhorter.

Community Immunity Luncheon

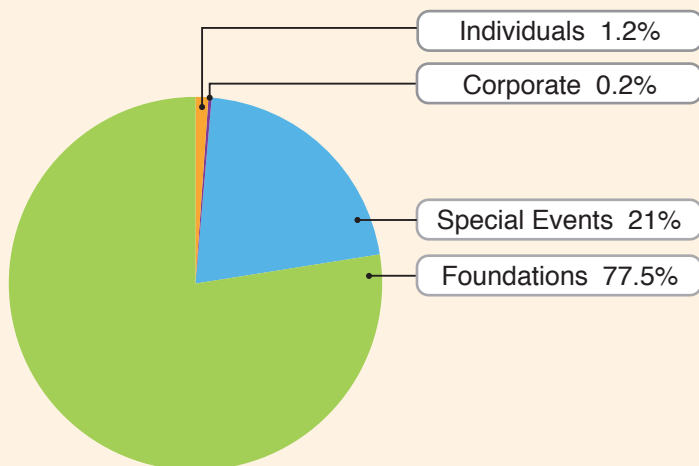
Top Photo (from left to right): Representative Sarah Davis, Erich Sturgis, MD, Patsy Schanbaum, Mustafa Tameez, and Lindy McGee, MD.

Bottom Photo (from left to right): Susan Feigin Harris, Becky Pastner, Debbie Feigin Sukin, and Anna C. Dragsbaek

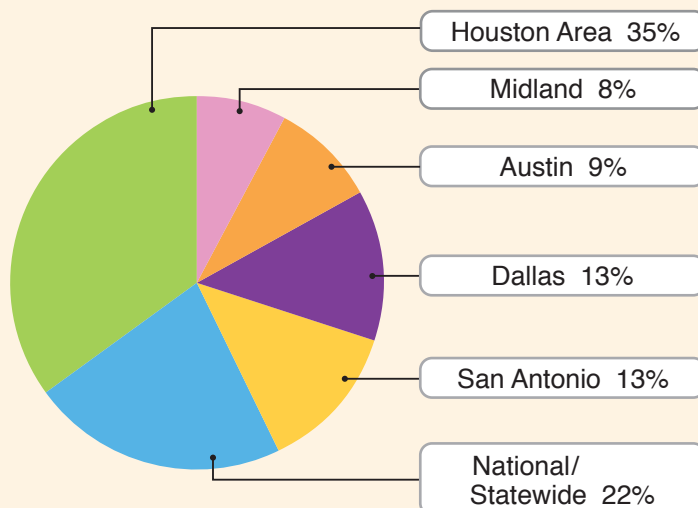


2016 Donors at a glance

Donor Breakdown FY2016



Diversification of Foundation Donors by Location FY2016



A special thank you to our vitally important donors...

TIP has been able to accomplish all of these impressive results because of its generous donors, which include foundations, individuals, corporations and community partners. We are infinitely grateful for the generosity of our many donors.

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