

Immunization Coalition Capacity Building: A Case Study

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Coalition



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PARTNERSHIP

www.immunizeUSA.org

Agenda



- What is a coalition & what can it do in a community?
- What is the Coalition Capacity Building Project?
- How has the Coalition Capacity Building Project made an impact on an immunization coalition?

The Immunization Partnership

- **Vision** » A community protected from vaccine-preventable diseases.
- **Mission** » To eradicate vaccine-preventable diseases by educating the community, advocating for evidence-based public policy and promoting immunization best practices.

What is a Coalition?

- A group of organizations and individuals who **work together** to address a shared concern and **accomplish a common goal**.
- They do this by providing a forum to:
 - **Share** ideas and strategies
 - **Distribute** responsibilities and risk.
 - **Build** consensus around key issues.
 - **Engage** in coordinated action.
 - **Maximize** talents.
 - **Build** relationships.



Why Coalitions Form

- Respond to an opportunity
- Respond to a threat or event such as a disease outbreak
- Expand organizations' limited time, expertise, resources, service, media coverage, contact with populations or influence.

Steps for Building an Effective Coalition

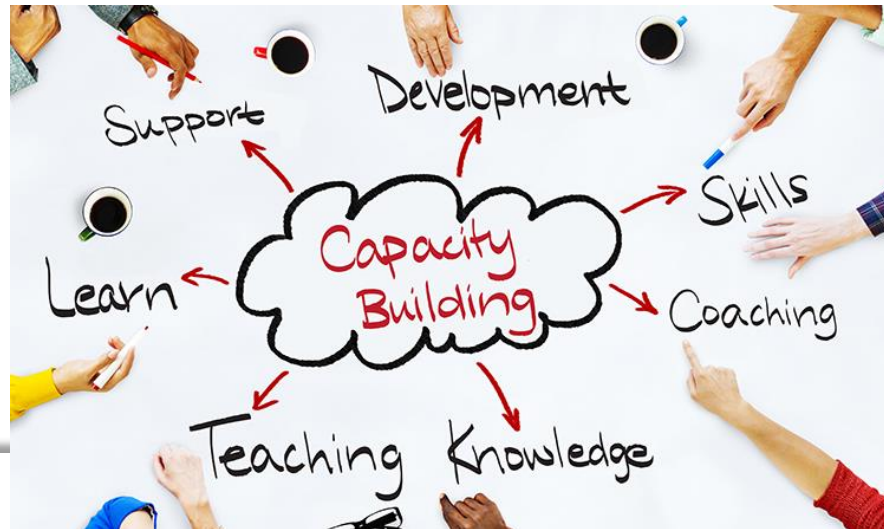
- **Engage** your leadership team
- **Recruit** diverse community organizations and convene the coalition
- **Develop** a Community Action Plan (CAP) with feasible and appropriate goals, objectives, and strategies
- **Implement** and sustain policy and environmental change strategies to reach goals
- **Evaluate** and improve the coalition and its strategies

IMMUNIZATION
COALITIONS PLAY A
KEY ROLE IN THE
FIGHT AGAINST
DISEASES!



Capacity Building

- Process of developing and strengthening the skills, instincts, abilities, processes and resources that organizations and communities need to survive, adapt, and thrive in the fast-changing world.



Coalition Capacity Building Project

- DSHS partnered with TIP to develop, assess, and provide immunization stakeholders and coalitions with updated tools, training, and resources to establish and sustain effective coalitions.
 - Capacity Building Assessment
 - Strengths Weaknesses, Opportunities and Threats (SWOT) Site Visit
 - 3 Webinars
 - 3 Workshops
 - Updated Toolkit



Immunization Coalitions in the DSHS Project

South Plains Immunization Network Lubbock, TX

Immunization Coalition of Greater
Houston Houston, TX

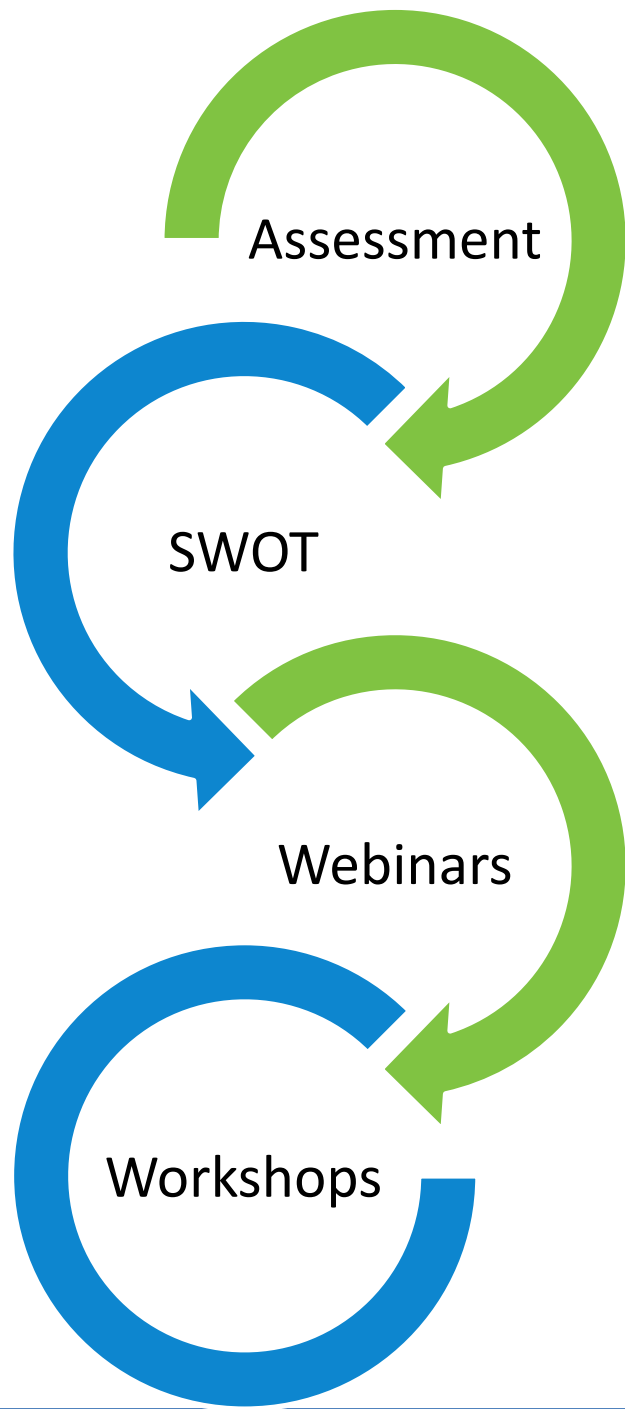
Gregg County Vaccine Awareness
Coalition Longview, TX

South Texas Immunization Coalition McAllen, TX

North East Texas Immunization
Coalition Tyler, TX

El Paso Immunization Coalition El Paso, TX





Coalition Capacity Building Project Process

Assessment



1. Coalition's target population
2. How many members
3. Which community sectors are actively engaged
4. The structure of the coalition (Board, Chair, Sub-committee)
5. Established mission and vision statements
6. Established work plans
7. Activities is the coalition currently involved in
8. Types of data collection



Assessment – Types of Partners

Partner	Participates Regularly	Participates Occasionally	Invited but does not participate	Unknown
Healthcare Providers	83%	17%		
Non-profit Clinics	50%	17%	33%	
For-Profit Clinics	50%	33%		17%
Local Health Department	50%	33%		17%
Hospitals	33%	50%		17%
Pharmacies	33%	17%	17%	33%
School Districts	66%	17%	17%	
Colleges/ Universities	66%	17%	17%	
Foundations		33%	17%	50%

Assessment – Types of Activities

Answer Choice	Percentage of Coalitions
Provide education to parents/families	100%
Provide educations to providers	100%
Conduct or participate in community events	100%
Promote ImmTrac2	83%
Provide immunizations	83%
Participate in advocacy	66%



SWOT Analysis

Internal Strengths

Collective advantages of the coalition (resources, facilities, training, activities, staff, funding, capabilities, access to populations of interest)?

Internal Weaknesses

*Collective disadvantages of the coalition.
What is blocking progress?*

External Opportunities

External forces that the coalition can leverage to advance goals (e.g., doubling results by using one project to enhance another)?

External Threats

External forces that might impede progress.



SWOT Themes



Webinars

**Promoting Immunization Requirements
& Addressing Parents' Concerns**

**Strategies for Increasing Childhood
Vaccination Coverage Rates in Texas**

**Strategies for Increasing Adult
Vaccination Coverage Rates in Texas**



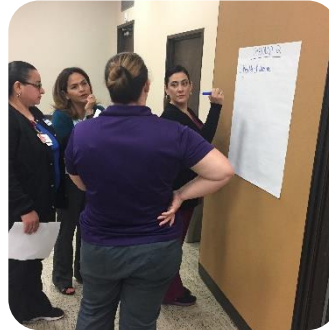
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Workshops



**Communications
Strategies for
Community
Engagement**



**Health Event
Planning for
Community
Engagement**



**Partnership
Development**

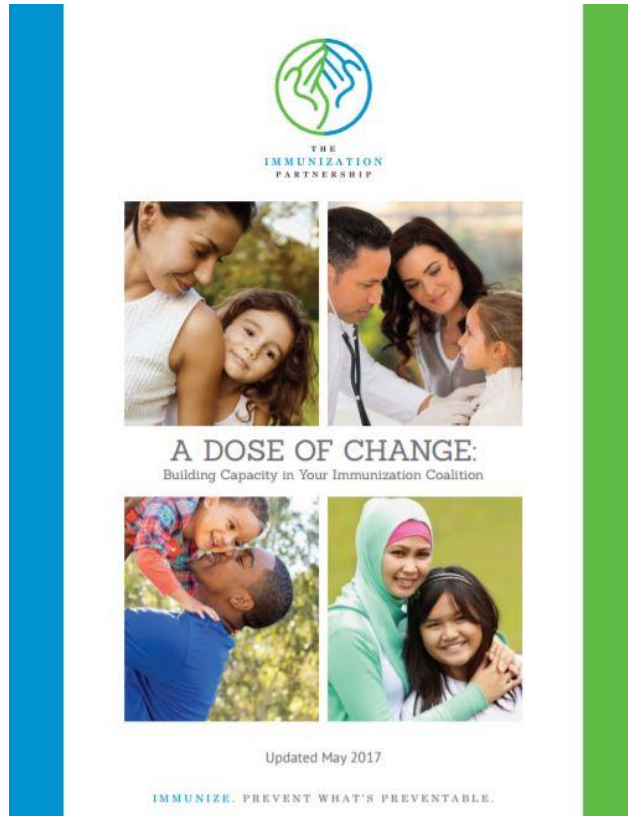


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Toolkit

- The toolkit includes:
 - Strategies for improving immunization coverage rates.
 - Practical information on establishing, managing, and sustaining a coalition.
 - Background information provided by DSHS regarding vaccinations and public health.
 - Instructions on developing a communications plan.



Next Steps

- Continue to provide support to the 6 immunization coalitions.
- Engage with new immunization coalitions to provide technical assistance.
- Provide resources to all who ask!





Ashley Davis, LVN
Coalition Coordinator
Immunization Program Manager
Gregg County



VAC

Gregg County



Vaccinating • Educating • Protecting

VISION: To promote and educate on Immunizations to help decrease Vaccine Preventable Diseases and increase vaccine coverages in Gregg County.

MISSION: Bringing Vaccine Awareness to our community for healthier growth.

Who makes up V.A.C?



**Texas Children's
Health Plan**

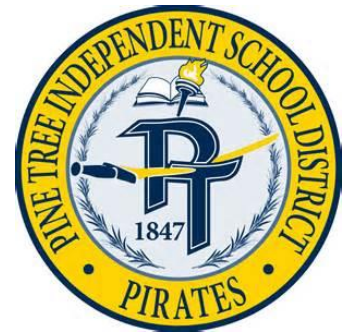
*The best decision a family can make.
La mejor decisión para su familia.*



- Gregg County Providers
- Gregg County Schools
- Health Plan providers
- Child Care Centers
- Gregg County Health Department
- Vaccine Reps
- ETCADA
- Drug Free Youth Coalition
- ETATT
- Universities
- Churches
- Hospitals
- Longview Mall



**LETOURNEAU
UNIVERSITY**



UnitedHealthcare®
Community Plan

The word "EVENTS" is displayed in large, bold, sans-serif capital letters. Each letter is on a separate white rectangular card, which is pinned to a brown corkboard background with a colorful pushpin. The letters are: 'E' (black), 'V' (gray), 'E' (red), 'N' (black), 'T' (gray), and 'S' (red). The pushpins are green, blue, yellow, orange, green, and blue respectively.

EVENTS

- Back to School Event
- Flu Clinic
- HPV educational event
- Shot clinics
- Community Outreach
 - Health Fairs
 - Educational booths
 - 5K Runs

V.A.C. *Back 2 School Bash!*



AUGUST
26

THE ROC

212 E.
SOUTH ST

10AM-2PM





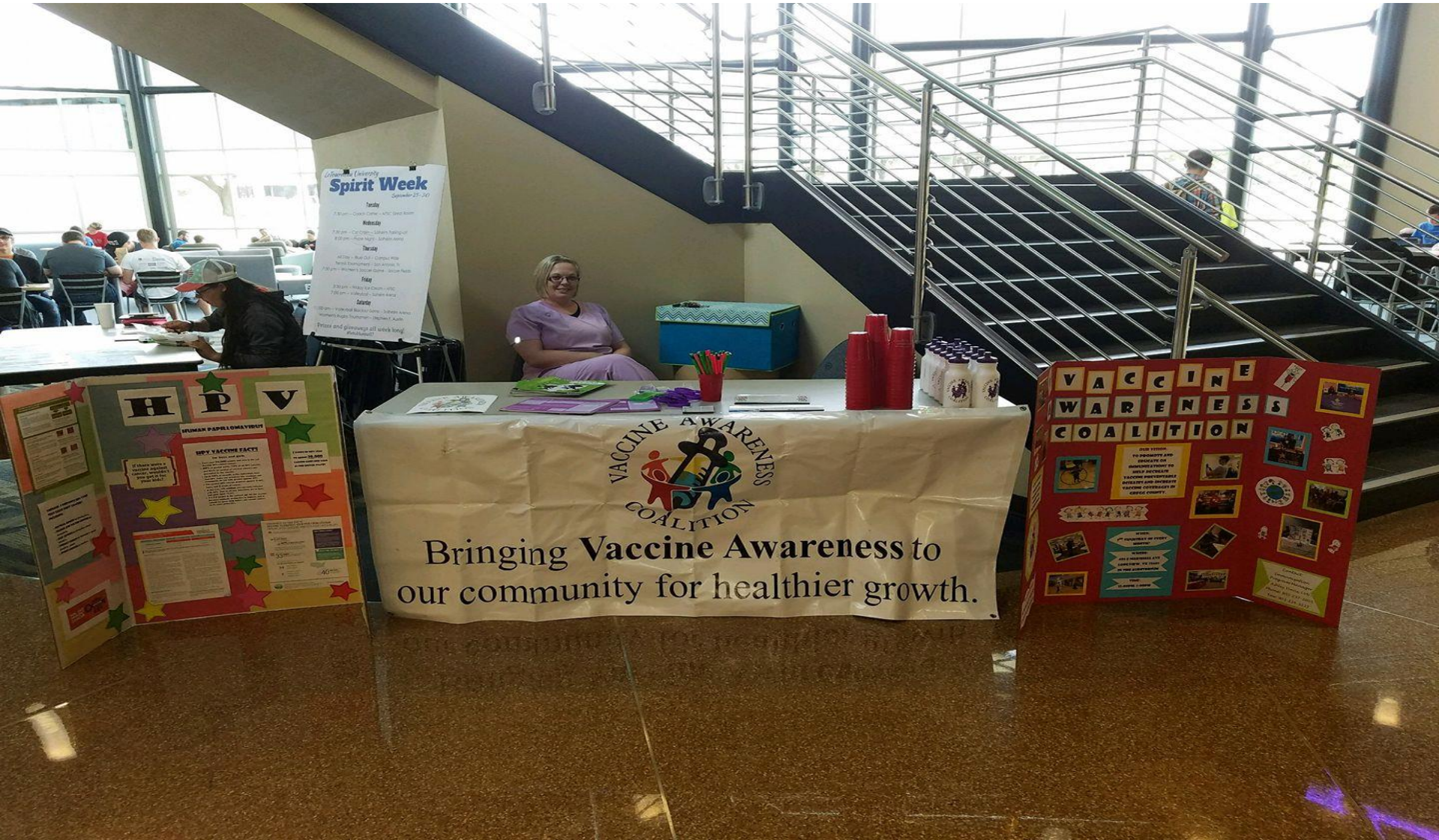
MCV CLINIC



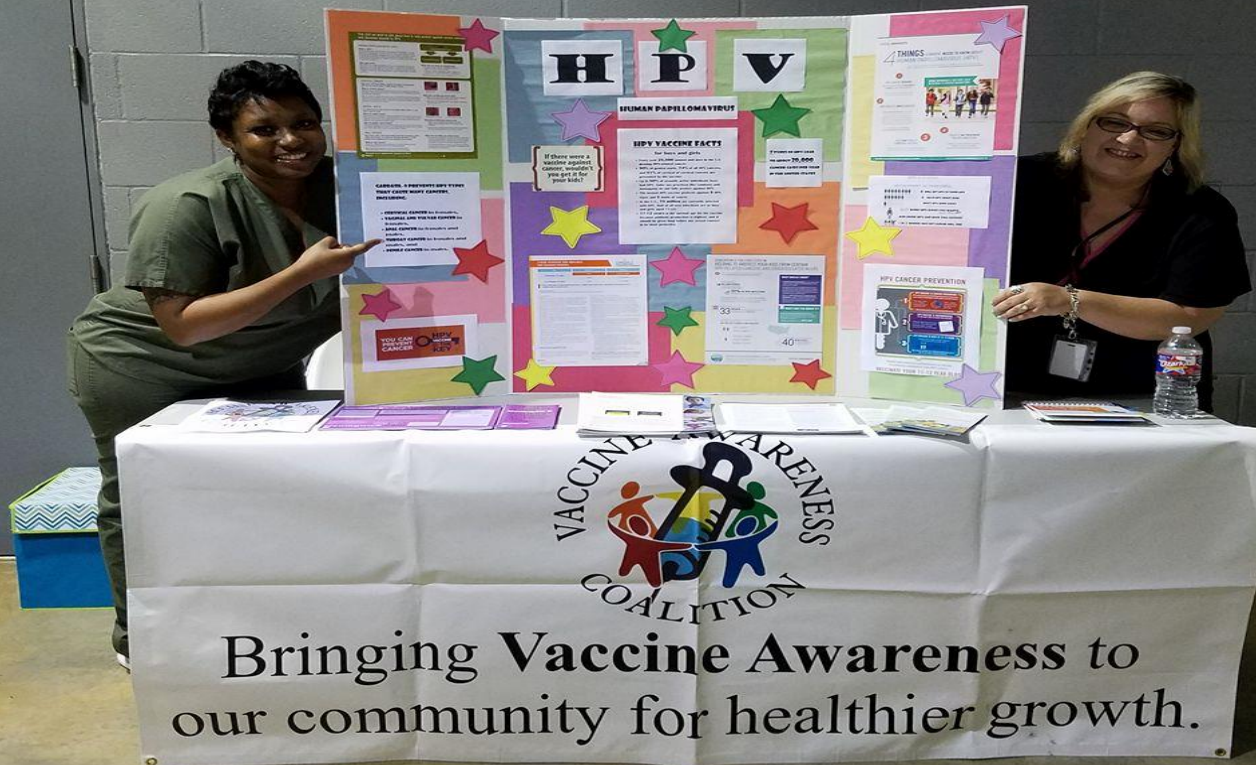
ETATT
EAST TEXAS ANTI-TRAFFICKING TEAM

FLASH GLOW 5K





HPV EDUCATION



Two women are standing behind a table covered with a white cloth, displaying various HPV education materials. The woman on the left is pointing to a poster, and the woman on the right is holding a poster. The table features a logo for the Vaccine Awareness Coalition and a banner with the text: "Bringing Vaccine Awareness to our community for healthier growth." The background is a grey brick wall.

HPV EDUCATION

HPV

HUMAN PAPILLOMAVIRUS

HPV VACCINE FACTS

HPV CANCER PREVENTION

VACCINE AWARENESS COALITION

Bringing Vaccine Awareness to our community for healthier growth.

V.A.C. HEALTH FAIR



SANTA'S FLU SHOP!



Santa's on his way,
swing through and get
the flu shot today!!

- Pictures with Santa
- Christmas lights
- Door Prizes
- Flu shots for all ages
- Hot Chocolate
- Yummy snacks



FREE FLU SHOTS

(For those who qualify)



12/9/17* Greggton church • 1101 PINE TREE RD • 3pm-7pm



Santa's Flu Shop!



DECEMBER
9

GREGGTON
METHODIST
CHURCH

1101 PINE
TREE RD

3PM-7PM

UPCOMING EVENT

December 9, 2017

Membership development



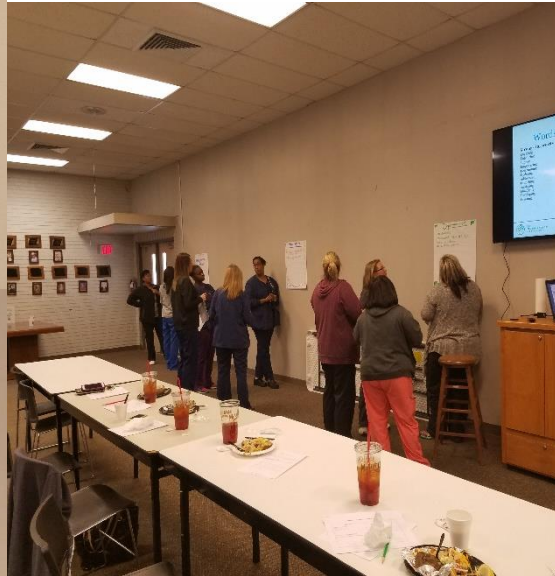
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SWOT ANALYSIS

Strengths

monthly meetings
broad outreach
public interaction
free training
✓ vaccine availability
vaccine outreach coordinator
(not a parent)
Experience w/ TVFC program
Diverse Group
Supportive Vaccine Rep.



Weaknesses

- ✓ Community involvement
Churches + schools
- Not enough information for the community
- involvement with members during community outreach!
- continuous funding ✓
- fundraising ✓
- day time meetings held
- involvement of Spanish community
- Educating Parents about optional vaccines (the 4 H's)

Opportunities

- ✓ Fundraising
- ✓ Educational Materials (CDC)
- ✓ Building a website
- ✓ Social Media Exposure
- ✓ More collaboration in coalition members
- Share Immunization Rates
- Increase Compliance
- educate parents/families
- better communication with school nurses
- making sure immunizations updated
- free lunches from RLS

Threats

- * Not attending meetings ✓
- Not realizing advertisement ✓
- * if funding to get cut ✓ *
- ✓ Pending Legislation
- ✓ Increased Exposure from decreased immunizations
- ✓ ANTI-VACCINATORS ✓

How has the DSHS Coalition Capacity Building Project impacted your coalition



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Communication Strategies for Community Engagement Workshop

- Utilized the information for our FB page
- Created an Instagram



53
posts

25
followers

27
following

Promote

Edit profile

Vaccine Awareness Coalition

Region

We Collaborate and discuss ways to increase vaccine coverage levels and promote Immunizations in our community

Like our page on Facebook!

Longview, Texas 75601

Call

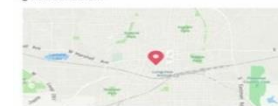
Email

Directions



Karen Castleberry Floyd is with Chanda Harvin White and Ashley Davis at Gregg County Health Department.

Where else can you go eat snacks, cookie cake and look at herpes zoster photos all at the same time? Hahahah! Happy 1 year Anniversary to the Vaccine Coalition! Thank you so much for the goodies ladies.



Vaccine Awareness Coalition

Create Page @Username

Home

Posts

Groups

Reviews

Videos

Photos

About

Community

Events

Promote

Manage Promotions



Vaccinating • Educating • Protecting

Like Follow Share

Send Message

Write something...

Region in Longview, Texas

Open Now



See All

Page Tips

See All

Create a Username for Your Page That's Easy to Remember
A username helps people find and remember your Page.

Send People to Your Website
Add your website address to your Page to help people find it.

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

See All Page Tips (5)

100% response rate, 2-hours response time
Respond faster to turn on the badge.

180 likes +1 this week

163 follows

See Pages Feed
Posts from Pages you've liked as your Page

60 were here 0 this week

41 post reach this week

Visual posts improve engagement

Build closer relationships with your customers by creating a post using your Page's images.



Create Post

Partner Development Workshop

- We have added 15+ members to the coalition.
- We have been able to maintain the majority of our original members that we started with a year ago.



ROAD BLOCKS/ IF I ONLY KNEW..

- How to get started without money
- Funding Restrictions
- Fundraising
- No tax ID number



MOVING FORWARD

- *Continue monthly meetings*
- *Establish a partnership with Gregg County schools to help educate parents on the importance of the HPV vaccine.*
- *Continue to provide Immunization Clinics to help improve vaccine coverages in Gregg County.*
- *Fundraising!!*
- *Add more members to our Coalition and grow as much as possible*
- *Maintain a SUCCESSFUL Coalition!!*



QUESTIONS



Thank you!

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